



Elizabeth Woodcock, MBA, FACMPE, CPC

2017 Presentation Topics

Maximizing Patient Collections

In the era of consumer-driven health care, more financial responsibility is in the hands of the patient -- and it's up to you to collect from them. Industry research reveals that more than 80 percent of self-pay bills are never collected, and more than 50 percent of patient responsibility after insurance ends up as bad debt as well. Come to this seminar to avoid bad debt sinking your practice into real debt. Learn everything your practice needs to know to maximize your patient collections performance. By learning from "best practice" trends and real-world examples, improve your bottom line. Discover how pre-visit processes can improve collections and how to structure them, how to improve time of service collections and eliminate billing altogether, tips for improving patient collections after the service is complete, and advice for holding your collection agency accountable.

- Recognize how pre-visit processes can improve collections - and customer service -- and how to structure them
- Describe how to improve time of service collections and eliminate billing altogether
- Determine tips for improving patient collections after the service is provided
- Define standards for training front desk and appointment scheduling staff so they know how to establish payment expectations with patients and follow through by using effective collection techniques when patients receive services.
- Identify gaps and delays in your patient collections process so past-due balances are collected faster and, more importantly, fewer patients owe balances that could have been paid at or before their office visit.
- Outline practical, effective written financial policies to better assure that your practice's providers get the payments they are owed by patients for services rendered.

- Create strategies to solve your most persistent patient collections problems, such as writing more effective collection letters, offering realistic payment plans to patients who cannot pay in full and extending appropriate discounts to uninsured patients who pay at the time of service.

Discover new ways to collect what patients owe – from writing collections letters that get results to improving the effectiveness of your patient statements. You'll come away from this educational session armed with Elizabeth's array of tools you can use to improve patient collections-- and boost your practice's bottom line. It's not just a fad – mastering patient collections is a business imperative.

Time: 60 to 90 minutes. 90 minutes recommended.

Audience: All persons interested in improving patient collections in a physician practice, including billing manager, front office manager, practice administrator and physicians.

Optimizing Collections at the Time of Service

The turbulent economy has changed the dynamics of billing and collections in every medical practice across the country. Give your practice's bottom line the boost it needs: join speaker, trainer and author Elizabeth Woodcock for this breakout session, jam-packed with practical advice to improve time-of-service patient collections in your practice. With more insured patients owing higher deductibles, copayments and coinsurance amounts these days, you can't afford to let them walk out the door without paying after they receive services from your providers. Don't let patient balances cause your accounts receivables to balloon. Using her rich experience in medical practice consulting and training, Elizabeth will share her proven approaches. Learn how to inspire your staff and update your practice's operations and financial policies so that you are collecting 100 percent of patient time-of-service payments every day.

In this session, you'll learn to:

- Determine the foundation you need to establish to ensure a successful time-of-service collections strategy
- Identify effective scripts to collect at the time-of-service
- Discover techniques to effectively collect from patients at the time of service

Time: 60 to 120 minutes

Audience: Management and physicians.

Mastering Patient Flow From Volume to Value

As reimbursement declines and costs escalate, improving practice operations becomes priority number one. To make lasting improvements, you need to become a "patient flow master." National speaker and author Elizabeth Woodcock shows you how to apply innovative lean management principles to contain costs, improve patient flow and find overlooked revenue opportunities. You'll come away from this session with an action plan of performance improvement initiatives to:

- Outline steps to meet the new challenges of managing patient flow for retail-minded patients
- Streamline front desk operations and improve practice operations efficiency

- Reduce appointment no-shows
- Implement stellar customer service techniques that increase patient satisfaction and loyalty
- Recognize key operations benchmarks to enhance performance improvement opportunities
- Understand how to leverage physician's time to create value
- Determine the critical importance of balancing your practice's capacity with patient access

Become a patient flow master. This session is not to be missed by anyone who wants to increase the quality and quantity of patient encounters while simultaneously improving customer service.

Time: 60 to 90 minutes

Audience: Management and physicians.

The Efficient Physician

Your time is your most valuable asset. It's what patients want and insurers reimburse for, but it's finite. Are you optimizing the time you make available for patient care? Efficient workflow isn't natural, it's learned. Understand how to be a successful, practicing physician by optimizing your greatest asset -- your time. Discover tactics to:

- Get a grip on telephone calls;
- Train your staff to prepare for every encounter;
- Avoid batching work;
- Start on time; and
- Handle the "oh, by the ways..."

Come learn strategies for creating an efficient physician -- **you!**

Time: 60 to 180 minutes. Note: A similar program called "The Efficient Practice" can be conducted for an audience of managers and physicians.

Audience: Physicians.

