



"Everything comes to him who hustles while he waits."

- Thomas A. Edison

Dear Vicki,

In this second eNewsletter from Priority Concierge MD, discover insightful information on one of the most pertinent and prevalent healthcare issues facing us all: stress. Stress not only impacts our momentary emotional state, but can also cause long-term damage to our physical health. Learning what causes stress and how it can affect your well-being may help you lead a calmer, longer life.

And because this month is nationally recognized as Home Safety Month and also commences Hurricane Season (June 1st-November 30th), I've elected to provide practical tips about hurricane preparedness that will help protect you and your loved ones in the event of a weather emergency. For more links and information about this month's National Health Observance, please visit the complete article.

[Click on the links below to read more.](#)

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Stress Can Make You Sick

Stress is a state of physiological or psychological strain caused by physical, mental or emotional stimuli that tend to disturb the functioning of an organism. When stress reactions are elicited, and if they are inappropriate or inadequate, they may lead to disease states.

[Read more...](#)

Hurricane Preparedness: Better Safe than Sorry

Summer is a good time to reassess the general safety in our daily lives. This may be in the form of home safety, as it is a time when young people are out of school and spending more time around the house and yard. And for those who reside in Florida, the Gulf Coast and along the Eastern United States, summertime is Hurricane Season. [Read more...](#)

Please return to my website regularly, where a new article is posted each month.

[Click here](#) to contact Priority Concierge MD for further information.

Yours Sincerely,
Richard A Levine, MD FACP

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Innocent Heart Murmur

What Is a Heart Murmur?

"Heart murmur" is the name for a sound that blood makes as it flows through the heart; this sound occurs in addition to the standard sound of the heartbeat. When doctors listen to a person's chest, they typically hear the "lub-dub" produced by the heart valves as they close with each beat of the heart. Sometimes, there is an extra sound: a "whooshing" sound of turbulence, like water flowing through a hose. We call that noise a murmur.

The term "heart murmur" is sometimes misunderstood as referring to a "hole in the heart" or some other defect or problem, but this is incorrect. A murmur is merely an extra sound and often proves to be harmless. If a doctor is worried that a specific murmur could be a sign of a problem, he or she will send a patient for more testing to look in more detail at the structure and function of the heart.

What Is an Innocent or Functional Heart Murmur?

A heart murmur is described as "innocent" or "functional" when there is no heart defect or problem. In this case, the murmur is simply produced by the normal flow of blood through the heart. There is some turbulence in the blood flowing through everyone's heart. And if that turbulence is loud enough, we can hear it with a stethoscope. But that's an innocent murmur and not a heart problem. It's just an extra sound.

Thankfully, most murmurs heard in young people are innocent. It is easier to hear such an extra noise in children because their hearts are very close to their chest walls. Between 80% and 90% of children may have an innocent murmur during their lifetimes.

An innocent murmur can get louder or softer depending on a person's heart rate. It may be easier to detect if the child is excited, scared, dehydrated or anemic. It may also be detectable when the child has a fever or cold.

Children with innocent murmurs do not need medication or treatment, nor should their activity be restricted. Their hearts are fine.

Benign Syncope (Fainting Spells)

If a cardiologist has diagnosed your child with benign syncope, it means that he or she suffers from the most common cause of fainting.

Other names for this condition include neurally mediated syncope, neurocardiogenic syncope, vasovagal syncope, vasodepressor syncope, simple faint or "church" syncope. But all of these names refer to the same problem: There is an imbalance in the reflex that controls blood pressure and the brain's blood flow.

This is very common: About one in three people have had an episode. Most of the time, people recover fully without needing any help.

Causes of Benign Syncope

The cause is twofold. First, the child's heart rate and/or blood pressure increases (sympathetic response). To compensate, the heart rate and/or blood pressure decreases (parasympathetic/vagal response). If these changes are abrupt, the person can faint.

Evaluation of Benign Syncope

Your physician will ask about the activities and conditions surrounding episodes of fainting. The following situations and symptoms can make this problem worse:

- Low blood pressure
- Dehydration or low blood sugar
- Physical or emotional stress
- Warm environment (or hot bath)
- Getting up after lying down (including after sleeping)
- Prolonged motionless standing
- Large meals (carbohydrate load)
- Valsalva (bearing down)
- Alcohol and certain medications

Treatment for Benign Syncope

Your physician is likely to suggest the following strategies for coping with and preventing fainting spells. If these simple maneuvers are not enough to reduce or eliminate the symptoms, your doctor may prescribe medicine; however, medication is rarely needed to treat benign syncope.

