



# MDMANAGEMENT... Utilize as Needed for the Stress Caused from Practice Management Worries...

...Strong, Proven  
Medicine for Your  
Bottom Line

**MDMANAGEMENT**  
PHYSICIAN PRACTICE MANAGEMENT

Rx

Name \_\_\_\_\_  
Address \_\_\_\_\_

- Practice Check-Up
- Day-to-Day Operations Analysis
- Physician Compensation Models
- Payer Audits to Obtain Contracted Rates
- Accounts Receivable Management
- Fee Schedule Review & Analysis
- Analysis of Internal Controls & Staffing Efficiencies
- Patient & Referral Physician Satisfaction Surveys
- HIPAA & OSHA Compliance Audits
- Staff Job Description & Wage Scale Development
- Staff Retention & Recruitment Initiatives
- Payer Contract Negotiations

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# MDMANAGEMENT

PHYSICIAN PRACTICE MANAGEMENT

*Solutions for Today..... Strategies for Tomorrow*

Established in 1987

www.MD-MGMT.com



**MDMANAGEMENT** is a physician practice management and consulting firm. We focus on implementation management and results-oriented consulting, which enables us to help our clients realize the true strategic and operational potential of the medical practices they own and operate.

Our consulting expertise and tools have been developed by managing medical practices in the field, frequently under adverse circumstances. Our analytical methods and recommendations derive from this hands-on implementation experience. While **MDMANAGEMENT** executives have a successful track record providing consulting services, our passion is the implementation of client-approved strategies. Successfully managing change in organizations, brought about by the implementation of new strategies and tactics, is the key measure of our ability to add value.

## Our Mission

**MDMANAGEMENT** provides strategic and operational physician practice management services. Our clients are medical practices, physicians and hospitals seeking specialists who can help them capitalize on opportunities in today's health care environment.

At **MDMANAGEMENT** our goal is simple. We want to help you maximize practice profits through practice management. Our success in achieving this goal for hundreds of clients is

based on our experienced ability to improve productivity, reduce costs, reengineer operations for maximum efficiency, and address your unique clinical and operational needs. When **MDMANAGEMENT** is part of your management team, you also will benefit from these advantages.

## Corporate Overview

**MDMANAGEMENT** is a nationally recognized Physician Practice Management Consulting Firm. We chose to create this firm in 1987 to focus upon one thing: "partnering" with physicians in competitive organizational structures into which we could bring and apply all the business expertise and resources necessary for the physicians to fulfill their market potential.

**MDMANAGEMENT** was founded in 1987 in response to physician requests for assistance in managing the business aspects of their practices. **MDMANAGEMENT** was formed to address a growing need for the merger between efficient business practices and the professional delivery of medical services. Our management solutions are flexible and individually designed to address each client's specific needs.

**MDMANAGEMENT** offers relief from administrative tasks and provides the administrative knowledge and experience essential for success in today's complicated healthcare environment.

At the time **MDMANAGEMENT** was formed, physicians were just realizing the effect of reduced profits from managed care, discounted fee-for-service agreements, third-party contracts

and intensified competition. With a team effort of physician leadership and **MDMANAGEMENT**, our clients have experienced increased revenues and greater profitability without the daily concerns of office operations management.

**MDMANAGEMENT** is a full service Physician Practice Management Consulting firm, offering a flexible set of management services geared towards office-based and hospital-based group practices to fulfill administrative, financial and strategic needs of healthcare providers. Our method is to partner with providers to assist them in the delivery of high-quality, cost-efficient, medical care by managing the time-consuming and complex administrative functions that distract from clinical practice imperatives. Clients have consistent praise for the exceptional results achieved in the areas of revenue improvement, personnel efficiencies and overall operations management support. With our expert practice management resources, we address the sensitive issues regarding executive support in operational arenas, governance structures, equity structures and physician leadership.

## Return on Investment

**Since 1987, through engagements with over 450+ group practices, the average financial return for our turnaround management clients was more than fifteen times our fees in documented financial performance improvement!**

### Change Management

Successful implementation is the real measure of value. Our executives are trained and experienced implementers who take the guesswork out of the implementation process.