Missed Appointments = Missed Opportunities

Managing missed appointments is essential in today's economic environment. As a result of the financial challenges inherent in today's troubled economic times, more patients are failing to show for appointments today than ever before. With every appointment no-show, you bear all of the overhead cost - and the revenue lost can *never* be recovered. Missed appointments take a significant toll on your practice's bottom line.

Join me for this session, during which you'll discover proven solutions to prevent missed appointments from occurring, and managing them when patients do fail to show. Discover best-practice strategies to confirm appointments, manage cancellations, maintain a "priority list", and establish appropriate no-show charges. You'll walk away from this session with an action plan to reduce missed appointments – and improve your bottom line.

- 🕒 Determine strategies to avoid missed appointments
- 🕒 Learn how to react when a patient makes a last-minute cancellation
- 🕒 Discover effective methods to confirm appointments
- 🕒 Recognize the actions to take after a patient misses an appointment

Reimbursement Reality 2018: The Challenges and Opportunities (Available Fall 2017)

In this session, industry expert Elizabeth Woodcock translates legislative and regulatory changes to medical practice operational imperatives. Attend this session to learn how to:

- **Leverage 2017's key changes** -- what's next for Medicare reimbursement, its impact on specialties and CPT® changes that could affect you.
- **Successfully participate in the government's incentive payment program**, Quality Payment Program.
- **[Other changes TBD]**

Time: 60 to 90 minutes

Audience: Management and physicians.

The Patient Access Challenge

Have you optimized patient access to your medical practice? Patient access affects the financial health of a medical practice, quality of care and immediateness of that care, and patient satisfaction. Importantly, with physician shortages in many markets, expanding patient access to newer channels of care helps to stretch limited resources, while ensuring care is provided in the right care setting by the right provider. In this session, industry expert Elizabeth Woodcock, founder of The Patient Access Symposium™ shares best practice patient access tools and strategies, including:

- Patient access data and access standards;
- Capacity management strategies, including scheduling and template management and predictive modeling;
- Demand management strategies, including the use of call centers or consolidated call unit and new patient acquisition; and
- Use of call, text and portal-based campaigns to support patient engagement.

Time: 60 to 90 minutes

Audience: Management and physicians.

Front Office Success: It All Starts Here!

Alternate titles: *Perfecting Front Office Performance— Managing the cross-roads of patient service and patient flow* and *Perfecting Front Office Performance: Techniques for excellence in patient service, work flow and collections*

Your front office is action-central for patient service and efficient patient flow. Hang on to your seats for this entertaining but illuminating look at how to prevent service breakdowns and blunders at this critical crossroads. Perfect for all your front office staff, this training program is chock full of wisdom and tips to improve collections at the time of service, make the "perfect" appointment reminder call, effectively greet and sign in patients, and perform the many other critical tasks of the front office. Also, get hints for managing patients' waiting time in your reception area!

After attending this session, you will be able to:

- Investigate and remedy the sources of slow service at the front office
- Compile policies and procedures to make front office service quality more consistent
- List the key steps that front office staff can take to improve practice collections
- Develop scripts that help front office staff maximize the opportunities to impress and please patients with good service

Improving collections isn't just a job for the billing office. Likewise, building patient loyalty takes the efforts of everyone in patient flow chain – especially the front office staff.

Alternate description:

Collections isn't just a job for the billing office. And nurturing patient loyalty isn't just the job of the physician. Everyone in patient flow chain – including the front office staff – has a role to play in patient service, work flow and collections. In this entertaining-but-illuminating session, Elizabeth Woodcock brings a wealth of wisdom, tips and tools that will help front office staff improve time-of-service collections, optimize work flow and nurture patient loyalty. Whether the job is "perfect" appointment reminder calls, flawless patient registrations, or impeccable management of each patient's wait, your front office staff has a lot to offer.

This session will enlighten and empower you in:

- Proven techniques to manage incoming telephone calls;
- Top-notch reception and welcoming of every patient;
- Optimal time-of-service collections;
- Seamless management of patients' wait times;
- Picture-perfect handling of appointment scheduling; and
- Peak performance in service quality.

In this session, you'll learn what case-studies, research and a wealth of professional experience has to say about how to perfect front office performance. Plus, you'll get take-aways including a job interview guide for front office staff, a mystery patient survey template and sample time-of-service collections scripts. The question isn't, 'should I come to this session?' but, rather, 'how can I afford not to use these ideas in my practice?'

Time: 60 minutes

Audience: Practice managers, Front office staff and management.

Customer Service that Rocks!

Learn 25 proven techniques to ensure top-notch customer service in your medical practice in this fast-paced, high-energy session. Perfect for managers striving to improve service throughout the practice, as well as those staff who are empowered to deliver it. Attend this educational program to learn proven techniques to delight your patients – and ensure they keep coming back!

