

Confidential Practice Analysis

**Presented by
Dr. Ronald J. Farabaugh**

About Dr. Farabaugh

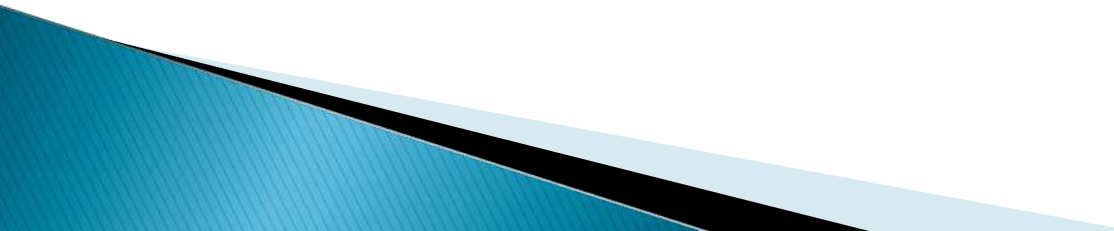
- ▶ Began practice in 1982
- ▶ 37 years experience
- ▶ CCE-Councilor Cat. 2
- ▶ Current-Medical Director-AMI Group, LP
- ▶ Past President COCA, OSCA
- ▶ Past President of the Ohio State Chiropractic Board
- ▶ Past Chairman of CCGPP
- ▶ ODG Advisory panel
- ▶ Expert testimony in 100+ malpractice cases
- ▶ Founder of Chiropractic Bootcamp Seminars and ChiroLtd.com
- ▶ ACA Research Committee
- ▶ Vast Work Comp and PI, clinical, and business experience.



Basic Premise

- Hiring a typical practice manager, consultant or management company could cost \$5,000 to to \$20,000 +/- year.
- Some charge a percentage of your growth, costing you potentially many tens of thousands of dollars, even though you did all the work!
- Throw in the 4-6 seminars/meetings per year, spending even more on plane fair, hotels, transportation, food, extra purchases, etc., a typical DC often spends \$20,000-\$30,000 per year for a practice consultant.

Basic Premise

- ▶ As a result, only about 1% of our profession can afford a practice consultant.
 - ▶ ***My theory*** however is that most of us just need a little help and short term steerage to get back on track.
 - ▶ 99% of our profession needs temporary steerage and guidance at a much lower and reasonable fee.
 - ▶ That's where I come in!!
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May I present.....

***The Confidential
Chiropractic Practice
Analysis ©***



The Practice Analysis Includes.....

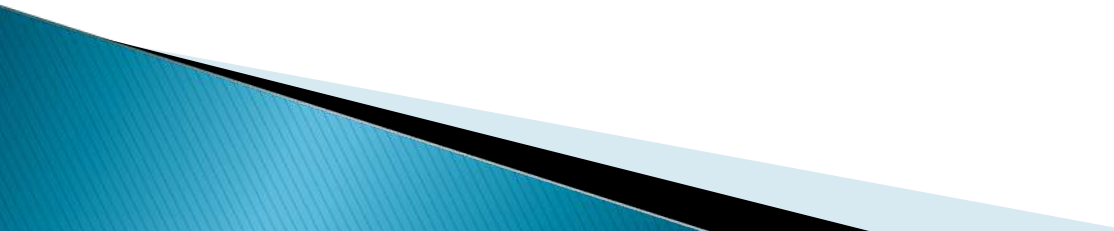
Chiropractic Business and Physician Self Assessment Questionnaire and Practice Audit:

1. Initially you will be asked to complete a **200 question questionnaire**, with each question worth 5 points, for 1000 possible points, separated into 22 sections representing each important office business systems/issues. You will also be asked to complete a very thorough **Practice Audit** so I fully understand your practice, and what you want your practice to look like in the future.
2. This test alone will provide you a visual and numeric snapshot of your practice helping you quickly determine areas of strengths and weaknesses. The Audit provides even more detailed information so we can adequately address your issues and plan for the future.

