

**Discover the Success Behind
 “The DoctorsManagement Way”**

The course of study focuses on a body of knowledge as driven by DoctorsManagement’s fifty-three years of medical practice management success—“The DoctorsManagement Way.” Participants are exposed to a variety of instruction, discussion and interactive participation on topics including:

- Maximizing Management Relations with Physicians
 - Increasing Profits Through Medical Laser Technology
 - Fraud & Abuse Compliance
 - Optimizing Information Technology
 - Successful HR Management Programs
 - Maximizing Vendor Relationships
 - Coding for Maximum Reimbursement
 - OSHA & CLIA Compliance
 - Effective Operations Strategy
 - Proven Collection Strategies
 - HIPAA Compliance
 - Financial Policies & Tax Reduction Strategies
 - Bankcard 101—Managing Payment Services
 - Wage & Hour Compliance
 - Maximizing Retirement Benefits
 - Leadership Development
 - Best Practices in Identity Theft Prevention
 - Shopping Smart for Employee Benefits
- ...and much more!

Once you have completed our 12-month program, you will be awarded the *Certificate of Medical Practice Management*. As a Certified Medical Practice Manager (CMPM), you will have the expertise necessary to increase your practice’s value, improve profitability, boost employee morale, and enhance patient satisfaction. We also offer the *Alumni Continuing Education (ACE) Program* to our alumni by invitation in May and October.



**Learning—networking—new friendships—certification
 and more!**



2009 Schedule

- **Module 1**
 February 19-20*
 March 27-28
- **Module 2**
 May 14-15*
 June 19-20
- **Module 3**
 August 20-21*
 September 25-26
- **Module 4**
 October 15-16*
 November 6-7

Inside this issue:

Schedule of Classes	2
Requirements	
Fees	
Registration Form	3
Transportation & Lodging	4
Faculty	
Description of Classes	5
Letter from the Director	6

**CERTIFICATE OF
MEDICAL PRACTICE MANAGEMENT**
- *The DoctorsManagement Way* -



- ✓ Grow as a **medical practice executive**
- ✓ Improve **practice profitability**
- ✓ Bring **added value** to the medical practice
- ✓ Raise **employee morale and productivity**
- ✓ Increase **patient/customer satisfaction**

2009 SCHEDULE OF EDUCATIONAL SESSIONS

MODULE 1

February 19-20*

March 27-28

- Maximizing Management Relations with Physicians—The Four Goals
- Leadership Development
- Financial Policies & Tax Reduction Strategies
- Coding for Maximum Reimbursement
- Insuring Practice Assets
- Best Practices in Identity Theft Prevention

MODULE 2

May 14-15*

June 19-20

- Effective Operations Strategy
- HIPAA Compliance
- Success Through Customer Service
- Proven Collection Strategies
- Increasing Profits Through Medical Laser Technology
- Risk Management

MODULE 3

August 20-21*

September 25-26

- Optimizing Information Technology
- Bankcard 101—Managing Payment Services
- Fraud & Abuse Compliance I & II
- Shopping Smart for Employee Benefits
- Marketing Strategies That Work
- Maximizing Vendor Relationships

MODULE 4

October 15-16*

November 6-7

- Building Revenue Through Pharmaceutical Dispensing
- Wage & Hour Compliance
- OSHA & CLIA Compliance
- Maximizing Retirement Benefits
- Successful HR Management Strategies
- Maximizing Value from Your IT Infrastructure

* Friday/Saturday Session

Tuition Cost

Tuition for one year includes course manuals and materials, and lunch on the first day of each session. Students are responsible for their own transportation and lodging.

\$1,590 Regular tuition

\$1,090 DoctorsManagement client (if DM has been compensated within the last 12 months)

Tuition is reduced to half for each additional student from the same practice.

\$545 TMA Member

\$500 Each module available separately

\$295 ACE classes

No charge if EMS Client of DoctorsManagement

Each module can be taken separately and can be billed or paid separately.

Requirements

The Practice Manager Certificate Program consists of educational sessions divided into quarterly meetings. There are four Modules that must be completed to receive the Certificate of Medical Practice Management. Modules may be taken in any sequence, allowing a manager to start the program at just about any time.

Location

Classes are for a day and a half, either on a Thursday/Friday or a Friday/Saturday. Classes are held at Fox Den Country Club in Knoxville, TN.



Success comes when you're most prepared for it...come share the knowledge!

