

PAHCOM 2008 Coding, Documentation & PQRI SEMINAR

Learn what PQRI is and what it ISN'T and how you can use it to increase the net profits in your practice by \$200K or more – per year

Who: Physicians, NPs, PAs, Office Managers, Coders, Billers, Receptionists in ALL Specialties

When: **SEP 23, 2008 (9:00 am – 4:00 pm) -Tuesday**

Where: : Clarion Hotel (Soon to be Crowne Plaza 5/2008) **Hotel Web Site:** <http://www.clarionedison.com/>
2055 Lincoln Highway Edison, NJ 08837 732) 287-3500

How: Register early so we can **give you a discount** and save you a seat! *(Seating is limited to the first 100 paid Registrants)*

THIS SEMINAR IS DIFFERENT. LEARN EXACTLY HOW, USING PQRI, DON GUARANTEES EVERY PRIMARY CARE CLIENT AN INCREASE IN ANNUAL NET PROFITS BY AT LEAST \$100,000 OR HE DOESN'T MAKE A PENNY. OUR AVERAGE CLIENT INCREASES THEIR ANNUAL NET PROFITS BY \$165,000 PER PROVIDER. WE WILL SHOW YOU HOW TO DO THIS IN YOUR PRACTICE.

This is one seminar where you want to bring your doctor with you!

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| <ul style="list-style-type: none"> • What is Physician Quality Reporting Initiative • What is Pay For Performance • What is Pay For Reporting (PQRI) • Why does 48% of those participating in PQRI NOT receive a bonus check from Medicare. • What measures of PQRI should prompt you to change how you practice • What measures should help you increase monthly net deposits by \$20K or more • See why CMS has increased Physician Payment Expenditures since 2000 by 40% • Learn why CMS has reduce payments on procedures by 28% • Learn how to get private and managed care plans to increase your allowed – by following Medicare's PQRI methods • Why Capitation is detrimental to a physician | <ul style="list-style-type: none"> • Discover why Medicare is paying more for diagnostics (78% in some cases) since 2000 • Learn how to analyze your own practice to see how you can positively impact your deposits • Review the lab tests you are now performing to see which ones profit and which ones do not • Review the profitability of converting your waived lab to a moderate or partial non waived laboratory • Understand how to increase the MONTHLY profits of your physician office lab by \$20,000 to \$30,000 per month (for a 1 doctor practice) • Learn about modalities that are helping your colleagues increase income by \$200,000 a year • Have Don PROVE to you how you can increase the income of a Primary Care Practice by a minimum of \$20,000 per month ... in New Jersey, USA |
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TO REGISTER: Payment should be by Mastercard, Visa (*NO Discover or Am Express*) or check mailed to the address shown at the bottom of this page. You will receive a confirmation via fax, email or mail. **THE SEMINAR IS LIMITED TO THE FIRST 100 PAID REGISTRANTS.** (make checks payable to Don Self & Associates, Inc)

FEE \$315 After 9/17/08 \$275 Before 9/17/08 2nd & 3rd attendee – save \$100.00	PAHCOM, AMBA & PAHCS Discount Fee \$250 After 9/17/08 \$225 Before 9/17/08 2nd & 3rd attendee from same office – save \$100.00
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Seminar fees include tuition, workbooks, refreshments, E&M Documentation Sliderule, lunch and certificate of completion suitable for framing. **Primary care** offices usually see a \$5000 to \$7,000 per month increase in deposits after attending this seminar. Radiology, Chiropractic, Anesthesiology & Pathology usually do not see large increases.

Please Print Legibly Using Black Ink **SEP 23, 2008 EDISON, NJ** **PAHCOM**

First Name:	Last:	Circle, PAHCS PAHCOM #	Fee \$
First Name:	Last:	Circle, PAHCS PAHCOM #	Fee \$
Specialty:	Business Name:		
Street Address:			
City		State	Zip
Phone:		Fax:	Contact Email:
MasterCard or Visa Number:			Exp. Date:
Billing address of credit card		Billing Zip of credit card	Check # & Amount if sending a check

DON SELF & ASSOCIATES, Inc. P.O. Box 2610, Lindale, TX 75771 903-882-4023

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CEU's Available from PAHCOM, PAHCS, AMBA

This seminar has an unconditional 100% money back guarantee!