### Service Alternatives

We tailor our consulting and management services to meet the unique needs of each client.

### Accountability Culture

**MDMANAGEMENT** executives help implement our "accountability culture," which is essential for success, particularly when organizations are in the midst of difficult change initiatives.

### Proven Methodology

Our disciplined approach to analysis, planning and implementation sets **MDMANAGEMENT** apart from our competitors addressing each client's unique challenges and opportunities.

# Office-Based Management Services



**Strategic Planning & Development.** We can assist you in developing your mission, values, purposes, business plans and organizational structure. And we can help you improve relationships with payers, vendors, physicians and patients.

**Management & Operations.** Our staff has expertise in reimbursement (fee schedules, charges, billing), recruitment (professional and executive), utilization review, budgeting, collections, medical records, coding, and other management and operational activities. On-site operations management activities include, but are not limited to:

1. *Cost Accounting Implementation*
2. *Payroll / Accounts Payable*
3. *Insurance Analysis*
4. *Employee Benefits Review*
5. *Fee Schedule Development & Management*
6. *Reimbursement Management*
7. *Payer Contract Management*
8. *Management and Review of Global Reimbursement Agreements*
9. *Personnel Management*
  - a. *Development /implementation of employee wage scales*
  - b. *Development of employee job descriptions*
  - c. *Development of Employee Handbook*
  - d. *Employee recruitment & retention activities*

**Marketing.** We have considerable experience in helping provider clients market their services. We can conduct market research, feasibility studies and business plans which maximize the delivery of your healthcare services.

**Managed Care Contracting & Negotiating.** We assist our clients in negotiating favorable contracts with managed care companies. We will serve as either your direct representative or as a behind-the-scenes advisor.

**Financial Planning.** Includes physician compensation / income allocation, benchmarking studies, historical review, development of operating budget, percentage comparison with similar practices, and preparation of necessary financial reports.

**Strategic Planning.** Assists in forming long-range plans for practice development. This includes evaluating options for managed care participation, physician recruitment, practice mergers, group formation, and other affiliations.

**Administration.** Evaluates physician and staff management structure, decision-making procedures, practice development, organizational expansion and goal-setting.

**Accounts Receivable Management.** Includes review of billing procedures, accounts receivable processing, and the effectiveness of payer & patient collection follow-up.

**Personnel Utilization.** Development of an efficient staffing plan, evaluation of wage and benefit packages, and preparation of personnel policies and job descriptions.

# Hospital-Based Management Services



**MDMANAGEMENT** is engaged in efficiency counseling and problem solving, operational analysis of billing systems, fee schedule development, physician chart coding, and practice management assistance. **MDMANAGEMENT** is recognized as a leader in practice management, involved in a range of engagements from the establishment of coding and billing standards to specialized problem-solving with third-party payers.

**MDMANAGEMENT** assists hospital-based physician groups realize significantly greater revenues through improved coding, reimbursement, and management system development. As a result of this process, accurate information about the group practice is generated to assist in the development of management strategies.

**MDMANAGEMENT**'s basic services include identifying the list of specialty-focused billable procedures, determining appropriate fees for services, calculating the realistic revenue potential of the physician group, establishing billing policies, analyzing billing systems, and working with physicians to assure that record documentation and billing accurately reflect the services rendered. **MDMANAGEMENT** matches patient charts with sign-in logs; maintains an audit trail of accountability for services outsourced to third-party billing services; makes sure that all procedures and services are properly coded and transmitted to the billing agent or hospital; sets fees for billable procedures; tracks billing through payment, and interacts with third-party payers if payment problems develop. Periodic audits assure that all established management policies are being followed.