Educational Sessions:

- | | | | | |
|------------------|--------------------------|------------------------|--------------------------|------------------------|
| MODULE 1: | <input type="checkbox"/> | February 19-20* | <input type="checkbox"/> | March 27-28 |
| MODULE 2: | <input type="checkbox"/> | May 14-15* | <input type="checkbox"/> | June 19-20 |
| MODULE 3: | <input type="checkbox"/> | August 20-21* | <input type="checkbox"/> | September 25-26 |
| MODULE 4: | <input type="checkbox"/> | October 15-16* | <input type="checkbox"/> | November 6-7 |

Select the date you will be attending.

Educational sessions are held in Knoxville, TN, at Fox Den Country Club, 12284 North Fox Den Drive, from 8:45 a.m. to 5:00 p.m. (EST) with the second day ending at noon.

Application Procedures: It's easy to apply for admission to the Practice Manager Certificate Program. You may register by mail, phone, e-mail or fax. Early registration is encouraged as seating is limited. Upon receipt of the registration, confirmation will be sent to you as needed modules approach. Please make checks payable to **DoctorsManagement**. Confirmed registrants may cancel and receive prorated refunds up to ten working days before each class. All cancellations must be in writing and sent to: DoctorsManagement, PO Box 23590, Knoxville, TN 37933.

Method of Payment:

Amount Payable \$ _____

- Check (payable to DoctorsManagement) Discover Visa MasterCard American Express

Credit Card # _____ Name on Card _____ Exp. Date _____

Authorized Signature _____ Date _____

1st Registrant _____ Title _____

2nd Registrant _____ Title _____

Practice Name _____ Practice Specialty _____

of Physicians in Practice _____

Street _____ City _____ State _____ ZIP _____

Telephone Number _____ Fax Number _____

E-mail Address _____

As an attendee, I understand that I must complete each module, and by doing so I will be awarded the Certificate of Medical Practice Management—The DoctorsManagement Way—and earn the designation of Certified Medical Practice Manager (CMPM®).

I, _____, hereby grant to DoctorsManagement (DM) the right and permission to use any photographs taken of me for any purpose and in any and all media now or in the future. I hereby grant DM the right and permission to use my name in connection with the photographs. I will make no monetary or other claim against DM for the use of the photograph(s). _____ Date



By Phone:
 Call 8:30 a.m.—5:30 p.m. EST
 (800) 635-4040



By FAX:
 (865) 531-0722
 24 hours a day

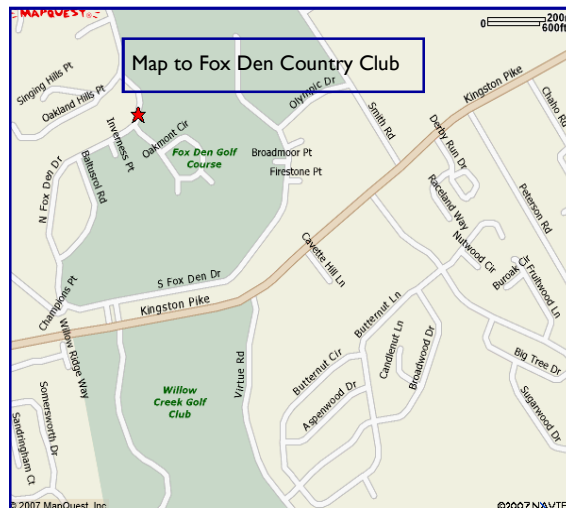
By Mail:
 DoctorsManagement
 PO Box 23590
 Knoxville, TN 37933



By E-mail:
 llesh@drsmgmt.com

Students are responsible for all transportation and lodging. These are a few convenient hotels:

Hilton Garden Hotel 216 Peregrine Way	(865) 690-6511	\$99.00
Homewood Suites by Hilton 10935 Turkey Drive (Includes a studio suite and breakfast)	(865) 777-0375	\$129.00
Jameson Inn 209 Market Place Lane	(865) 531-7444	\$79.00
Courtyard by Marriott 216 Langley Place (Includes a studio suite and breakfast)	(865) 539-0600	\$115.00
Best Western 420 N. Peters Road (Traditional King and includes breakfast)	(865) 539-0058	\$89.00



Be aware that these rates may not be available on football weekends or during special events. Identify yourself as a DoctorsManagement student and ask for the corporate rate when making your reservation and upon check-in. Check with your selected hotel for available services. You may call (865) 342-3000 for airport taxi and car rental information.