1. Caffeine: Stop drinking all caffeinated beverages. Caffeine makes the heart beat faster, causes more urination and worsening this condition. If you drink lots of caffeine, slowly eliminate the drinks over a week or two.
2. Hydration: Staying properly hydrated is the best way to prevent dizziness and fainting spells. Drink lots of fluids, and drink before you become thirsty. Drink enough so that urine is colorless. For most teenagers, a minimum of two liters (64 oz.) of non-caffeinated fluids helps — and drinks with minimal sugar are ideal. On hot days or with exercise, at least 3 liters (96 oz.) per day will be more appropriate. An electrolyte beverage like Gatorade may help when sweating, but should not replace water intake.
3. Awareness: Learn to identify the early warning signs of benign syncope. Protect yourself from an accident by leaning against something, sitting or lying down (sometimes with the knees bent). Because lying down is often difficult or embarrassing, some people squat instead. Recognize what causes symptoms. For example, if the symptoms are felt when changing position, exercise your legs prior to getting up and then rise slowly.
4. Salt: A high-salt diet helps to retain water and increase blood pressure, which can prevent fainting spells.

Summary

Benign syncope is a common condition that can often go untreated. Contact your physician with any questions.

Linking Exercise to Better Health

Exercise means different things to different people. To the athlete, it is a priority that keeps them in optimum shape and able to perform. To the average individual, regular exercise may be pursued because of how good it makes them feel. To the sedentary, exercise is good advice that just seems to be hard to implement.

There are many benefits to completing regular, moderate exercise. A recent study in *Circulation*, a publication of the *Journal of the American Heart Association*, confirmed that a daily 30-minute walk was associated with a 40 % risk reduction for cardiovascular disease. There are numerous other benefits to regular physical activity, such as:

- Managing weight. This in turn leads to lower blood pressure and lower cholesterol. This is in part due to increased circulation and speeding up digestion. If one extends their activity beyond 30 minutes, such as another 10-15 minutes, it aids in utilizing fat stores as energy. This is because we store sugars in our muscles that are used for initial activity, but after about 30 minutes, they run low and fat becomes the primary source of energy.
- Preventing and controlling of Type II Diabetes Mellitus.
- Reducing the risk of osteoporosis and giving strength to the structures that support arthritic joints, including muscles, tendons and ligaments.
- Strengthening the immune system, which can help reduce the risk of cancer.
- Elevating our mental well-being by helping to reduce anxiety, alleviating mild depression and improving sleep patterns.

How to Get Started

If you have not had a medical check up, see your doctor first. Your primary care physician can help you develop a workout plan tailored to your age, health, gender and lifestyle needs.

The simple art of walking can be the best start. It can be initiated in several ways, keeping safety in mind first. Here are a few tips:

- Always walk in a safe environment, such as near your home, at a gym or even in your home.
- Make sure you have a comfortable pair of walking shoes. Look for styles labeled "walking sneakers" when you shop. You may want to purchase a pedometer, a small instrument you wear that measures your distance. Although time spent in physical activity is more important physiologically, it is fun to see that on a regular basis, one can log up to 400 miles per year completing usual activities.
- Try to have a regular time of the day for your exercise. This will make it easier to be consistent. Make sure to exercise at least six times a week.

Remember: Regular exercise isn't just about extending quantity of life, but also about improving the quality of your day-to-day experiences. This will help you to remain independent and enjoy vitality while experiencing an enriched, fulfilling life.

For more information about exercise, weight management and heart health, visit: www.americanheart.org or www.womensheart.org.

Hurricane Preparedness: Better Safe than Sorry

Summer is a good time to reassess the general safety in our daily lives. This may be in the form of home safety, as it is a time when young people are out of school and spending more time around the house and yard. And for those who reside in Florida, the Gulf Coast and along the Eastern United States, summertime is Hurricane Season. The official Hurricane Season runs from June 1-November 30 each year, with the majority of activity occurring in the first half of September. Thus, it is fitting that summer is when we should review our own personal Hurricane Preparedness Plan.

Hurricanes are one of the few natural disasters that we can actually closely monitor and predict well in advance of their arrival. It's vital that those in affected areas take advantage of storm tracking and home preparedness. The three phases of preparation include before, during and after the storm.

