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## **Private Practice Secrets & Skills: *Is There Such a Thing?***

Below are samples of the secrets and skills revealed in this 4-day course!

### **I. Front Desk Skills**

1. Can my front desk actually make or break my practice?
2. What are the right words to use when interacting with patients? Is it important?
3. What words should the front office staff NEVER use?
4. What do I do when a patient asks "Do I have to pay that [copay] EVERY time I come?"
5. How do I get patients WANTING to pay their copays, coinsurances, and deductibles? How can I make it happen easily?
6. What is the best way to handle a rude or uncooperative patient?
7. Is there a way to handle it where they appreciate and respect me, and even thank me, even though they don't get what they want?
8. What's the most efficient way to handle patient scheduling?
9. What's the best way to answer the phone?
10. What kind of person is right for the front? What kind is wrong?

### **II. Marketing Skills**

1. What's the secret to getting new patients without spending thousands on advertising?
2. What's the fastest way to getting new business?
3. Is there such a thing as the right time to market?
4. Is there such a thing as the right people to market to?
5. How can I automate my marketing?
6. Do I have to go "door-to-door" and feed doctors to get new patients?
7. Why does it feel WRONG when I go door-to-door?

### **III. Maximizing Reimbursement Skills**

1. Is it possible to collect 100% of what I charge?
2. How much should I charge?
3. How do I avoid patients not paying?
4. Why do I want to avoid taking a patient to collections?
5. How do I set my fees? Is there a right or wrong amount to charge for services?
6. Do my fees effect my reimbursement?

### **IV. Insurance Participation Skills**

1. How do I get on insurance plans? What if they are closed?
2. Should I get on plans?
3. How can I succeed if NOT on major plans? Is there a way?
4. How do I organize all the different fee schedules? Why is it important?
5. Can a patient come to me if I'm not part of their insurance network?
6. Why is it sometimes better to NOT be on a plan?

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**V. Winning the Insurance Game Skills**

1. What can I do if an insurance company says “We don’t have record of your claims?” Did the postal service really make a mistake with my mail?
2. What can I do if the insurance company says “Your claim is still being processed.”?
3. If the insurance company pays the patient instead of me, do I really have to go after the patient?
4. How do I make the insurance pay me on time?
5. If the insurance company denies my claim because of “not medically necessary”, or “patient not eligible”, or “untimely filing”, or “not usual customary or reasonable” is there something I can do?

**VI. Self-Billing Skills**

1. Is it not good to use an outside billing company? Are they really collecting everything they can for me?
2. What is the BEST billing software to use?
3. Why should I not use PTOS, Turbo PT, Medisoft, Lytec, or Clinicient?

**VII. Practice Automation Skills**

1. How can I get to a point where I can take a vacation when I want to?
2. Do I have to work long hours and late nights?
3. Why am I having to put out “fires” everyday?
4. How do I make sure no one can steal money from me, even when I’m not there?
5. Can the quality of our care be as high when I’m not on site?
6. How do I get my staff to take ownership of the practice?

**VIII. Administration Skills**

1. Are my forms hurting my practice? Are they the right forms?
2. Is there a right or wrong policy to have?
3. How can I get a snapshot on the health of my practice daily?
4. Do I need an accountant?
5. What does the ideal employee look like?
6. Is it important that I have the “right” employee in the “right” position? And how does having the wrong employee cost me money everyday?
7. How much authority do I give my employees?
8. How should I process my payroll? Is there a right way?
9. What’s a good recruiting process for new employees? Does it matter much to my practice?

**IX. Profiting Skills**

1. What sort of profit should I be expecting my first year in practice? After 3 years? After 5?
2. How do I track my profitability? Is it important to know daily?
3. Is there a way to increase my profits? Is there a better way than others?
4. What is my exit strategy? Is it important to know when I actually walk away from my business?
5. What is the number one reason a business will fail?

**X. Clinical Skills**

1. How can I command more pay? Is there a way to send a higher perceived value to my patients?

2. How can I get a patient better faster?
3. Do I have the right tools? What are the right tools?
4. What is the critical discharge visit and why is it paramount to the success of my practice?
5. What is C.A.I.R.<sup>™</sup> and how do I apply it for more profits and clinical success?

**XI. (Optional) Start-up Skills**

1. How much money does it take to start a practice?
2. What can I expect to make my first year?
3. How do I get on insurance plans? Do I need to?
4. What if I don't know a lot of doctors?
5. Can I succeed even though I'm not a good marketer or sales person?
6. Where do I begin?
7. Is there a right way to choose a name?
8. Where is the best location for a private practice?
9. Should I incorporate?
10. Do I need a lawyer to help me? How about an accountant?
11. What permits do I need?
12. Are there any federal requirements?
13. How do I write a business plan? Do I need one?
14. Should I do billing in house or contract it out?
15. How do I determine a budget?
16. Where should I spend my money during the startup?
17. How do you negotiate commercial property leases?
18. What kind of permits do I need?
19. How do I set my fees?
20. Where do I get business cards and referral pads, etc.?
21. How do I avoid getting "ripped-off"?
22. Should I advertise? Where? And how much should I spend?
23. What kind of equipment do I need?
24. Should I get a partner?
25. Where can I get the money to start?

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This course is a must for every private practitioner whether you are about to start or have been practicing for 30 years. It's also recommended you bring your staff. We make it easy and affordable.

Private Practice Secrets & Skills: Advanced Revenue, Reimbursement, and Referral 2nd Edition: Oct. 2003. Faculty. Instructor. Author: James Ko, PT, CEO, CFA  
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