Student Testimonial

“As you know, I have completed the DoctorsManagement School of Medical Practice Management and became a certified medical practice manager. I had such a great experience that I feel compelled to share it with you since you facilitated each and every session. I had very little experience in the medical manager field when I accepted my new position. But I did have the desire to learn about this new challenge in my life and the courses at DoctorsManagement CMPM exceeded my expectations. I not only found the courses to be interesting, educational and current, I also found that the class material can be used now and in the future. And by the end of the four sessions, I developed special friendships with people who share the same career and are another great source of help and understanding.”

Stephanie Geibel, CMPM

School Faculty

Selected faculty are professionals with careers from nationally recognized organizations including:

- DoctorsManagement, LLC / Knoxville, TN
- Transworld Systems, Inc. (TSI) / Knoxville, TN
- Retirement Plan Consultants / Knoxville, TN
- Federal Bureau of Investigation
- Claris Networks / Knoxville, TN
- Med3000 / Pittsburgh, PA
- Dispensing Solutions, Inc. / Santa Ana, CA
- Innovative Aesthetics Group / Nashville, TN
- Associated Insurors, Inc. / Knoxville, TN
- U.S. Department of Labor

(Faculty subject to change.)

Each educational session provides handouts and/or take-home materials.

Maximizing Management Relations with Physicians — The Four Goals

Examines why the practice has hired you. Takes an in-depth look at establishing four indispensable goals to better assure your success as a practice manager.

Financial Policies & Tax Reduction Strategies

Examines a progressive and effective approach to financial policies and tax reduction strategies. Addresses streamlined monthly management reports, embezzlement control, record retention guidelines, in addition to equipment corporations, automobile lease agreements, childcare and medical expense reimbursement plans, and payroll tax depositing, etc.

Leadership Development

Examines the need for and characteristics of leadership. Provides an opportunity for self-evaluation of individual leadership traits, to grow current leadership skills, and learn ways to better influence, convince and motivate your staff.

Coding for Maximum Reimbursement

Examines current ICD-9 and CPT coding practices for maximum reimbursement for services. Course content is both general and specialty specific.

Insuring Practice Assets

Takes an in-depth look at properly insuring the assets of the practice. Examines why we buy insurance; what types of insurance are needed; how to effectively shop the market; what affects the premium; and, whether you can buy too much insurance.

Best Practices in Identity Theft Prevention

It is no longer just a problem for financial institutions, credit entities and other companies whose business requires the storing of personal information; medical practices could face the risk of liability when personal information of employees and patients fall into the wrong hands. According to the Federal Trade Commission's Web site, "Identity theft occurs when someone uses personal information without permission to commit fraud or other crimes." Medical practices that are careless in maintaining personal information may be subject to a claim of negligence if the information is purloined and, as a result, an individual suffers a loss. Come learn about best practices to avoid becoming a statistic.

HIPAA Compliance

Focuses on practical attention to HIPAA requirements. Commonsense approach to dealing with electronic transcription, patient privacy, and security of healthcare information.

Proven Collection Strategies

Focuses on understanding the debtor (patient) and improving patient collections. Looks at why patients don't pay, legal issues, steps to a clean AR, what to say in a variety of situations, collection companies, and recommended letters and forms.

Success Through Customer Service (DISC)

Looks at the identification of different behavioral styles in the workplace and its impact on customer relations. Examines how to get styles interacting and working better together. The use of behavioral evaluation tools is informative and fun.

Effective Operations Strategy

Identifies the two essential ingredients for effective office operations. Also examines general operating procedures including telephones, scheduling, registration, insurance billing and follow-up, and medical records.

Increasing Profits Through Medical Laser Technology

Focuses on increasing revenue through the use of medical laser technology. What does laser technology offer a practice and its patients? Did you know that many medical specialties use lasers? Is a laser right for your practice? How to successfully manage laser services. How to get started.

Risk Management

Takes an in-depth look at potential liability in the everyday workings of a medical practice. Highlights medical malpractice in the U.S., what causes it, and the means to reduce its risk. Informative video vignettes are used.

Marketing Strategies That Work

Identifies the role of marketing, its need, plan development, and proven marketing strategies that include Yellow Pages, newspapers, brochures, mailers, radio, and television. Examines the costs associated with marketing and methods of tracking to ensure awareness of campaign success.

