

Don Self & Associates, Inc

With Medical Source, Inc.

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Don Self & Associates, Inc, working with Medical Source, Inc (Keith LaBonte) has developed a system of helping primary care offices (Family practice, General Practice, Internal Medicine & Geriatrics) improve their patient medical outcomes while increasing their annual income by an average of **\$140,000.00 per practice. In most practices we give a **\$100,000.00** a year increase guarantee or they don't pay us a penny. In some, it may be **\$50,000** or as much as **\$250,000**.**

We do this in a way that no one else in the country that we know of is doing, and that is through a free analysis of the practice. Through a series of 1 to 3 free telephone analysis, we evaluate the practice to see what they are doing correctly, what areas they may need help in, what areas they are giving away services to Medicare and other carriers that the carriers expect to pay for and which areas need improvement to meet the Physician Quality Reporting Initiative.

The first phone analysis is one hour with the physician and office manager (it helps to have the head biller on this call as well). We'll ask questions about patient flow, insurance mix, diagnosis mix, services offered, diagnostics ordered, diagnostics performed on site, clinical lab procedures (waived, non waived, in house, ordered out, etc), size of the practice, duties of employees, etc... We may discover, through our questions, when a clinic is now flagging audits by the way they are coding or billing for different services, so that we can warn them of how to change. At the end of the call, we'll recommend 1, 2, 3 or 4 recommendations for the practice – depending on that clinic's needs. 3 of the 4 are performed at no charge to the clinic.

We may end up recommending a free diagnostic analysis (with the doctor and manager) where we'll spend another 90 minutes on a web-ex and phone call where we'll discuss the diagnostic testing being performed in the practice as well as those that may be applicable to the practice meeting PQRI and we'll perform a cost-profit analysis on the phone on

each one as we go. This generally results in a 1 to 2 doctor practice experiencing an increase in annual income of only **\$80,000 to \$125,000**.

We may recommend a free clinical lab analysis (with the doctor and manager) where we spend another 90 minutes on a web-ex and phone call reviewing what tests the doctor now orders, where it is performed, whether there is sufficient profit to consider bringing it in house (either waived or non waived since there now over 130 tests that are CLIA waived). We also look at the PQRI to see which tests the physician may be interested in performing in house (if the profit is sufficient to warrant it). This generally results in a 1 to 2 doctor practice increasing their annual income another **\$40,000 to \$300,000** per year.

The only analysis that we may recommend that costs the clinic or practice is the Fee, Code, Charge Analysis where we look at all of the codes, fees, charging patterns, procedure frequency report, sample claims, sample EOBs, new patient form, ABN, waivers, progress notes and documentation and prepare a complete report on the reimbursement side of the practice. This is usually warranted in 1 out of every 3 offices to help them stay compliant, to have their documentation pass an audit review, to ensure they are not flagging audits needlessly, to find areas where they can possibly increase their income by coding and billing per the CMS guidelines. If we recommend this and the clinic decides to do it, our fee generally ranges from **\$4,000 to \$12,000**, depending on the size of the clinic and number of providers. This comes with a guarantee that either we help the clinic increase their income by a minimum of **\$50,000** per year – or they do not owe us for the analysis. In some clinics, the guarantee has been **\$250,000** – but the guarantee will be determined during the initial free phone analysis.

This is how we work. We only work with specific specialties and we do not charge for the first 3 phone analysis. We **ONLY** work with people that want to be compliant as we will never recommend a client bill or code outside of the legalities as established by the Centers for Medicare & Medicaid Services and the AMA. One other benefit of owning the company and choosing who we work with; we also only work with people we like. So – if you're a nice person who wants to do things legally – give us a call. We have references from practices that have increased their income by a little (**\$5,000** per month) and some who have increased it **\$35,000** per month (solo physician who is now following Medicare PQRI and also getting bonus').

If we believe there is a different consultant in the country that can do a better job for you – we'll tell you. If we believe you're doing everything the best way now – we'll tell you. We've been consulting for 22 years and we're published to more than 200,000 physicians each month in different publications, newsletters, magazines, articles, monthly columns, etc... Our current website (www.donself.com) has had more than 3 million visitors and very soon, we will unleash a new dynamic website at Medical Source, of more than 9,000 pages (with a phenomenal search engine). Each year, we speak at more than a dozen state medical (Osteopathic) conventions as well as the American Osteopathic Association annual convention and several others. You're also encouraged to look in any *GERIATRICS* magazine for the *MEDICARE MATTERS* monthly column to see our approach to coding for Medicare.

Most people are still not aware that there has been a change in how ALL of the carriers pay for healthcare. We educate you to that change in a simple way.

You're welcome to call 903 372-7529 or email us at donself@donself.com and we'll try to help.

Don Self