

TOP 5 TIPS



ChasingPatients.com



TO IMPROVE YOUR MEDICAL PRACTICE



ChasingPatients.com

BY CHASING PATIENTS

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"WHAT THEY DIDN'T TEACH YOU IN MEDICAL SCHOOL "

Your Medical Practice is a Business

Medical School taught you how to provide medical services. What they didn't teach you was **how to run a business**. *You must know how to run a business.*

What to expect after reading our eBook...

- Medical business skills, techniques and information.
- Increase your profits in the 100's of thousands.
- Save more money in the 100's of thousands.
- Dramatic boost in new & loyal patients.
- A more efficient medical practice.
- Packed out waiting rooms.
- Larger bank accounts.
- A Better life.



1

Always get the Co-Pay

"Doc, I am a little low on money, do you mind taking just the health insurance?"

Have you ever heard this before?

You probably have and other variations of it. You think "Why not, its only for example \$20 dollars." Well lets say you see 20 patients, 5 days a week with a \$20 dollar co-pay each.

For one whole year you decide to let the co-pay slide because your patients can't afford it. Well in this case you would be...

Losing....



...\$100,00 a Year!

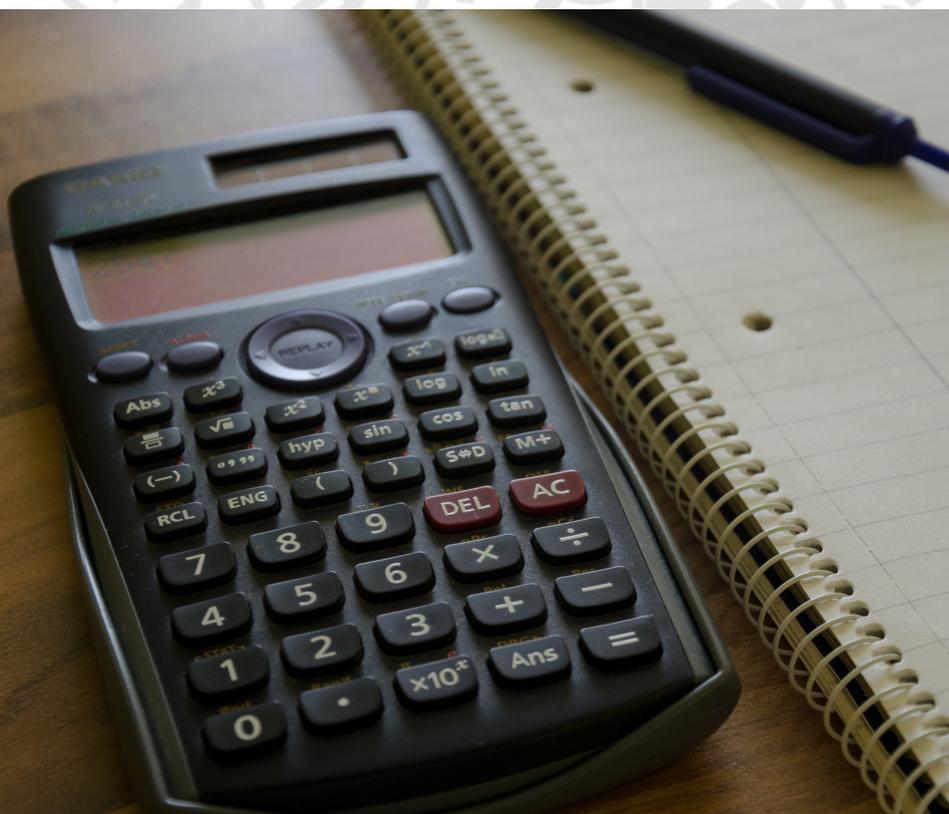


You do not want patients who can't afford their co-pays. They have free clinics and other resources they can go to.

Calculate Out How much your losing on co-payments!



You will be surprised!



2

Your biggest expense is
not your medical supplies

THE MISCONCEPTION

If you think your
medical supplies
and equipment
are your biggest
expense....



This is simply...

NOT TRUE

Your biggest expense is your  staff.

Over 70% of the United States medical offices are over staffed!



Here is the Formula

1 Assistant = 2 Health Care Providers.
Use this as your ratio for your office staff.

3

Patient Scheduling



Right now, you are losing money due to your patient scheduling system.

You may already be aware of this and are struggling to figure out why?

You may decide to slap your patients with a no-show fee, resulting in them not showing up ever again. You ask, there must be a better solution?

There is! So don't worry. We have the answer just for you. It's a simple formula that will guarantee a full waiting room!

All you have to do is follow our simple proven tips. When you use the formula be to honest for accurate results.

Get the formula on the next page

The Patient Scheduling Formula

How many patients do you schedule a day?

That was a real question, ask yourself that.

How many actually show up?

This will only work if you answer honestly.



1. Take the percentage of the no-show patients and double book your schedule by that percentage. For example if your no show rate was 10% book an additional 20%.
2. For new patients, schedule them at 30 minute intervals.
3. For loyal and existing patients, schedule them at 15 minute intervals.

Optimizing your schedule for patient appointments will boost your revenue dramatically! It won't take too long to see the formula take affect either. Do it right and you will profit!



4

The CLIA Waiver Test



You know this, but for those who don't. The CLIA Waived Test is used to diagnosis patients that may have certain ailments like strep throat, diabetics to HIV.

For the CLIA Waiver Test, do you do this?

- A - Inside your medical practice?**
- B - Or do you send it off to a lab?**



If you answered:

"inside your medical practice", you can skip to Chapter 5.

If you answered:

"You send it off to a lab" keep reading!

You may not know this, but doctors now have the ability to do the CLIA Waived Test themselves. No lab is needed! Why give your money away to a lab when you can be banking that money?

The moral of the story:

Keep the CLIA Waived Test in house.

5

Hire 3 Billing Companies

Does this sound counter-intuitive?

Because it' quite the opposite!

Find out why...

Step 1: Hire two billing companies. Apply A - B testing to these two companies. See which one is performing better over the other. Which company is leaving more money on the table? Which company is collecting more money for you? Overall find out which company of the two performs better.

Step 2: From the two billing companies. Give more business to the one that is collecting more for you and less to the other. You ultimately may have to drop the second company.

Step 3: Hire a third billing company that specializes in reviewing rejected claims. This saves thousands of dollars. You will lose money with out doing this.

Tip Conclusion:

This strategy is great at keeping your billing companies honest and to ensure they are increasing your revenue. This will give you peace of mind that you are collecting the most money possible.