

# Practice Management and Business Consulting Services

There are many components to any business and medical practices are no exception. Juggling patients while managing a business in a highly volatile and ever-changing environment is very difficult to do successfully.

At Verden we take the approach that your practice is an integrated system. Impacts flow from front to back and even minor issues at the front desk can have a serious effect on your ability to remain economically viable. The criteria for your success lies in how your practice is managed; the business of medicine is every bit as important as the clinical management of your practice. Sustainable insurance and vendor contracts are essential to the economic health of your practice. Patient satisfaction and targeted marketing are key drivers to growth and longevity. At The Verden Group we understand these challenges and work with you to overcome them.

## At-A-Glance: Business Consulting Services

Contract Negotiations & Payer Management	Management & Practice Assessment	Patient Engagement & Marketing
<ul style="list-style-type: none"> <li>• <b>Payer Contracts:</b> Contract Negotiations for Clients, including Contract Terms Assessment and Contract Language Breakdown</li> <li>• <b>Improved Economics:</b> Improved Operational Terms, Efficient Contract Management, Adjustments to Payer Mix</li> <li>• <b>Policy Management:</b> Payer Policies and Policy Change Review</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Process Evaluation and Improvement:</b> Process Evaluation, Recommendation for Actionable Improvement and Implementation Programs</li> <li>• <b>Physical Set Up:</b> Evaluation of Patient and Staff Flow, Physical Space Limitations, Options for Improvement and Efficiencies</li> <li>• <b>Revenue Cycle:</b> Evaluation of Cycle Front to Back, Employing Technology to Improve Economics, Remediation of A/R Log Jams</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Patient Attraction:</b> Market Research and Demographic Analysis, Targeted Marketing and Improved Patient Interaction</li> <li>• <b>Patient Engagement:</b> Website Creation / Improvement, Value-Added Benefits for Patients</li> <li>• <b>Patient Satisfaction:</b> Patient Surveys, Communication Programs</li> </ul>