Before the arrival of a storm, we are able to track it by staying tuned to local weather forecasts and utilizing the National Weather Service's National Hurricane Center (www.nhc.noaa.gov). This resource allows us to monitor the path and changing nature of the storm. Effective May 2010, improvements to the site include increases in lead time reporting to threatened communities with regard to watches and warnings. This allows for better preparation in advance of the arrival of a storm. You can also monitor local conditions online through the National Doppler Radar Site (<https://radar.weather.gov>).

It is also essential to determine if you will stay in your own home or choose another secure location for the duration of the storm. If there is doubt to the structural integrity of your primary home, strongly consider relocating to a safer environment, be it a friend's home or an official shelter. If you have any doubts, you may wish to leave the area; this decision should be made well in advance, with enough time to safely travel. If you choose to stay at home throughout the storm, **preparation is essential**. It is important to have basic items that you will need, such as:

- 1) A working cell phone with a home *and* car charger. Place important phone numbers into your cell phone directory for ease of use.
- 2) Any prescription medications; you should have at least a months' worth of refills.
- 3) Copies of key documents such as a recent bank statement and home survey.
- 4) A secure property. Gathering advice from the myriad of sources available through websites, news stations, local government bulletins and newspapers.
- 5) Access to an automobile with a full tank of gas.
- 6) Cash for later needs.

During the storm, personal physical safety takes precedence. Under no circumstances should you venture outside. Storms usually pass relatively quickly, but the short-lived intensity can be surprisingly destructive. One major caution is that no one should venture outside in the "eye" of the storm. This is the big hollow center seen on satellite images. Although the storm may suddenly halt, the highest winds are on the walls of the eye. A hurricane can go from calm to hundreds of miles per hour in velocity in an instant.

After the storm has passed, there may be many lingering hazards—standing water and downed electrical lines being high on that list. Before leaving your home, it's important to find out about local conditions. If you are able, contact your power and phone companies to electronically register your service outage. This helps them gain a picture of areas in greatest need. To stay in contact with others, it's good to have a serviceable phone landline, as they are often the first to return to normalcy. Cellular phone lines are typically disrupted the longest; yet sometimes calls can be placed to areas outside the path of the storm. A cellular charger for use in the car is an indispensable tool, because it can be powered by the car battery even if your house is powerless. It's also a smart idea to avoid driving around too early after the storm passes. It is not only dangerous, due to road conditions, but you will also have to wait in long lines for your next gas refill.

Simple planning and preparation can be extremely helpful in weathering a storm, as well as keeping us safe from everyday hazards. For more information specific to your personal lifestyle, visit www.redcross.org and your local news and television channels.

> Doctor's Notes – Fall 2018: Eat Better. Feel Better.

> Doctor's Notes – Fall 2016: Anti-Aging (to be or not to be)

> Father, son doctors share graduation moment

> Doctor's Notes – Fall 2015: The Big Picture

> Doctor's Notes – Summer 2015: "60 is the new 40" ... if you want it to be

Categories

> Benefits of Membership

> General Health News

> Prevention

> Tips for Improving Health

Put Prevention Into Practice

Taking care of your total health means more than getting the correct diagnoses and treatments. Before symptoms show up, you can be practicing prevention. It's essential that your healthcare providers are always monitoring your health to notice any fluctuations while consistently informing you about preventive techniques.

Throughout my entire career as a primary care physician, I have emphasized the importance of preventive care. In 1990, I acted as head of the Professional Education Committee of the American Cancer Society in South Palm Beach County. I was instrumental in getting them to change "The 7 Warning Signs of Cancer" to "Prevention and Early Detection." I feel that it's important for all individuals to continuously seek ways to prevent cancer before obvious warning signs even begin to emerge.

Throughout the 1990s, I was the local coordinator of Put Prevention Into Practice. This national organization is dedicated to bringing the health community together for one essential cause: clinical prevention techniques. This program informs practitioners and benefits patients through the development of tools, resources and additional materials and additional materials to educate us on the importance and use of excellent preventive care. It's sponsored by the U.S. Department of Health and Human Services' Agency for Healthcare Research and Quality (AHRQ).

Put Prevention Into Practice offers perspective on how simple check-ups—such as blood pressure, cholesterol, weight and mood—can help a certified caregiver detect any changes or symptoms that may lead to poor health. The patient past history and family history can be reviewed for clues of higher than usual risk for certain conditions. It helps patients to course-correct before small matters turn into more grievous concerns. It also discusses the important of regular doctors' visits and immunizations.