In the past year & a half, my partner (Keith LaBonte) and I have taken on a new direction with offices. We have been questioning why physician offices do things or don't do things. We've been questioning the doctors as to why they order specific tests, which ones they are not using, when they should, how those should be done, when they should be ordered and the profitability of each.

In the past 13 months, I've spoken to physicians in different seminars on these subjects and they've started bringing their office managers with them to these conventions as they want their office managers to hear this information.

This is the hottest thing to physician offices right now because they've been squeezed, stretched, pulled, pushed and cajoled into less income. You saw how close we came to the 10.6% reduction and what that would have meant. What you may not see, though, is how many physician offices are going bankrupt. How many are borrowing money, physicians not depositing their own paycheck because they have to make sure the employee's checks clear first, how many are not expanding, how many divorces are happening because of financial stress. I think the number of office managers fighting this same battle is astounding and in many cases, they are absorbing the stress and high blood pressure instead of the doctors. Many are trying to decide whether to pay PSS or to hold on to that money to make sure payroll is covered.

For example, here is a letter from a Family Physician from 18 months ago:

The 2006 year had been a particularly difficult year for my office in many ways but especially financially. There were 3 pay periods where I had to defer receiving a check and several others where I had to delay depositing my paycheck. I ran up my credit card for reoccurring monthly expenses and was late in paying several of my creditors including IRS payroll taxes. Needless to say it was looking very bleak.

So much so that I had to take out 2 loans to compensate for the poor and inadequate cash flow. There were other difficulties but I think you get the idea. Well, that was then. Now the good news. Since your visit and implementation of Ansar and other recommendations that you made we now have positive cash flow. I am current with all my vendors, I am no longer late with my bills or IRS payroll taxes. I have paid off the office credit card. And I anticipate that I will have one of the 2 loans that I took out last year paid off as well by the end of this calendar year. Now, catch your breath, not one payroll period has passed where I have not taken a check home and just today i was able to pay myself a bonus so that we could get a transmission overhaul done on Cindy's car that I had been putting off simply because we didn't have the resources to pay for it! It gets better! I have been able to give 2 of the office staff a pay raise and Cindy and I are seriously considering giving other non-payroll perks. Additionally, I haven't funded my retirement program in several years. Yes you guessed it I fully anticipate that I will be able to fully fund the account the maximum allowed by law this year. Don I could go on but these are just a few examples of the turnaround I have experienced since your visit. I can't tell you how relieved we are and how I have changed my outlook on the business of medicine. I want to thank God first and you secondly for we know who our supplier truly is. I look forward to hearing from you and Keith real soon.

(In May of this year, at the Denver Family Practice convention, Mike told me that since he's been following Keith and my suggestions, his daily charges exceed \$8,000. His collections are more than 80%, so he's collecting more than \$6K per day. He's gotten out of debt and now, he's building a brand new office building and given his employees raises)

Mike Benavides, D.O. (I'll give you his phone number in Mesquite, TX upon request and he has given me permission to pass this along)

We're going to spend the day dispelling myths that is costing the attendees tens of thousands a month. For instance, we have not converted even one physician from being a waived lab to a moderate lab where it has not resulted in the practice seeing an ADDITL \$18,000 a month in NET profits after the cost of the equipment, new employee, reagents, controls, etc...

In fact, we are now giving away 1 hour free phone consults all over the country. So far, 96% of those taking advantage of this have seen increases of more than \$10,000 per month. About 1/3 of those have seen increases triple that. Those are increases.

So – we're going to teach the attendees how to do this. We're going to teach them that PQRI is not pay for performance, but it is MAYBE you'll be paid for reporting and maybe not and if you are – it's chicken feed.

