

DoctorsManagement
 School of Medical Practice Management
The Practice Manager Certificate Program

2011

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

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

Once you have completed our 12-month program, you will be awarded the *Certificate of Medical Practice Management*. Students starting the program in 2011 must pass a 100-question multiple-choice examination with 75% accuracy (students who started the program in 2010 will be “grandfathered” and responsible for the 75-question multiple-choice exam with 75% accuracy). 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 April and October.

etraining



Your Connection to Online Medical Practice Management Education!

The DoctorsManagement School provides a webcast of our school. It will be available live on the dates the regular school is in session. You will have access to the audio and the ability to view any presentation on your computer screen, see the presenters and fellow students, as well as the opportunity to participate via live mic.

Classes begin at 8:45 a.m. (EST) each day. There is a 10-15 minute break between educational sessions. On the first day, there will be a one-hour break for lunch and class will dismiss around 5:00 p.m. (EST). On the second day, class will dismiss around noon (EST).



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



2011 Schedule

- **Module 1**
 February 17-18*
 March 18-19
- **Module 2**
 May 5-6*
 June 17-18
- **Module 3**
 August 25-26*
 September 23-24
- **Module 4**
 October 6-7*
 November 4-5

*Thursday/Friday session

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**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**

2011

SCHEDULE OF EDUCATIONAL SESSIONS

MODULE 1

February 17-18*

March 18-19

- Maximizing Management Relations with Physicians—The Four Goals
- Success Through Customer Service
- Coding for Maximum Reimbursement
- Insuring Practice Assets
- Risk Management
- Best Practices in Identity Theft Prevention

MODULE 2

May 5-6*

June 17-18

- HIPAA Compliance
- Proven Collection Strategies
- Financial Policies & Tax Reduction Strategies
- Effective Operations Strategy
- Leadership Development
- Medical Malpractice Protection

MODULE 3

August 25-26*

September 23-24

- Marketing Strategies That Work
- Fraud & Abuse Compliance I & II
- Optimizing Information Technology
- Managing Your Practice in Challenging Times
- Maximizing Vendor Relationships
- Shopping Smart for Employee Benefits

MODULE 4

October 6-7*

November 4-5

- OSHA & CLIA Compliance
- Successful HR Management Strategies
- Maximizing Retirement Benefits
- Wage & Hour Compliance
- Building Revenue Through Pharmaceutical Dispensing
- Boosting the Bottom Line with Laboratory Services

* Thursday/Friday Session

Educational sessions and dates are subject to change

Tuition

Tuition for the four modules includes course manuals and materials, and lunch for on-site students on the first day of each session. Students are responsible for their own transportation and lodging.

\$1,299 Regular tuition

\$ 999 DoctorsManagement client tuition (if DM has been compensated within the last 12 months) or the practice has a physician who is a TMA member

\$ 299 ACE tuition

Requirements

The Practice Manager Certificate Program consists of educational sessions divided into quarterly meetings. There are four Modules with a 100-question examination 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

Fox Den Country Club
12284 North Fox Den Drive
Knoxville, TN 37934



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

Educational Sessions

- | | | |
|------------------|--|--|
| MODULE 1: | <input type="checkbox"/> February 17-18* | <input type="checkbox"/> March 18-19 |
| MODULE 2: | <input type="checkbox"/> May 5-6* | <input type="checkbox"/> June 17-18 |
| MODULE 3: | <input type="checkbox"/> August 25-26* | <input type="checkbox"/> September 23-24 |
| MODULE 4: | <input type="checkbox"/> October 6-7* | <input type="checkbox"/> November 4-5 |

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.

I am registering as an e-student on-site participant.

As an attendee, I understand that I must complete each module and if beginning the program in 2011 must pass a 100-question multiple-choice examination with 75% accuracy (students who started the program in 2010 will be "grandfathered" and responsible for the 75-question multiple-choice exam with 75% accuracy). By doing so, I will be awarded the Certificate of Medical Practice Management and earn the designation of Certified Medical Practice Manager (CMPM®).

As an e-Student, I acknowledge that I am required to sign on to the live event for each of the required four modules, just as if I were attending the event in person. I further understand the following:

- Time will be provided, as in the live event, for breaks and lunch.
- As an e-Student, my webcast connection will be maintained as record of my attendance at the program; any dispute regarding an electronic disruption between myself and the event will be handled on a case-by-case basis and decided at the sole discretion of the program director.
- As a registered student, I give my personal attestation of my presence at each educational session and that any additional person(s) benefiting from the e-training event is individually registered with tuition paid.

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.

Phone: **800-635-4040** 8:30 a.m.—5:30 p.m. EST Fax: **865-531-0722** (24 hours a day) E-mail: asharp@drsmgmt.com

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 _____ E-mail Address _____

Street _____ City _____ State _____ ZIP _____

Telephone Number _____ Fax Number _____

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).