The other component to the prevention process is early detection. The American Cancer Society, www.cancer.org, reminds us that "90% of cancers can be cured if discovered at the right stage." Priority Concierge membership comes with regularly scheduled check-ups that allow you to stay on top of your health. Your doctor can continuously seek very early warning signs. If you're ever feeling different than usual and think "it might be nothing," you can always feel free to call me directly or schedule an in-between appointment. The last thing you want to do is hesitate to bother your doctor because you aren't sure if a small issue is going to turn into a larger one. By the time people wait to see a physician, it is often much harder to treat critical health issues.

Of course, the number one way to prevent illness is by staying informed. That's why I don't just treat patients; I make it my priority to educate them as well. This blog is just one way that I keep members up to date with the relevant information they need to keep making healthy choices and implementing them in everyday life. I'm also always seeking ways to convey new and updated information to my patients, such as through this downloadable Know Your Risks prevention reference sheet. It's just one of the many benefits of membership. [Learn more here](#) and look forward to holiday offers that allow you to share the gift of health with your friends and family.

Happy Holidays,
Richard A. Levine, MD FACP

Dear Leigh,

I hope this note finds you and yours well. You had spoken of becoming a patient in my office and I wanted to extend to an offer as *Giving the Gift of Health*. I would like to offer to you a discounted yearly fee of \$1500 per year. This is a \$300 savings off my regular yearly fee. One thing is for sure, during stressful times we must keep ourselves healthy, so that when the stress dissipates, we can be there to enjoy the time.

Additionally, I would like to offer my services to anyone in your office for a yearly fee of \$1000. If five people join I would reduce your yearly fee to match. In addition, if you join, I would offer a complimentary membership to your spouse.

Membership fees in a retainer based medical practice can oft times be deducted as medical expenses and may be a reimbursable in a Flexible Savings Plan or Health Savings Account. This should be discussed with the member's accountant as to how it would relate to their specific situation. All PPO insurances are accepted.

My flexible schedule, easy availability, and the opportunity to have lab draws done at the work site, make my type of practice very convenient to the working professional. Please give me a call so that I may answer any questions you may have.

I wish you and yours a Happy Healthy Holiday Season and a Prosperous New Year.

Sincerely,

Richard A. Levine, MD FACP

New Healthy Eating Guidelines from the USDA

As discussed last week, there are many ways to define “healthy.” But keeping up with the latest news and developments can help you determine how to implement strategies for personal health into your daily life. And the USDA is an excellent resource for nutritional information. Published January 2011, the new United States Department of Agriculture study, entitled “Dietary Guidelines for Americans” can be summarized as:

- Eating smaller portions
- Eating more fruits and vegetables
- Lean proteins: white meat, eggs, nuts
- Low saturated and trans fats
- Moderate alcohol and caffeine intake
- Less sugar intake (water instead of sugary drinks)

Other key points include:

1) Maintaining calorie balance. A healthy calorie balance means consuming only those calories needed to maintain physical activity. Although daily caloric intake varies by individual, you can come up with a close estimate by using the [calorie calculator tool](#).

2) Consume nutrient-dense foods. Specific recommendations include eating more dark-green, orange and red vegetables as well as beans and peas. Add more whole and refined grains to your diet. Eat a variety of lean proteins, especially seafood, with fewer solid fats.

3) Proper food preparation. Eating right doesn’t stop at what combination of foods you put into your body. It also means being aware of where your food comes from and how to prepare it; USDA recommends learning the basic steps of healthy food preparation: Clean, Separate, Cook, Chill.

Do you have special dietary or medical needs? Would you like to discuss how to tweak and tailor these guidelines to meet your own health needs? Or would you like to learn how to eat so that it complements your exercise routine at the gym? Just ask one of the personal trainers or nutritionists at Pivotal Fitness Greenville; we’re happy to provide guidance and answer any questions.

PhoenixPhysicians.com

Doctor Challenges

Compensation

Phoenix in-house recruiters constantly monitor the job market for physician salary trends. From this data, Phoenix creates compensation programs to pay our contracted physicians extremely competitive rates. We also prefer to set pay rates based on productivity models, endorsing the concept that hard-working physicians should receive the financial benefits of an efficient practice style.

