

Advanced Clinical and Business Skills for the Physical and Occupational Therapist

Course Objectives

By IndeFree Association: Empowering Independence and Freedom

Contact hours: **24 hours**

The course includes:

- 1 Instructor
- 1 Assistant
- 1 Powerpoint presentation
- 1 Manual – “The Step-by-Step Plan”
- 10 Lesson worksheets
- 70 Sample forms, tools and documents
- 1 Certificate of completion
- 1 Username and password to an online self-study guide for post-workshop reference

At the conclusion of the course, the learner will be able to...

- I. Clinical Systems
 1. Design a Quality Assurance (QA) program that meets insurance guidelines
 2. Design a clinical system that optimizes efficiency and quality
 3. Prepare for Medicare's Performance-Based Reimbursement*
 4. Decide on the services and programs to be offered to the community
 5. Develop programs to get patients better faster
 6. Command a higher perceived value from patients, doctors, and insurance companies
 7. Understand the role of technology in patient care
 8. Implement “Creative Service Care” (CSC)

**See the Institute of Medicine's (IOM) Report titled, “Leadership by Example”.*

- II. Marketing & Advertising
 1. Create scripts for dialogue with physicians, attorneys and other entities
 2. Design tools to advertise services and programs
 3. Develop tools to educate the community and physicians about therapy services
 4. Define the best advertising channels to pursue based on budget and timelines
 5. Recognize the difference between marketing, advertising, promotions, public relations, sales and know why it is essential to business success
 6. Apply the six features of graphic design to produce an effective ad
 7. Develop promotions to create excitement and demand for services

- III. Billing & Collections
 - 1. Negotiate insurance and network contracts
 - 2. Generate a bill on a HCFA 1500 form easily
 - 3. Submit a claim for payment (manually and electronically)
 - 4. Collect payment in a timely manner
 - 5. Appeal denied claims for immediate payment
 - 6. Apply state and federal laws for instant payment
 - 7. Use modifiers to maximize reimbursement for services

- IV. Administration
 - 1. Develop procedures that minimize cost and burden
 - 2. Design policies that help build teamwork
 - 3. Automate tasks and procedures with advanced systems and technology
 - 4. Become HIPAA compliant easily

- V. Human Resource
 - 1. Design job descriptions that promote teamwork
 - 2. Effectively screen and recruit excellent staff
 - 3. Train staff cost effectively
 - 4. Design a peer-based review system for maximum accountability
 - 5. Develop compensation packages for maximum staff loyalty
 - 6. Comply with state and federal employer laws

- VI. Technology
 - 1. Understand the role of technology in private practice
 - 2. Choose software programs that are ideal for the services provided
 - 3. Understand the future of electronic medical records (EMR)

- VII. Start-up Steps (optional)
 - 1. Choose the right name for the business and legally register it.
 - 2. Choose the most affordable and strategic location to set up a practice.
 - 3. Identify all the requirements of an employer at the federal and state levels.
 - 4. Identify all the rights of an employee.
 - 5. Obtain their business permit, bank account.
 - 6. Understand bookkeeping principles and terms
 - 7. Recognize the different types of leases for office space.
 - 8. Negotiate a lease agreement by understanding negotiable terms.
 - 9. Calculate a startup budget.
 - 10. Distinguish between PPO, POS, HMO, Indemnity plans, Medicare, Workers Compensation, and Lien cases.
 - 11. Read and understand "Explanation of Benefits" statements (EOB's).
 - 12. Demonstrate proper use of CPT and ICD-9 coding.
 - 13. Understand how to use modifiers in the billing process.
 - 14. Price-point their services at optimal values.