**MDMANAGEMENT** assists clients with development of coding and billing compliance programs to include:

- *Establishing coding and billing policies to assure recognition of payer rules*
- *Orienting coding and billing personnel to specific payer and institution guidelines*
- *Performance of routine internal and external audits to identify problems*
- *Update staff to revisions in payer policies and procedures*
- *Development of ongoing training and skills assessment programs*
- *Identification and orientation of staff to facilitate assistance to employees with problems in complying with institution and/or payer policies*

**MDMANAGEMENT** focuses on the systems needed to:

- *Identify billable procedures*
- *Determine appropriate fees for services*
- *Calculate the revenue potential of hospital departments*
- *Establish billing policies*
- *Analyze billing systems*
- *Improve the documentation on which billing is based*

# Turnaround Management Services



Our expertise is turning around the financial performance of medical practices and medical practice networks. We have years of experience and a solid track record of performance demonstrating our competence. Our turnaround process starts with a detailed review of the group practice or physician network and the development and implementation of strategies and tactics at three levels. Working with senior leaders, we design a **Rapid Improvement Plan** that identifies the “pruning” required to quickly bring capacity in line with demand for services. Simultaneously, we identify and commence the implementation of **Practice-Wide Initiatives** that will improve performance across all practice sites. Finally, we implement **Site-Specific Initiatives** through a participative break-even action planning process at each practice site. The strength of this core turnaround service lies in our ability to effectively engage governing boards, senior management, physician leadership, physicians, team leaders, and staff in the implementation process, and hold all accountable to achieve the desired results. We are experienced managers of organizational change with the ability to ensure that our clients realize the benefits of permanent performance improvement.

## Interim Management Services

**MDMANAGEMENT** will provide a qualified group practice administrator on an interim basis for a minimum period of one hundred eighty (180) days. During the interim time period, we will assist in the recruitment of a permanent administrator. This service is frequently associated with a **Rapid Performance Improvement** project and/or an operations planning process to ensure that the new administrator is able to “hit the road running.”

## Education and Training for Healthcare Organizations

Engaged in speaking assignments over 100 days per year, **MDMANAGEMENT** fulfills educational programs, seminars, and workshops, providing trustworthy information, tools, and techniques to meet the operational, management, legal, and financial challenges that healthcare providers are apt to face in delivering healthcare.

## Physician Compensation Model Development

The **MDMANAGEMENT** team has years of experience working with physicians and administration to develop and implement effective physician compensation models. Our participative methodology starts with the practice’s strategic objectives, includes the development of basic compensation tenets, and suggests appropriate methods to achieve those strategies and tenets. We test the selected method(s) to assess the impact on individual physicians, and develop a plan to transition from the current approach(es) to the new model. The transition plan includes the development and implementation of a communication / education plan for all affected providers. This same methodology is employed in the development of compensation models for mid-level providers.

## Group Practice Formation

Since 1987, the **MDMANAGEMENT** team has assisted physicians in a wide variety of primary care & specialty interests to plan and launch one hundred seventeen (117) new group practices. Whether individual physicians or physician groups are coming together for strategic purposes or forming groups from practices being divested by hospitals, the **MDMANAGEMENT** team has a proven process for ensuring a smooth transition.

Rather than starting with attorneys to build the legal structure, the **MDMANAGEMENT** methodology starts with the needs, wants and priorities of the potential physician group members. The **MDMANAGEMENT** facilitators lead the physicians through a group practice formation process answering a myriad of questions about how they will grow, govern, operate, and finance the new group. This process has the important benefit of identifying group direction and individual physician commitment and compatibility, well before legal documents are signed. The deliverable is a group practice operating plan that defines the vision, strategies, and tactics of new group members. The plan also includes detailed pro-forma financial statements, as well as revenue and expense sharing strategies.

Finally, the document includes a detailed implementation action plan. Once the planning process and document are completed, the group can then engage legal counsel to create the best legal structure to support the business plan.

## Medical Practice Divestiture

When competitive strategies or financial realities do not justify continued ownership of medical practices, divestiture is an obvious, but difficult option. For hospitals and hospital-employed physicians, in particular, the ownership transition is fraught with legal, political and ethical landmines. Helping all parties come to terms with these realities and maintaining a cooperative process is a challenge under the best of circumstances. **MDMANAGEMENT** facilitates the process of divestiture ranging from medical practice valuation to private practice transition planning and implementation. Working with various stakeholders, we facilitate the development of a transition model and process that helps all parties make the best of change with the objective of maintaining strong relationships after the divestiture is complete.

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