Additionally, Phoenix realizes how crucial it is that our compensation models are fully transparent and easy to understand. A common criticism in this industry is that many physician incentive pay models are confusing and cannot be reconciled. At Phoenix, we don't misplace billable charts, assign them to the wrong physician or only tell "part of the story" when physicians choose to join our group. To back up these promises, all of our physicians have 24/7 access to a provider portal that allows them to fully review, sort, search and reconcile their monthly productivity statistics and earnings every month.

Physician Orientation Programs

At one time or another, most physicians have been "thrown into the fire" on their first shift at a new hospital. Phoenix guarantees that this will not happen. Instead, Phoenix orients all physicians with their new practice at their own pace, giving them ample opportunity to understand how the practice operates. We make sure every new physician fully understands how to perform all duties relevant to their new practice. We invest in mentoring shifts, risk management training and documentation education. We make sure that our new physicians know how to use the hospital's electronic medical records, digital radiography equipment and prescription-writing tools before they work their first shift.

Other Quality Physicians in the Group

One of the things physicians like best about partnering with Phoenix is the opportunity to work with other tremendous physicians. Because Phoenix is extremely selective, we can guarantee that all existing physicians are highly qualified and rank among the best in the area. Phoenix physicians never have to worry about bad sign-outs, lazy providers or unprofessional behavior.

Physician Friendly Risk Management Services

Our in-house risk management department is 100% committed to protecting our physicians. Phoenix risk managers work with our providers as often as necessary to fully support them, regardless of circumstance. Additionally, all of our physicians receive a minimum \$1,000,000/\$3,000,000 policy when they join Phoenix, and full tail coverage is always provided at no charge, even if a physician chooses to terminate their working relationship with us.

Supportive and Knowledgeable Medical Leadership

Phoenix offers superior medical leaders to work with our physicians and make certain they are happy, heard and supported. This leadership will be available on a moment's notice for any physician need or concern. Our medical leaders have tremendous knowledge and experience, and they are happy to share their expertise with providers at any time. Many of our medical leaders are involved with state and national medical professional societies, serve on important hospital committees and are experts in a variety of fields relevant to the specialties we serve. Every physician joining Phoenix can be assured they are joining forces with some of their specialty's most knowledgeable medical experts.

Responsive Office Staff Members

Phoenix has an outstanding group of office support team members who are there for our physicians whenever called upon. Our office staff is comprised of recruiters, credentialers, schedulers and practice managers. They are specifically trained to appreciate that our physicians take top priority. If physicians ever have a question or concern, our support staff team is here to help.

CEO Challenges

Customer Service Excellence

At Phoenix, we take great pride in the fact that our top leaders are very involved with all parts of hospital contract operations. Thus, none of your hospital administrators will ever have to deal with "middle managers" who do not have ultimate decision-making authority. When you select Phoenix Physicians as your hospital partner, you will always deal directly with the company's top decision-makers, Dr. Rob Scott and Mr. Chris Lutes. This will make it seamless for you to get the answers, solutions and responses you desire in a timely fashion.

Our first goal is to exceed every one of our hospital customer's expectations every day. Therefore, Phoenix employees are trained to provide exceptional service to every hospital department they serve. To ensure this service excellence is happening at all times, Phoenix conducts regular customer surveys with all of our hospital partners, asking detailed questions about our performance and solicit ways in which we can improve our service to you.

Emergency Department Medical Leadership

We believe that strong medical leadership is the cornerstone for any successful clinical department. With this in mind, Phoenix Chief Medical Officers consistently provide customized training and education to the medical directors we place at our partner hospitals. This process proceeds indefinitely as Phoenix Chief Medical Officers continue to evaluate medical director performance, taking into account the feedback from hospital administration, nursing leadership and medical staff. On-site medical director training programs include:

- Monthly medical director mentoring sessions with Phoenix Chief Medical Officers.
- 24/7 access to an online comprehensive medical director resource library created and maintained by Phoenix medical leaders.
- Ongoing medical director development and training via a Phoenix "team" approach and a supportive environment characteristic of the entire organization.
- Monthly mandatory medical director conference calls led by the Phoenix Chief Executive Officer.

Medical Director Leadership Programs

Phoenix conducts regular medical director leadership development programs. Recent topics included:

- The role of the Phoenix medical director.
- Physician recruitment, orientation, scheduling, retention and termination.
- Physician contracts and negotiations.
- Physician productivity and compensation models.
- Communication, responsiveness and complaint management.
- Billing, coding, payer mix and reimbursement.
- Risk management.
- Hospital/departmental committee meetings and EMS.
- Quality, safety and the Joint Commission.