Fraud & Abuse Compliance I & II

- I. Addresses a practice's compliance with Fraud and Abuse guidelines. Review a Fraud and Abuse compliance plan. Learn the Ten Coding Compliance Commandments. Come away with a sample plan that can easily be customized to fit any practice.
- II. Learn answers to what the OIG, FBI, and other federal agencies are doing today to enforce the mandates. What are the chances of the FBI darkening your door? How is an investigation conducted? What are your rights?

Optimizing Information Technology

Examines the fast paced development of information technology available for the medical practice. Focuses on electronic products and services including electronic medical records, eligibility verification, and the power of the Internet to streamline the revenue cycle.

Bankcard 101

Most businesses today rely on bankcards (MC/VISA/AE/debit) for better cash flow, to reduce bad debt, and provide customer convenience. But at what costs? Learn how the bankcard system works, avoid hidden processing fees, get paid promptly, and much more. Effectively managing your bankcard payment services influences your overhead and bottom line. Bring your bankcard statement for a personal analysis.

Maximizing Vendor Relationships

Emphasizes the understanding of the medical product distribution process, allowing management to better utilize the medical sales industry to enhance the medical practice. Examines the medical vendor industry, the supply chain, types of vendors, differentiating product and service needs, choosing a vendor, and creating a partnership.

Shopping Smart for Employee Benefits

Shopping for employee benefits can be a difficult task! It can be made harder if the insurance broker isn't knowledgeable and willing to provide great customer service. What should an employer expect from their broker? Are all brokers created equal? What kind of products are available to consider in a benefit package? Can conflicts of interest exist between a broker and the employer? How often should benefits be shopped? Are there things brokers don't want you to know? Do insurance companies perform equally in coverage ratings and service?

OSHA & CLIA Compliance

Takes an in-depth look at the Bloodborne Pathogen Standard, Hazardous Chemical Communication Standard, tuberculosis protocol, emergency preparedness, ergonomics, and in-office laboratory compliance.

Successful HR Management Strategies

Visits the vital role of personnel management in the medical practice. Examines issues of governmental compliance, personnel policies, compensation, benefits, and staff development.

Maximizing Retirement Benefits

Provides a down-to-earth understanding of retirement plans and tax-saving options for business owners and employees. Learn common terminology and what plans are losing favor and which are growing in popularity. Specifically addresses tax and business advantages of qualified benefit and qualified contribution plans like profit sharing plans, 401(k) plans, and money purchase plans, etc.

Wage & Hour Compliance

Takes an in-depth look at the Federal Labor Standards Act (FLSA). Focuses on issues of hourly/salary status, overtime, comp time, work time, travel, education/training, lunch and breaks, and independent contractors.

Building Revenue Through Pharmaceutical Dispensing

Emphasizes increasing revenue through pharmaceutical dispensing in the practice. What does pharmaceutical dispensing offer a practice and its patients? Is pharmaceutical dispensing right for your practice? How to successfully manage pharmaceutical dispensing. How to get started.

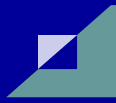
Maximizing Value from Your IT Infrastructure

Emphasizes getting away from the hodge-podge in computer networking and emphasizes the need and means to establish sound business computer networks. Introduces common hardware, network concepts, terminology, cost, vulnerability and dependability.

Round Table Topic Discussions

Participating in the Round Table Topic Sessions has produced many great ideas. Its success comes from attendee participation and putting heads together to help one another. Offers the opportunity to "share a challenge" with peers and receive possible solutions on the spot.





Dear Practice Manager:

Thank you for taking the time to read the information regarding the Practice Manager's Certificate Program.

Our participants enter the program with a variety of educational and employment experiences. They come from different cities and states. But, they all arrive with something in common—the desire to learn in a comfortable environment and to network with peers. We have designed the educational sessions specifically to meet those needs. We have a comprehensive and entertaining program that will exceed your expectations! All educational sessions are eligible for approval for continuing education units (CEUs) by the Professional Association of Health Care Office Managers (PAHCOM) and the Medical Group Management Association (MGMA).

I am happy to assist you in learning more about this innovative educational opportunity designed to prepare practice managers for their future in healthcare. Please do not hesitate to contact me at 800-635-4040. I know you, or someone you know, will want to take advantage of this terrific training opportunity!

Professional Regards,

Philip L. Dickey, MPH, PHR
Program Director



**DOCTORS
MANAGEMENT**
Leave the business of medicine to us
10401 Kingston Pike, Knoxville, TN 37922



Check us out!
www.drsmgmt.com