- * Learn methods to improve customer service at your medical practice
- * Discover strategies to enhance service over the phone and face-to-face
- * Identify opportunities to improve the quality of your patients' wait and the timeliness of your telephone response time

As a member of the front office team, you work at a time when patients have become much more demanding. Just as more patients are making more demands on your time, so are payers, regulators and – seemingly – everyone else with whom you and your practice come in contact.

How do you juggle these many responsibilities and provide friendly, personal service when you may be feeling flustered or rushed? It's not easy but as practice management expert Elizabeth Woodcock explains, it comes down to having the right tools and strategies, knowing how to use them, and – most of all – having the right attitude. In this presentation, Elizabeth shows you the many tools and techniques that improve customer service.

You'll also learn how to recognize and manage the 'moments of truth' – those small-but-meaningful interactions that leave a lasting impression on patients and help build patient loyalty.

Customer service is the human touch that makes your medical practice your patients' first choice for their care. The key to building this patient loyalty is excellent customer service. And the people who can do the most to provide that service are in the front office... people like you who provide customer service that rocks!

Benchmarking Your Revenue Cycle

It's not good enough to hope for the best at the end of the year. To maximize your revenue, you need to calculate, benchmark, and analyze key revenue cycle performance indicators. You will learn what to measure, how to measure it, get benchmark data by specialty for all aspects of the revenue cycle, and understand what's influencing performance in 2017. In addition to performance indicators, such as days in A/R, the program highlights denial rates and billing office costs. From performance to cost, learn all you need to know about your revenue cycle.

- Benchmark all aspects of your revenue cycle, including performance and cost measures.
- Learn why and how to perform an account audit.
- Discover common mistakes to avoid in revenue cycle management.

Time: 60 to 90 minutes

Audience: All persons interested in improving the revenue cycle in a physician practice

Best Practices in Revenue Cycle Management

2017 brings a host of challenges in revenue cycle management. Health care reform, consumer-directed health care, and the uninsured are all having an impact on your revenue cycle. To help you with these challenges, this fast-paced and succinct session will focus on ten proven ways to enhance your revenue cycle. The speaker will provide a precise and detailed roadmap for strategies related to the pre-visit, time-of-service and post-visit collection processes, as well as denial prevention and management strategies. Invest **XX** minutes with us and you'll be armed with an action plan to apply in your own practice, with the focus being performance improvement initiatives you can implement immediately.

- Learn how successful practices handle patient collections
- Implement pre-visit collection processes
- Determine strategies to prevent denials in the first place
- Recognize how to best manage denials for your practice
- Create an action plan to improve revenue cycle management

Time: 90 to 120 minutes

Audience: All persons interested in improving the revenue cycle in a physician practice

Seven Strategies for Successful Billing and Collections: It's Mission Critical in 2017

Getting paid by insurance companies is easy: you just get every claim out the door, on time and in great shape... every time. Sounds simple, but as a seasoned biller, you know that the road to billing and collection success is filled with potholes, blind curves, and crashes along the way. Indeed, achieving outstanding performance takes planning, diligence and organization. Optimizing collections also requires the commitment and participation of every member of your staff: clinical and administrative—and even physicians and other providers. No matter what size your practice or how much (or little) you have invested in billing technology, one thing is true: you can do it! Learn the seven proven strategies that effective billers use to ensure their practices come out on top in the collections game. It's mission critical for 2017.

Time: 90 to 120 minutes

Audience: All persons interested in improving the revenue cycle in a physician practice

Don't Leave Money on the Table: How to Improve Insurance Collections

Learn everything your practice needs to know to maximize your *insurance* collections performance. From open claims to pended claims, find out how to get them paid. We'll focus on improving accuracy on the front-end, denial management, and effective appeals processes. Discover how organization, prioritization, and a bit of gumption can get your claims paid.

Time: 60 to 90 minutes. 90 minutes recommended. Can be combined with other billing-related programs above.

Audience: All persons interested in improving insurance collections in a physician practice, including billing managers, front office managers, office managers, billing staff, and physicians.

Denial Management: Strategies to Improve Cash Flow

Think your medical practice has a healthy revenue cycle? If you haven't focused – really focused – on insurance denials, then think again. Denials might be the most underestimated and poorly understood sources of significant cash leakage from your practice's revenue cycle.

National speaker and practice management expert Elizabeth Woodcock shows you how to dig into the causes of claim denials in your practice and drastically reduce lost revenue. She'll show you how to:

- Assess denial patterns and discover their root causes
- Quantify the financial impact of denials
- Utilize more streamlined processes to correct and resubmit denials
- File effective appeals of denials and underpayments
- Develop strategies to prevent denials and improve staff productivity

Tracking, analyzing, resolving and eliminating causes of denials is much more than good housekeeping – it might just be the difference between financial stability and failure for your practice.