Phoenix also provides medical directors with the informative reports they need to effectively manage their practice. Through web-based customized reports, every medical director is able to monitor their group's physician for the following metrics: coding and documentation trends, practice efficiency and speed, hours worked, RVUs earned, total visits, patient telephone survey satisfaction results and incentive pay earned (relative to physician group averages).

White Coat Program

Phoenix takes customer service and patient satisfaction very seriously. From the outset of any new partnership, Phoenix Physicians will strongly encourage wearing a white coat at all times by all of our physicians on duty at your hospital. Thus, at contract execution, Phoenix will work with your hospital and set up a white coat program (100% financed by Phoenix Physicians) that makes certain that clean, white lab coats are available to all of our physicians at all times while they are on duty at the

hospital. We have found that patients and family members appreciate and respect physicians who dress like physicians while on duty. We believe an effective white coat program assists in this effort.

Setting and Meeting Customer Satisfaction Goals

Phoenix proactively seeks out a hospital designee for patient satisfaction measurement and reporting. We then work with this person to understand the current survey in place and where improvements may be necessary. Phoenix sets goals for success in this area however the hospital wishes, and we fully commit to working with you to achieve such scoring goals.

Of course, at the same time Phoenix will make certain that hospital goals regarding patient satisfaction scores are clearly communicated to each physician in the group. Thus, we will make certain there is no confusion or misunderstanding about your expectations. With such clarity, we believe that Phoenix can help you achieve the scores you desire for each measurement period.

Patient Satisfaction Program

Phoenix has developed and implemented a unique internal patient satisfaction program to survey your emergency department patients via telephone and receive feedback about the care they received. Our current protocol is to survey 10 patients per physician every month. All patient telephone surveys are professionally conducted and follow HIPAA guidelines. These serve as an important adjunct to the existing hospital patient satisfaction survey program.

All calls are audio-recorded and can be reviewed through an online customer portal by relevant hospital leaders. If a patient survey falls below the predetermined scoring threshold, the Phoenix Medical Director and/or Phoenix Chief Medical Officer will perform prompt service recovery on behalf of the hospital by contacting the patient to review their experience in detail. Of course, all suboptimal patient feedback is discussed with the treating physician. Recommended improvement actions are outlined and documented.

Complete Physician Coverage

Phoenix emphasizes that all of our physician practices operate under an appropriate coverage model. We refuse to create a malignant work environment for our physicians by providing too little physician coverage during certain parts of the day. And we never attempt to use midlevel coverage in areas of an emergency department that have too much acuity for midlevel provider efficiency. We have come to the realization that patients are generally getting sicker every year, administrative challenges are at an all-time high and hospital patients want timely service. Based on these realities, Phoenix philosophizes that an appropriate practice staffing model must include a sufficient amount of physician coverage. A final staffing model must factor in patient acuity, quality and risk management concerns.

Recruiting Outstanding Physicians

Delivering high-quality emergency care to every patient in your community begins with assembling an extremely talented and compassionate group of Emergency Physicians. Each member must share a vision of success with your hospital. Phoenix believes in only using residency-trained Board Certified Physicians to manage patients in today's emergency departments. We require that all of the Emergency Physicians treating patients in your Emergency Department are board certified, and maintain additional credentials per the hospital's request and by-laws. Additional credentials may include ACLS, PALS, ATLS and dedicated annual CME.

To ensure that a full pipeline of highly qualified Emergency Physicians is available to you at all times, Phoenix employs numerous full-time in-house recruiters and recruitment assistants. These experts are very knowledgeable regarding the successful recruitment of Emergency Medicine Physicians for every type of facility. We have repeatedly proven our internal recruitment capability through the successful campaigns conducted for currently partnered Emergency Departments.

Retaining Outstanding Physicians

Phoenix is fully committed to retaining providers who fit perfectly with your needs and goals. When replacing certain members of your existing physician group, we always take your guidance as to which

physicians from the outgoing group of providers we should “re-interview.” In such instances, Phoenix will organize a recruitment initiative committee comprised of administrators from our experts and your hospital, as well as existing hospital medical staff members and hospital nursing leaders.

