



**COWAN, GUNTESKI & Co., P.A.**  
Certified Public Accountants and Consultants

# ***PRESCRIPTION FOR A HEALTHY PRACTICE***

## **2011**

### **Physician Practice Management Seminar Programs**





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## ***PRESCRIPTION FOR A HEALTHY PRACTICE*** **Practice Management Seminars for Physicians**

*Please Note: Each of the Following Eight Topics Can Be Presented in a 45- or 60-Minute Format (or 90-Minute as Denoted by \*)*

### **1. Dashboard Indicators – Key Vital Signs to Drive Your Profitability\***

Are you running a successful, profitable medical practice? Do you know where to look to improve your profitability? This seminar will show you what “vital signs” to focus on when it comes to managing the business operations of your practice. Learn about the reporting tools you should be using, what data to analyze and how often, how to drive positive change within your organization and how to measure your success for improved profitability.

### **2. Maximize Your Revenue Cycle\***

Is there an opportunity to improve your revenue cycle? In this seminar we will review the key steps to reaching – and exceeding – your goal. Learn how to maximize charge capture, charge entry and account follow-up; institute ongoing reimbursement practices; quantify your claim denials; and improve denial management as well as measure and monitor performance outcomes.

### **3. Five Ingredients for Healthier Profitability\***

What can you do today to ensure healthier profitability in your practice? In this seminar, you will learn how to identify the five key profitability areas and how to utilize Medical Group Management Association (MGMA) cost survey and other benchmarking data. You will also gain a better understanding of how to implement profitability strategies through case study illustration.

### **4. Splitting the Dollars – Physician Compensation Plans that Make "Sense"\***

The expansion of managed care changes not only the practice of medicine, but also the business of medicine. Perhaps in self-defense, some group practices are considering changing the way they pay their doctors. This seminar will review different methods of income distribution and ways to effectively make the change to an alternative income-division system that might make more "sense" for your practice.

## **5. How to Evaluate Managed Care Contracts**

How do you determine which managed care providers and programs are the best for your practice? In this seminar, you will explore the past, present and future of managed care and learn how to evaluate plans, assess risk, and evaluate reimbursement and contract terms. You will also gain a better understanding of how to build relationships with your providers and evaluate your profitability and continued participation in the plan.

## **6. Electronic Medical Records – Avoiding the Potholes\***

Has your practice started investigating electronic medical record systems? There are hundreds of systems on the market, and it is a daunting task to determine which is right for your practice. The process of implementing the system you choose is just as intimidating. This seminar will help provide a roadmap for both selecting the appropriate system as well as implementation. We will help guide you through the process, focusing on the criteria for selection and the tasks necessary to ensure a smooth transition.

## **7. Employee Embezzlement – How Safe Is Your Practice?\***

Physicians are easy targets for the embezzler. Employee embezzlement is one of the most common white-collar crimes in our society today. At the same time, it is one of the most costly in terms of emotional drain and motivation. This seminar will profile embezzlers – who they are, what they know, what motivates them, and how they do it, as well as what you can do to protect your practice.

## **8. How to Avoid ‘Staff’ Infections**

Are you attracting and retaining the right staff members who are critical to your medical practice – and who work as a team? Successful organizations are distinguished by the efforts of the people working within them. That’s why it is so important to find the right staff for your practice and develop and implement strategies to hold on to them. This seminar will show you how to address the keys to employee job satisfaction: compensation, benefits, incentives, rewards, training and more.

## **9. Revitalize Your Business Office**

A well functioning business office is the financial lifeblood of a medical practice. In this seminar, we will explain the importance of understanding key billing performance indicators; apply examples of better-performing billing practices; and show how to utilize templates for measuring billing objectives

## **10. CMS EHR Incentives – Meaningful Use Criteria, E-Prescribing and PQRI**

The federal government has provided opportunities for medical practitioners to subsidize the cost of implementing electronic health records. In this seminar, we will explain the various programs that provide funding to physicians and discuss what criteria must be met in order to qualify.

**To Schedule a Complimentary Seminar for Your Group,  
Contact Kelly Filler, Marketing Services Group, at 732-349-6880 ext. 7742**



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## **Seminar Presenters**

**Deborah R. Mathis, CPA, CHBC**, is a Shareholder with the Healthcare Services Group of Cowan, Guteski & Co., P.A. As a Certified Healthcare Business Consultant, Ms. Mathis is uniquely qualified in both the financial and operational facets of medical practices. She is recognized in the healthcare industry as a consultant with a proven track record of helping physicians keep more of their hard-earned money. Her areas of expertise include revenue enhancement strategies, practice vital signs, compensation formulas, physician buy-sell agreements and practice valuations. She has published numerous articles on practice management topics and has been a featured speaker at national, regional and local medical conferences. [dmathis@cowanguteski.com](mailto:dmathis@cowanguteski.com)



**Michael S. Lewis, MBA, FACMPE**, is a Shareholder with the Healthcare Services Group of Cowan, Guteski & Co., P.A. He has more than 27 years of experience as a senior executive in the healthcare industry and is a Fellow of the American College of Medical Practice Executives. Physician groups that Mr. Lewis has managed have been recognized by the MGMA as among the “Best Practices.” He is an established authority in practice management, acquisitions, valuations, healthcare information systems, credentialing, electronic medical records, as well as physician relations and compliance. A nationally-recognized speaker, Mr. Lewis has also published numerous articles on practice management efficiency, revenue enhancement, medical billing and other topics of interest to physicians and practice managers. [mlewis@cowanguteski.com](mailto:mlewis@cowanguteski.com)



**Donald A. Cowan, CPA/PFS, CFP®**, Shareholder/Managing Director, founded Cowan, Guteski & Co., P.A. in November 1982, and his firm is celebrating 28 years of successful growth and assisting clients in the greater New Jersey area. He is a recognized expert in helping physicians and physician groups operate their practices more productively. Mr. Cowan is particularly qualified to address potential merger and acquisition issues, investment decisions, evaluation of business structures, preparation of business plans, as well as tax and financial planning strategies. He is also a published author and experienced presenter on a variety of profitability and business management topics. [dcowan@cowanguteski.com](mailto:dcowan@cowanguteski.com)



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