_____ (Signature) _____ (Date)

Students are responsible for all transportation and lodging. Listed are a few convenient hotels. Call DM for special pricing.

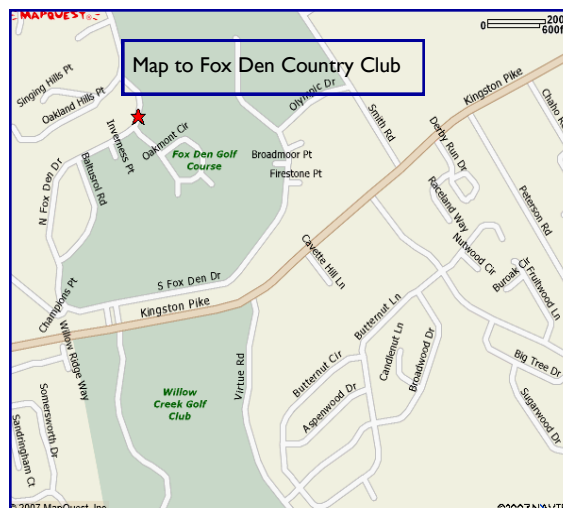
Best Western
420 N. Peters Road (865) 539-0058
(traditional king and includes breakfast)

Hilton Garden Hotel
216 Peregrine Way (865) 690-6511

SpringHill Suites by Marriott
10955 Turkey Drive (865) 966-8888
(includes a studio suite and breakfast)

TownePlace Suites by Marriott
205 Langley Place (865) 693-5216

Courtyard by Marriott
216 Langley Place (865) 539-0600
(includes a studio suite and breakfast)



Be aware that special rates may not be available on football weekends or during special events. Identify yourself as a DoctorsManagement student and ask for the DoctorsManagement School special rate when making your reservation and upon check-in.

Student Testimonials

“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 the DoctorsManagement CMPM School 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

“I just received my CMPM certificate in the mail. I am so excited that I PASSED! I can't wait to start using my credentials. Thank you and the staff for having top notch faculty and for making learning easy. Once again, DoctorsManagement proves to be the best.”

Teresa Eason, CPC, CMPM

School Faculty

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

- DoctorsManagement, LLC / Knoxville, TN
- Retirement Plan Consultants / Knoxville, TN
- Associated Insurors, Inc. / Knoxville, TN
- Southern Protective Group, LLC / Atlanta, GA
- U.S. Department of Labor
- Transworld Systems, Inc. (TSI) / Knoxville, TN
- Federal Bureau of Investigation
- Med3000 / Pittsburgh, PA
- TMA Association Insurance Agency / Chattanooga, TN

(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, payroll tax depositing, etc.

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.

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.

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.

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.

Medical Malpractice Protection

Medical malpractice lawsuits are extremely personal and attack the very fabric that makes up your physician(s). This educational session emphasizes a working knowledge of medical malpractice coverage including policy terms, content, premium and other compelling considerations in properly insuring your provider(s).

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.

Managing Your Practice in Challenging Times

In the current economic environment, many medical practices feel under siege. Practices face pressure from all directions. Healthcare reform, Medicare, Medicaid, insurance companies, coding, PQR, tort reform, private pay, cost of doing business, and the economy in general are all creating pressures. With all the chaos, let's focus on what you can do to help your practice. You will learn about annual business plans, monthly/quarterly financial reports, maximizing revenue, managing "revenue leaks," and maintaining healthy banking relationships.

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 which 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.

Boosting the Bottom Line with Laboratory Services

Focuses on increasing revenue through the use of in-house laboratory services. What do laboratory services offer a practice and its patients? Did you know that many medical specialties have laboratory services? Is an in-house lab right for your practice? How to successfully manage laboratory services. How to get started.

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:

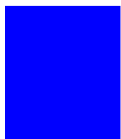
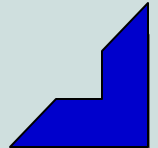
Thank you for taking the time to read the information regarding the Practice Manager's Certificate Program.

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).

DoctorsManagement (DM) School of Medical Practice Management offers an exciting opportunity to make it easy for you to obtain the same extraordinary education at the same affordable price—without travel and hotel accommodations. Take advantage of this new opportunity to earn your Certified Medical Practice Manager (CMPM) designation anywhere from your computer through DM's e-learning program. Participants will “tune-in” on the same days and times as the “live event” and access the school via webcast on an interactive, on-line classroom environment. Become an e-student!

To learn more about this innovative educational opportunity designed to prepare practice managers for their future in healthcare, please do not hesitate to contact our student coordinator, Anita Sharp, 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