To continuously improve service delivery to our physicians and retain the best in the field, Phoenix conducts anonymous semi-annual retention surveys that are reviewed in detail by the Phoenix CEO and CMO. The purpose is to gain valuable feedback from our doctors and allow them to voice any concerns or ideas they may have. We ask each of our physicians about the various Phoenix programs and departments which serve them, inquiring as to our medical leadership and how we can improve our overall service to them. All feedback is thoroughly analyzed, and changes to our physician programs are made as necessary.

Documentation Excellence

Phoenix prioritizes effective documentation and coding. Each new physician must review written materials about documentation excellence. They are required to view several multimedia presentations that outline how to achieve effective documentation. They must also conference call with a Phoenix Chief Medical Officer prior to working their first shift to discuss “best practices” for documentation. These emphasize chart completeness, legibility and accuracy.

Once a new physician actually begins working scheduled clinical shifts at a hospital, they receive a comprehensive report from Phoenix on a monthly basis that summarizes their documentation efforts in the preceding month. This report clearly highlights any documentation deficiencies. Deficiencies are reviewed by the physician and the medical director promptly for immediate resolution of the problem.

Charting and Billing Management

Phoenix Physicians takes chart management and transmission very seriously. Whenever a contract is awarded, we immediately hire a full-time on-site chart coordinator to manage the process of collecting patient charts and creating a billing record. We always cater to a hospital's chosen documentation system. Once all patient charts from one day of service have been counted and the reconciled log is complete, a record is sent to our billing partner for coding and processing. Our billing partner is capable of receiving all physician charts manually, electronically or via secured website.

To confirm effective resource utilization, Phoenix works with hospital billing and coding departments to promptly review any testing or admission denial. All findings and actions are promptly discussed with the group physicians as necessary. Furthermore, Phoenix Physicians is firmly committed to contracting with the managed care plans you identify as most critical to your hospital. We will not delay, dodge or ignore your contracting requests.

Additional Documentation Efforts

Phoenix understands how important revenue cycle management is to our hospital partners. It allows us to pay our doctors more than the competition and lessen or eliminate subsidies due to practice management inefficiencies. In order to deliver such performance, we utilize automated systems that document every step of our revenue cycle.

To further secure utmost excellence in documentation, Phoenix Chief Medical Officers host training webinars every other month to address a variety of “hot topics” in coding and documentation. Recent topics addressed critical care billing, laceration repair, observation billing, systems pitfalls and splinting. Webinars are open to all of our doctors (new and established); attendance is encouraged.



The business side of healthcare

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MedPro Flex EMR

Our Integrated Software Solution

Designed for substance abuse and mental health facilities, MedPro FLEX EMR is a customizable and cost-effective electronic medical record solution for any provider.



Introducing Our Newest Addition

We're pleased to present the latest addition to our comprehensive range of products: MedPro FLEX EMR. A completely paperless data-entry solution, its benefits include:

- **Seamless transmission.** Billing and receivables are fed directly into MedPro's automated data-submission systems.
- **Instant updates.** All clinical record components are immediately available in the system.
- **Web-based software.** Services only require a computer and access to the Internet.

As the name suggests, flexibility is a key factor. MedPro FLEX EMR can be tailored to your specific facilities and preexisting practices. And that translates to all-around patient care improvement.

Core clinical systems include:

- Inquiry call management
- Pre-admission screening
- Admissions screening
- Organization and programs admission management
- Clinical assessments
- Treatment planning
- Individual and group progress notes
- Discharge planning
- Discharge management

Customizable, Compliant, Care-Oriented

When it comes to staying on top of patient medication, treatment options, medical history, demographics and special needs, it's vital that every item of data is both accurate and easily accessible. Because of the on-the-go nature of clinical practice, MedPro FLEX EMR allows your staff to log in and access records simultaneously from various locations. This maximizes your performance without interrupting your fast-paced daily workflow.

MedPro FLEX EMR is designed to facilitate compliance with the accreditation organizations, as well as address state and local requirements and comply with the expectations of organizations such as ASAM.

Although this state-of-the-art system complies with existing MedPro software, it's also ideal for those who don't currently use our extensive services. This software saves all users valuable resources, reduces risk and facilitates both regulatory and accreditation compliance. MedPro FLEX EMR goes with you wherever you go; you always retain ownership.

MedPro FLEX EMR also features:

- Staff-training modules to assist organizations in JCHAO and CARF compliance.
- Security beyond HIPPA requirements for client/patient records.
- Customization to suit the changing needs of your organization.

