

When marketing our clients centers to referring physicians and implementing physician integration, we communicate with them on a realistic level, finding out what types of struggles and issues their practices have, to prove the ways in which we can improve their functionality. Now, we are also offering that same service to you! Whether you have a simple issue when it comes to scheduling or questions about your entire marketing plan, we can help you through it. Feel free to read through some FAQ's and their responses and remember if you'd like to speak with someone from our team directly about your specific center, that we are here for you!

**Q: Do I need a budget and how do I develop one?**

A: Technically no, you don't need a budget to be successful. Like in every business, planning is essential, so just think of a budget as your financial plan. Developing your "financial plan" can be overwhelming, but the first thing to do is to write down all the expenses that your business will accrue over the year. If you don't quite know all of the expenses, that's okay. Once you have all the expenses that your business will incur for the year the second step is to put them on some form of a calendar. Note these expenses at the time that your business will incur them. These sections help organize and prioritize your financial commitments. The final step is to do the math, add up all of your expenses and make sure that you're comfortable with the final number. Like all businesses there will more than likely be some difficult decisions to be made.

**Q: It feels like all of our independent physicians volume has dropped and so has their radiology referrals...how can we help them?**

A: We can help them by introducing them to other practices within the community that may have the ability to send them patients. Urgent care is the best outlet, as many patients go to urgent care because they have no primary care physician. We can also share information about marketing and advertising and give advice on advertising campaigns that offer unique methods to reaching the general patient population. Offering to distribute the office's business cards, flyers, brochures, etc throughout our own offices and in high traffic areas in the community and offering information about contracting with additional insurances will help provide them access to a larger patient population.

**Q: With shrinking reimbursement, I am trying to do more with less. I am trying to cut the fat to stay afloat, but how do you make sure that you don't cut the muscle and bone?**

A: Observe your staff and their workload. Are they keeping busy? When someone is on vacation or calls in sick are they still able to manage the workload? Are employees able to cross train and contribute in other areas when needed? Having efficient processes and employees properly trained will also create additional time for your employees to help out in other areas. You may be able to eliminate a position without hurting customer service and patient care.

**Q: With constant changes to CPT codes and insurance guidelines how can I stay informed?**

A: You can register online to receive any and all carrier newsletters and articles, which can offer very valuable information. Be sure to read all carrier correspondences received in the mail. Providers generally disregard this information, as they believe it is not valuable. The CMS website should be reviewed at least monthly for any new updates as well. Participating in any and all webinars that are available will also keep you informed.