Alternate titles/description:

Denial Management: Tested Techniques that Get Claims Paid

Denial Management: What it Takes to Get Claims Paid

Are You Living in Denial? A Four-Step Process to Break Free of the Claims Denial Cycle

Is this your practice? Denied claims languish for days—even weeks—before a staff member finally resubmits. Then they come back: denied *again*. You don't need a complex claims denial-management system, but this work process does require your time and attention. With the cost of reworking a claim approximately \$15, and perhaps more, you simply can't afford stay on the denial merry-go-round.

In this fact-filled webinar, national speaker and practice management consultant Elizabeth Woodcock shows you how to transform your practice's insurance billing function into a claims resolution machine. If your practice has five percent or more of its claims denied on first submission, then this informative webinar is for you.

Learn Elizabeth's proven four-step process (Measure-Monitor-Prevent-Work) for getting claims paid. Absorb her proven tips and tested techniques for implementing a claims denial prevention and management program in your practice... one that meets the challenges of today *and* tomorrow.

Managing your Telephones

If you are frustrated by your telephone operations, this is the presentation for you. Learn how to reduce interruptions without compromising patient service, depending on technology, or hiring more staff. You'll understand how to perform an analysis of your phones with sample tracking forms and worksheets you can take back to use in your own practice. Next, discover the root causes of your phone problems – and how to fix them. You'll walk away with a practical action plan to turn your telephones into your best friend!

- Analyze your telephone problems
- Take home a tracking form and sample telephone analysis
- Determine the root cause of your telephone problems
- Identify methods to improve the problem
- Discover technology solutions
- Understand staff productivity benchmarks to compare to yours

Time: 60 to 90 minutes

Audience: Management, staff, and physicians.

Scheduling Optimization: Appointment Scheduling and No-Show Management

Are your patients constantly complaining that they can't get into see you? Is every day a desperate attempt simply to hold the wait times down to a "reasonable" amount of time? Do you just "squeeze in" patients with urgent needs? Learn new methods for scheduling appointments and managing your appointment no-shows. From modified wave scheduling to open access, this is the program for you if you need help in scheduling.

- Improve access
- Leverage existing resources
- Become more efficient
- Maximize your scheduling potential
- Increase productivity
- Create happier physicians and patients

Time: 60 to 90 minutes

Audience: Management, staff, and physicians.

The Quality Payment Program: How to Navigate Advanced APMs and the Merit-based Incentive Payment System

The rules on the Quality Payment Program are out. But is your medical practice ready?

Billions of dollars of incentive funds are available to physicians and other eligible professionals for "exceptional" performance – and billions' worth of penalties are at stake for lack of performance. Do *you* know how to get started?

This timely seminar will give you helpful tips and real-life examples of how to avoid frustrations and false starts in the government's Quality Payment Program

Professional services reimbursement expert Elizabeth Woodcock gives you the skinny on what the program will entail – and how your practice can prepare, guiding you through the important prerequisites you must know.

- Learn why one-third of clinicians are exempt from the program – and how to determine if you may be one of them!
- Understand the evolution of the “advanced alternative payment model” – and why you might consider joining one in the future
- Determine the three categories of reporting for the Merit-based Incentive Payment System (MIPS) – and what it will take to successfully participate in each of them
- Recognize the flexible reporting options for 2017 – and the implications of each one
- Understand the implications of not participating based on penalties that will be applied.

Get answers to these questions in this dynamic and informative session – and learn the answer to questions that you might not have even thought to ask. It’s business critical to understand the ground rules.

Benchmarking Your Practice Operations

You’re already an expert at evaluating your practice’s revenue cycle and financial position, with comparisons to industry normative data. But what about your operations? Practice operations must take a front seat in this competitive environment, and it pays to develop a tool to define a strategy for performance improvement.

Listen to Elizabeth Woodcock to learn:

- Key performance indicators (KPIs) for practice operations;
- Benchmarks for practice operations KPIs; and
- To identify targets for performance improvement.

State of the Industry: The Challenges – and Opportunities – that Lie Ahead for Physicians in 2017

(Specifically geared towards vendors serving the physician market)

Learn how the dynamic and turbulent world of health care will affect you, your physicians and your practice in 2017 and beyond. In this dynamic presentation, national speaker, trainer and author Elizabeth Woodcock gives you the lowdown on major emerging trends that can pose both opportunities and threats to physicians. You’ll have a front-row seat as Elizabeth shares tips and strategies to deal with today’s hot-button topics, such as the:

- Growth of consumer-directed health care
- Aggressive entrance of entrepreneurs into profitable areas of physician practice
- Adoption of information technologies
- Growing prevalence of pay-for-performance plans
- Ongoing growth of practice expenses

Can physicians rise to these challenges and is your practice truly prepared to help them? You’ll walk away armed with information and knowledge to understand how physicians can weather the storms and take advantage of the opportunities in 2017 – and beyond.

Time: 60 to 180 minutes

Audience: Management and physicians.