It's easy to learn to maintain digital records via this simplified, yet technologically advanced system. Ask us about the low initial cost and ongoing affordability.

[VIEW DEMO](#)

Register now for a full demonstration:

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The business side of healthcare

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MedPro Flex EMR

Our Integrated Software Solution

Designed solely for substance abuse and mental health facilities, MedPro FLEX EMR is a customizable and cost-effective electronic medical record solution for any provider.



MedPro Flex EMR

We're pleased to present the latest addition to our comprehensive range of products: MedPro FLEX EMR. MedPro FLEX EMR is a completely paperless, Web-based solution that operates simultaneously with our automated data-submission process. Designed solely for substance abuse and mental health facilities, MedPro FLEX EMR is a customizable and cost-effective electronic medical record solution for any provider.

You'll discover that we've taken our ongoing efforts to streamline your professional operations one step further. MedPro FLEX EMR thoughtfully and strategically upgrades the way you presently store, organize, manage and reference your compiled information. You can rely on improved quality assurance, standards compliance and consistency across all casework.

We understand your day-to-day operations and continuously strive to provide the top software and most user-friendly interfaces to cater to those requirements. When it comes to staying on top of patient medication, treatment options, medical history and special needs, it's vital that every item of data is both accurate and easily accessible. As a response to your needs, both expressed and anticipated, MedPro FLEX EMR takes data assimilation one step further for substance abused and mental health care professionals.

This newest solution is easy to integrate with your current technologies. As the name suggests, flexibility is a key factor – this means it can be tailored to your specific facilities and preexisting practices. And that translates to all-around improved patient care.

MedPro FLEX EMR serves as just another example of our ongoing efforts to produce eco-friendly alternatives that benefit both your efficiency and the environment.



The business side of healthcare

The Industry Leader in Revenue Collection

In today's complex healthcare environment it is good to know that you have the best on your side. MedPro understands the special situations inherent within the Mental Health and Substance Abuse community. With more than 20 years of experience, we have built solid relationships with facilities, managed care companies, and insurance carriers nationwide. MedPro takes the guesswork out of accepting insurance. This lets you, the provider, focus on what is important...your patients.



Bringing It All Together

Put your receivables problems behind you and focus on your company's needs.

BENEFITS VERIFICATIONS

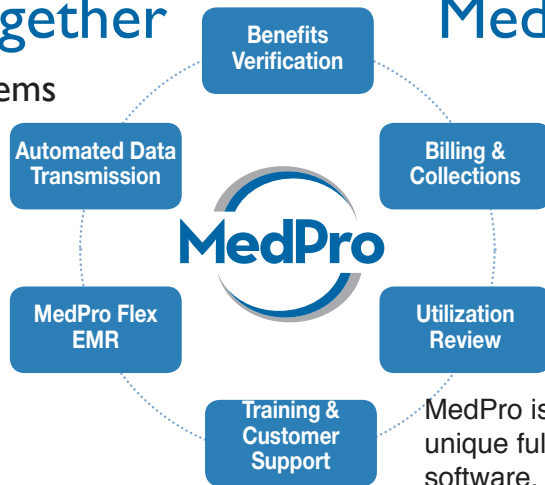
With our team of knowledgeable benefit verification specialists, you can be confident you will receive the most comprehensive, accurate benefit and eligibility information.

UTILIZATION REVIEW

Our licensed and experienced clinical staff can help maximize your patients' benefits by obtaining longer stays at the highest levels of care.

BILLING & COLLECTIONS

Our follow-up on claims is what truly separates MedPro from the competition. MedPro's expert staff and sophisticated software enable us to deliver the most efficient processing, management and collection of your accounts.



MedPro is going green.

MedPro has pioneered the development of a completely secure web-based software available at no additional cost to all MedPro clients. **With our new online integrated automated data submission process, eliminate paper, streamline procedures and eliminate time-consuming repetition.**

MedPro is now offering a unique full clinical EMR software, MedPro FLEX EMR, as a completely paperless, web-based solution. This totally customizable system is seamlessly integrated with our online data-submission process. **SPECIAL INTRODUCTORY RATES AVAILABLE.**



Melissa Zacharias
President & Founder

Experience, Integrity & Trust

MedPro's extraordinary team brings experience in the fields of medicine, business and technology. All members of the MedPro staff have held senior positions within the industry and a majority of our employees have been with MedPro more than 10 years.



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