



Your Partner In Practice™

99 Main St | Suite 302-303 | Nyack | NY 10960
www.TheVerdenGroup.com

Physicians Alliance of America Member Program

Physicians Alliance Members are eligible to receive 100 Verden points, the equivalent of \$250 in consulting services, for certain Verden services.

Once validated, members may request services from this menu, and / or purchase additional points at a specially priced rate of \$225 per 100 points.

Services

Practice Management

- Patient Scheduling
 - Schedule right for optimal efficiency. Can your schedule take account of different physicians' styles and productivity? Are you constantly running behind? We can help you schedule right for your specialty and type.

500 points [\$1250 value]

- Setting Your Charges Right
 - How are you setting your rates? If you are setting them too low, you are leaving money on the table and allowing Payers to move reimbursement downward. Too high and you spend too much time writing off balances and haggling with self-paying patients. Let us benchmark your rates and help you adjust fees to reasonable, defensible, and sustainable levels.

400 points [\$1000 value]

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Market Research & Analytics

Understanding your market can be the difference between surviving and succeeding.

- Practice Growth Potential Evaluation
 - Demographic research and analysis report for a specific location: analysis of the local population, demographic trends of the county and the zip code according to the latest census, growth rates as compared to the neighboring counties, the percentage of persons in different age groups, and the ratio of persons per household compared with the State average. The purpose is to gauge the growth and diversity of the area surrounding the practice and suggest ways to improve the services

500 points [\$1250 value]

- Competitive Landscape
 - Competitive Analysis of the practice's location: number and size of practices in a 5-10 mile radius of a specific zip code in order to determine the type of competition. The purpose is to provide strategic context to identify existing and potential opportunities and threats and provide suggestions to formulate and implement effective strategies.

600 points [\$1500 value]

Practice Marketing

A solid marketing plan is vital to the success of any practice. We provide promotional plans, targeted marketing and technological tools designed to improve your public relations online and in person.

- Mini-Marketing Plans
 - Looking to attract new Moms to your Pediatric practice? Want to extend the reach of your Dermatological services beyond your neighborhood? Need to build up referrals for your Cardiology practice? Let us develop mini-marketing plans designed to target specific areas to increase your business.

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- Marketing Toolkit
 - What materials and tools do you need to successfully market your practice and make sure your name stands out to potential patients? We'll review what you've got, see what you're missing, and make recommendations for filling the gaps.

500 points [\$1250 value]

- Press Releases
 - Have you got some news you'd like to share with the community, such as added a new physician or moving to a new location? A professionally written press release can get you noticed. Let us draft your next press release to make sure your message gets across clearly and concisely. We'll even distribute it for you.

500 points [\$1250 value]

- Patient Newsletters and Bulletins
 - Make sure your material is engaging and well designed. Share important healthcare news, policy information and new service offerings in an attractive bulletin designed by us. You create the content, we'll edit it and lay it out for print or online distribution. A great way to reach new and existing patients, an effective patient bulletin is an important piece of your communication plans.

450 points [\$ 1125 value]

Practice Websites

Get your patients off the phone and online! Websites are not only a way to advertise your practice, they are also an invaluable tool for educating your patients and allowing them to interact with your practice at convenient times outside of office hours.

- Existing Website Content Consultation
 - Is your web content clear and articulate? Is it easy to understand and navigate? Does the text hold viewers? We'll perform a thorough review of your web page using our comprehensive

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and content changes that ensure you get the maximum mileage from your investment.

450 points (per web page) [\$ 1125 value]

- New Website Content Consultation (Self-Directed)
 - Designed to help you determine what you need and why you need it, our self-directed survey will guide you through the process of intelligent content and design. A Verden Consultant will review your survey answers and provide comments, feedback and tips to help you build the website you need to succeed.

350 points [\$ 875 value]

- Website Optimization & Social Networking
 - Need help with the technical aspects of your site? Wondering how Facebook could help your practice? Let us advise you on how best to utilize social networking, search optimization & on-line 'adword' campaigns to get you noticed.

550 points [\$1375 value]

Legal Consultation

- Regulation and Compliance Reviews
 - Worried about compliance with OSHA, HIPAA, Red Flag Rules, Stark III and ADA regulations? We'll review your current programs to determine any areas of potential risk and make recommendations to cure them.

600 points [\$1500 value]

- Partnership and Employment Contract Reviews
 - When was the last time you reviewed your employment or partnership contract? Are you stuck with decades-old terms? We'll review your contracts for out-dated concepts that no longer fit with a pay-for-performance and productivity-based environment, and make recommendations for any renegotiation or modifications.

600 points [\$1500 value]

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- Payer Contract Review
 - You signed your Payer contracts years ago. Do you have any idea what you signed? Let us review your contracts and break out the clauses into clear and understandable language.

500 points (per contract) [\$ 1250 value]

- Contract Drafting
 - About to hire a physician? Employing a practice administrator? Get solid advice and a well-crafted contract in place from the beginning. We understand the challenges you face in health care today and design contracts to specifically meet issues that may arise today and tomorrow.

800 points [\$2000 value]

- Policy and Procedures
 - Need solid policies that ensure compliance with Labor Laws and meet the needs of your practice? Don't expose yourself to unnecessary risk. Whether you have a multi-cultural organization that you need to be sensitive toward, or are simply looking for solid policies, we can help.

500 points (per policy) [\$1250 value]

Get started with our Social Media Policy: only 300 points [\$ 750 value]

Clinical Programs & Processes

- Lab Tracking Procedural Review
 - Did you know that a significant number of patients never receive callbacks on labs that may be abnormal? It's hard to track information in your practice and sometimes patient information can get overlooked. We'll help you set up a tracking, communication and documentation system that works for you.

450 points [\$ 1125 value]

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- Inventory Management (Vaccines and Drugs)
 - Having difficulty getting the balance right between tying up too much capital in stock or not having enough on hand? Afraid you might be missing billings or suffering from lost product? We'll review your current processes and determine where the pain points might be, then provide solid recommendations, protocols and processes to get you straight.

800 points [\$2000 value]

- So You Want to Become A Medical Home?
 - We'll tell you what you need to know before you embark on learning more about becoming a medical home. What are the benefits? Can you increase your income? What changes to your practice can you expect? What sort of time and investment do you need to commit? We'll help save you time and identify the costs and benefits of proceeding.

450 points [\$ 1125 value]

To take advantage of this program, please register at www.TheVerdenGroup.com