

Your Monthly Edition

January 2021

THE PRACTICE RESOURCE

A Monthly Publication for Physicians and Practice Managers
Brought to you by the BCMS Circle of Friends



ANNOUNCEMENTS | *Important items you should know about*

A note to our physician members

Support the BCMS by supporting contributors in the Circle of Friends program.

Please ask your practice manager to use the Physicians Purchasing Directory as a reference when services or products are needed in your medical practice. A complete directory is published every month in the San Antonio Medicine magazine and is available online at:

<http://bcms.org/COFSponsorFlip/cofdir.pdf?start=true&loop=true&delayms=10000>

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Additionally, BankMD borrowers may take advantage of extended customer service hours – 7:00 am to 11:00 p.m. – during the first two weeks of the PPP Round Two lending process.

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ASK AN EXPERT |

Help when you need it most! You can submit your questions to this column on topics relating to your Medical Practice (Ask_an_expert@bcms.org). Our Circle of Friends program has over 50 companies with expertise in almost every area of business that can reply and assist. Monthly we will be featuring the most popular questions and answers for your reference.

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Question:

I conducted a follow up visit with a patient I saw in the hospital. Should I bill as a new or established patient evaluation and management code?

Answer:

In this scenario, you will bill an established patient evaluation and management code. When you saw the patient in the hospital, you established a relationship. When you billed the initial hospital claim, your tax ID and individual NPI was used and it lets the insurance company know you have established that relationship. Per the guidelines in the CPT manual, an established patient is one who receives services from a provider and/or another provider of the same specialty or subspecialty within the same group practice within a three-year period.

CONTINUE THE CONVERSATION

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Michal Waechter, MHA, FACHE (210) 913-4871 Michal@WaechterConsulting.com

Question:

Should I wait until the pandemic is over to grow my practice?

Answer:

Absolutely not! Practices that slowed down or stopped their business development activity when the pandemic started almost a year ago are the ones that have fared the worst. Those that got creative, refocused their resources and revised their outreach strategy have been able to maintain momentum. Patient connections and referral relationships can be created virtually ALMOST as effectively as in-person. It's not ideal, I'll admit, but it could be what sets you apart from your competitors. As P Diddy said recently 'if 2020 didn't bring the hustle out of you, it ain't in you'. Now is the time to create your strategy for 2021. Take it one quarter at a time, set realistic goals and identify the tactics to achieve those goals. It's not too late to find your hustle!

CONTINUE THE CONVERSATION

CLASSIFIEDS | *servicing our physician community*

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Own Primary care, Pediatrics Facility in the San Antonio region? We are interested in purchasing or partnering with you?

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The Circle of Friends is composed of companies and organizations that donate and support the Bexar County Medical Society. Their donations fund events and helps us to provide service to you the physician member. In addition, their donations help keep the cost of your dues down. Let us show our appreciation by using the service and products from our Circle of Friends contributors at every opportunity.

Please ask your practice manager to use the Physicians Purchasing Directory as a reference when services or products are needed.

A complete listing of Circle of Friends Contributors and their services is published every month in the San Antonio Medicine magazine in the Physicians Purchasing Directory and online.

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