

The Best of Best Practices for Pathology Practice Administrators and Business Leaders

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Practice Areas

- Financial
- Marketing
- Laboratory
- Trends
- Risks



Forget the Financials Dig Deeper!

Dig Deeper!

- Measure
- Set Targets
- Review
- Analyze
- Systematically

Dig Deeper!

- At a Minimum:
 - Charges – Payments – Adjustments
 - Denial rate 1st Submission
 - Claim Follow-up
 - Denial Analysis
 - AR Aging – Days in AR

Dig Deeper!

- Payment/Contract Matrix
- Payor Mix
- Possible Review
 - Billing Productivity – Accounts Worked
 - Payor Review
 - DOS to Date of Payment by Payor

Manage Like the Economy is Bad!

Manage Like the Economy is Bad!

- Know your Expenses
 - Salary & Wages
 - Benefits
 - Supplies
 - Other Costs Related to Doing Business
- Maintain Good Internal Controls

Promote Your Practice Like You are the New Kid

Promote Your Practice

- Marketing is NOT a Bad Word Anymore
- Develop a Marketing Plan
- Use Existing Resources

Smile When the _____ Walks In!

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Smile When the _____ Walks In!

- Compliance Plan
- HIPAA Plan
- OSHA Plan
- Medicare Regulations
- Red Flag Rules
- Etc.

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Smile When the _____ Walks In!

- Plans should be written, available to all staff
- Training Should Be Ongoing
- Document All Activities
- Have Knowledgeable Attorney



Go Digital!

Electronic Connectivity

A MUST!



You WILL connect to your referring physicians
/ facilities electronically

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Be the Competition!

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Be the Competition!

- Sub-specialization
- Service Expectations
 - Clinical Excellence
 - TAT – Connectivity
- Operational Efficiency



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Be Trendy!

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Be Trendy!

- Identify Important Market Trends
- Highlight Issues You Should Track

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Be Trendy! – “Seven C’s”

- Customers
- Clinical
- CMS/Congress/Capitol
- Competition
- Creative use of technology
- Cash
- Culture

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Be Trendy!

- Monitor These Areas
- Implement Strategies to take advantage of these trends in your practice
- Identify – Assess – Make a Decision to Act

**Manage Like You are Getting
Bought Out**

Manage Like You are Getting Bought Out

- Plan
- Tweak
- Review
- Revise
- Continuous Practice Improvement

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**American Pathology
Foundation's
2nd Annual Practice Managers'
Boot Camp
November 12-13, 2009 - Oklahoma CITY, OK**

- *Tour the University of Oklahoma's Automated Clinical Lab and view LEAN processes in action*
- *Tracks specifically designed for Pathology Practice Managers and Physician Pathologists*
- *Intensive workshop format encourages networking and collaborative problem solving of common practice management issues*

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