We're gonna teach an expanded version of what the 400 docs 2 weeks ago at the Disneyland Hotel in Anaheim, CA loved. It's the same one that I taught to 600 doctors in Philadelphia. They liked it so much, that they have me scheduled for the Saturday after Edison to teach it again and this time to more than 100 physicians and office managers. It's the same one that I'm teaching in 2 weeks in Tampa, Florida to the Florida Osteopathic Medical Association. I taught it 3 weeks ago in Marco Island, Florida and in October, I'll be speaking to the general assembly at the American Osteopathic Association on this same subject in Vegas.

I'll still spend about 45 minutes on coding and billing for E&M because there is still so much confusion & misinformation in that area – but the vast majority of the day will be discussing, using Medicare's guidelines, how to change the practice to give the carriers what they want, what the patients need and what the practices need to increase profits \$100,000 per year – per full time provider.

Don Self & Associates, Inc PO Box 2610, Lindale, TX 75771 903 882-4023 f-882-4027
www.donself.com donself@donself.com

"Don Self was one of my favorite speakers at the convention" Steven Klein, D.O., FP, Gloucester, NJ
"Informative, motivating, interesting" Doreen Bahlman-Brandt, Summit Medical Group, Berkeley Heights NJ
"Excellent topics covered & speaker was excellent" Mary Schierenbeck, Summit Medical, Berkeley Heights NJ
"The speaker was dynamic and entertaining" Ian Brodrick, MD, Med Dir, Priority Medical Care, Bridgewater NJ
"Others need to attend this workshop" Susana Lameira, Summit Medical Group, Berkeley Heights NJ
"worth every penny - interesting" Omayra Mena, Ops Mgr, FP, Priority Medical Care, Bridgewater NJ
"Good seminar" Marie Kassick, Somerset Orthopedic, Bridgewater NJ
"I would recommend his workshop to others" Darlene Schimpf, Orthopedic, Butler, NJ
"Very well organized presentation & great content" Gloria Miller, Comprehensive HC Solutions, Cherry Hill NJ
"Wonderful info and useful tools" Kate Kraemer, Direct Bill, Collingswood NJ
"Informative and fun" Tanya Roberts, Internal, Highland Park Medical, East Brunswick NJ
"Informative and fun" Jean Parente, Practice Admin., Multi, Avenel Iselin Med Group, Iselin NJ
"This was a great workshop" Annie Mathes, Ofc Mgr, Vascular Assoc. of NJ, Livingston NJ
"This was the best seminar" Janet Nealon, President, AMD Medical Billing, Manahawken NJ
"Good advice and tips" Sandra M. Troyano, Billing, PCP, Mercerville NJ
"Wonderful speaker" Joan Ledzian, Administrator, Assoc. in Rehab, Morristown NJ
"I definitely recommend his workshops" Anne Marie Douglas, FP, Oak Ridge, NJ
"People should attend and bring their doctor" Marlene Gould, Mgr, Dr. Eddie Gamao, Piscataway NJ
"This was the best seminar" Ann Marie Ferrante, CMM, Thoracic/Gen Surg, John Ferrante MD, Plainfield NJ
"A great seminar - the best" Babette Basista, Urgent Care, Immedicenter, Tenafly NJ
"Situation lessons Don uses helps them stick to your memory" Kim K. Stokes, Mgr, Med Billing, Trenton NJ
"Great, knowledgeable speaker and funny" Debbie Silver, Practice Mgr, Women's Health, Union NJ
"Physicians need to hear this seminar" Joan Maleckar, JM Physicians Services, Union NJ
"Definitely recommend this workshop" Diane M Fedon, CMM, CPC, Hillcrest Physician's, Washington NJ
"Don is very motivating & informative" Barbara Wattenberg, Gastro., West Patterson, NJ
"Very informative, held my attention & kept it lively" Pat Ostrander, OFC MGR, Gastro, West Patterson, NJ
(all of these people and the other 1900 at www.donself.com/comments.html can't be wrong!)