

2007 Year President Report

Presented By Jacqueline Schaffer and Thaddeus Bort, MD

At the beginning of 2007 we were bursting at the seams....

- ▶ We added 8100 hundred square feet
 - ▶ We purchased a building and sign a lease on another
 - ▶ Westbourne Multiplex
 - ▶ Harrison Avenue
- ▶ Negative Reviews from patients set the process going that an expansion was needed.
- ▶ Needed to decongest the mother board- Glenway became more patient focus

The Game Plan

- ▶ Create Additional Ancillary Services and Space
- ▶ Open new PCP Office on the Westside of Western Cincinnati
- ▶ Continue to create a deeper partnership with Mercy Hospital

Task Force Assembled

- ▶ Jacqueline with the help of Dr. McCarren, Bort, Kohls and Linda
 - ▶ Begin Property Search
 - ▶ Weekly meetings with Mercy Western Hills
 - ▶ New Partnerships set in motion with local physicians

The results

- ▶ We bought a building
 - ▶ Westbourne Multiplex 5900 square feet
 - ▶ Remolded building to house
 - ▶ Expansion of Physical Therapy
 - ▶ Call Center
 - ▶ Billing Department
 - ▶ Meeting Room
 - ▶ Corporate Office
 - ▶ Timeless Aesthetic Medical Spa
- ▶ The Real Estate Transactions did not stop there.
 - ▶ Sub-leased old Westbourne Location and Lease Harrison Avenue
 - ▶ Built out began simultaneously as Jacqueline and Linda mastermind a plan.

Medisync No More....

- ▶ Our relationship with Medisync came to an end.
- ▶ All business operations were successfully taken over.
- ▶ Old A/R from Medisync was taken over and diagnosed
- ▶ 5 year project took 18 months
- ▶ We ran the marathon and won.

Debt Consultation

- ▶ New Relationships were built with 5/3rd Bank.
- ▶ Loans to consolidate court settlement and expansion settle.
- ▶ Negotiation for better interest rates took place.

Three Goals of Executive Director Completed

- ▶ When Jacqueline was hired her task was to-
 - ▶ Expand TFMG Playing Ground of Western Cincinnati
 - ▶ Diffuse Medisync
 - ▶ Add Ancillaries
 - ▶ BAM! We did it!

Ancillary Services Overview

Patient Services

- ▶ Physical Therapy
- ▶ Coumadin Clinic
- ▶ Minor Surgery
- ▶ Diabetic Management
- ▶ Echocardiograms
- ▶ Nuclear Stress
- ▶ DEXA Scans
- ▶ EKGs
- ▶ Retassure
- ▶ Ultrasounds
- ▶ Halter Monitors
- ▶ Spirometry
- ▶ Lab
- ▶ MedSpa

Physical Therapy

- ▶ Office Hours Monday-Saturday
- ▶ Located at TFMG Multi-Plex-Westbourne
- ▶ All Major Insurance Accepted
- ▶ New Patient Evaluations on Tuesday
- ▶ Call PT for Emergency Walk-in appointments when needed

Coumadin Clinic

- ▶ Monday PM and Thursday AM
- ▶ Glenway Office
- ▶ Service Provide by Nikki Lynch, PA
- ▶ Immediate Results and adjustments to medication made at time of service
- ▶ Information transferred to PCP for review and sign off

Minor Surgeries

▶ Schedule

- ▶ Monday AM
- ▶ Third Wednesday of Month
- ▶ Thursday PM
- ▶ Second Saturday of Month
- ▶ Glenway Office
- ▶ Services by Nikki Lynch, PA
- ▶ Surgeries include- Mole Removal, Skin tag removals, Sebaceous Cysts, Incision and drainage, and toenail removal.

Diabetic Care Management

- ▶ Monday through Friday
- ▶ Glenway Office
- ▶ Betty Hollstegge, CRD provides services
- ▶ Insulin Pump Training
- ▶ Hemoglobin A1C
- ▶ Group Management Weight and Diabetes Education Seminar and Classes
- ▶ Individual Weight Management and Diabetes Counseling
- ▶ DRRP Standardization and Management Program for Greater Cincinnati

Echocardiograms

- ▶ Wednesday and Saturday Hours- Mornings Only
- ▶ Glenway
- ▶ All insurances except AETNA
- ▶ 5 appointment per session
- ▶ Add-ons Welcomed
- ▶ Ultrasounds complete by Tracy
- ▶ Reads completed by GCC
- ▶ We bill Technical/GCC bills reads

Nuclear Stress Test

- ▶ Monday and every other Friday
- ▶ Glenway Office
- ▶ All Insurance except ATENA
- ▶ 8 spaces per day
- ▶ Add-ons NOT WELCOMED
- ▶ Patient must weigh less than 250lbs.
- ▶ Medication review (e.g Beta Blockers) and contraindications to Adenosine
- ▶ Testing Completed by Ohio Heart we bill technical
- ▶ We sub-lease camera from Ohio Heart
- ▶ Reads uploaded and read by Ohio Heart with-in 24 hours.

Dexa Scans

- ▶ Tuesday and Thursday
- ▶ Glenway Office
- ▶ All Insurance except ATENA
- ▶ 7-9 Patients a day
- ▶ Add-ons welcomed
- ▶ Scans by Mark McCarren
- ▶ Reads interrupted by GE Systems
- ▶ Reviewed by Dr. McCarren who is now ISCD Certified
- ▶ We bill for technical component and read

EMG

- ▶ Every other Wednesday
- ▶ Glenway Location
- ▶ All Insurance except AETNA
- ▶ 12 spaces per day
- ▶ Procedure takes 20 minutes
- ▶ Add on Welcome- Stat services can be accommodated daily
- ▶ Procedure by Liz Fitzpatrick
- ▶ Bill Technical
- ▶ Nuero Metrix- Bills Reads

Retasure

- ▶ Wednesday and Thursday working into daily service
- ▶ Glenway Office
- ▶ All insurance except ATENA
- ▶ 10-12 appointments per day
- ▶ Procedure takes 20 minutes
- ▶ Techs Kik and Tanya
- ▶ We bill technical component
- ▶ Retasure bills read

Vascular Ultrasounds

- ▶ Friday
- ▶ Glenway
- ▶ All insurances except ATENA
- ▶ 9 Spaces per day
- ▶ Add-ons welcomed
- ▶ Vascular Ultrasounds
- ▶ Ultrasounds completed by Trevor
- ▶ Reads by Dr. Lohr

Holter Monitor

- ▶ No Schedule Appointment Template
- ▶ Any day of week
- ▶ Lab handles schedule and connection of device
- ▶ We bill technical
- ▶ Dr. Workman and Mid-Mark complete reads

Spirometry

- ▶ Any day
- ▶ Medical Assistants performed
- ▶ PCP reads
- ▶ We bill all components

Ancillaries

- ▶ Continue to be profitable
- ▶ Front office is managing all scheduling much better and has better understanding of rules
- ▶ Cheat Sheet of Services provided to all staff members
- ▶ REFER, REFER, REFER
- ▶ Rule of THUMB for all services NO AETNA must go to hospital for services

Where did the charts go...

EMR

- ▶ WOW! We did it!
- ▶ No more charts
- ▶ All charts scanned and stored
- ▶ No more charts
- ▶ Access space currently being used as in-house medical record runner
- ▶ No more charts
- ▶ Doctors productivity dropped only for 3 weeks by 25% due to careful planning
- ▶ No more charts
- ▶ Doctors schedules back to normal
- ▶ No more lost charts---APPLAUSE, APPLAUSE!!!!

New Staff

- ▶ Two More Doctors
 - ▶ Mechley and Harding
- ▶ Two New Executives
 - ▶ Shari Rebholtz and Mark Witte
- ▶ 35 various new staff members (90 FTE and PTE)

2008

- ▶ Taking it to the MAX
 - ▶ No More Growth
 - ▶ Enhancing all that we have done.
- ▶ Timeless Aesthetics Medspa