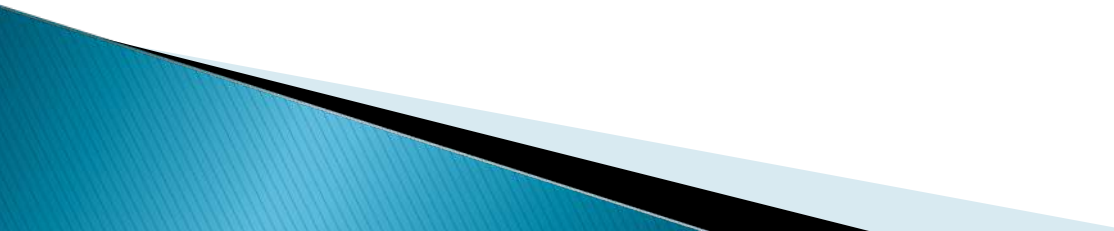
The Confidential Chiropractic Practice Analysis © is divided into four parts:

1. ***Your Homework:*** After the **Non-Disclosure Statement and Work Agreements** are signed you'll be asked to gather some information for analysis (stats, transaction reports, etc.) and complete the ***Chiropractic Business and Physician Self Assessment Questionnaire, plus the Practice Audit.***
2. Initial visit(s) to your office where I will spend approximately 1-2 days, on-site, interviewing your staff and reviewing your procedures, if possible even monitoring patient flow.
3. ***My homework:*** After analyzing your practice I will spend the next week preparing a thorough report of my findings including recommendations. The report will be detailed and presented either in a three ring binder and/or with a PowerPoint presentation.
4. Follow-up meeting: We will meet a 2nd time to review the ***PowerPoint presentation and Confidential Report.***
5. ***Additional meetings may be necessary in order to help educate your staff on the important changes to your office processes.***

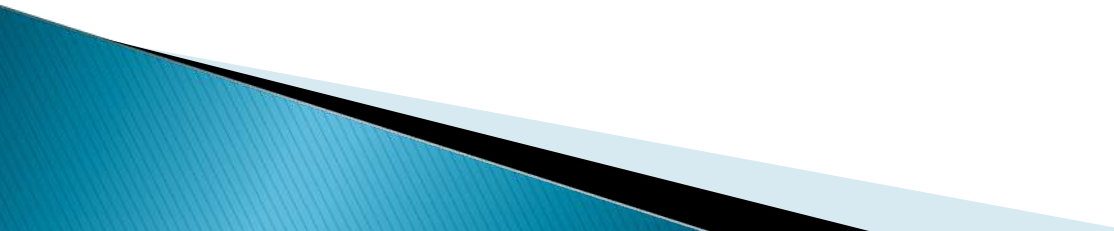
The Practice Analysis includes analysis of the *Top seven systems*:

1. Leadership
 2. Business organization/operation
 3. Money/Budget
 4. Marketing
 5. Patient Generation
 6. Patient Conversion
 7. Patient Fulfillment/services
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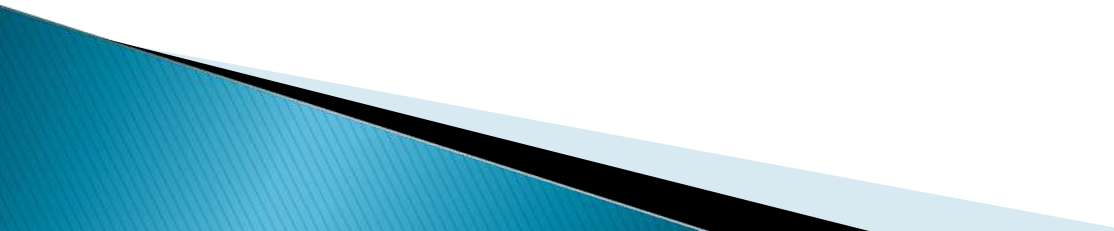
The Practice Analysis may also include the following: (based upon client needs)

8. Self Assessment Score
 9. Pictures of Office
 10. Pictures of Staff
 11. Sensory Analysis
 12. Personality Test
 13. Doctor Interviews
 14. Staff Interviews
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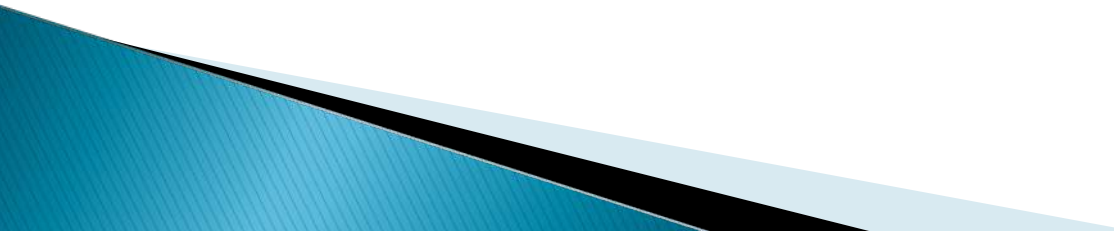
And...

15. 1st Visit procedure review
 16. 2nd Visit procedure review
 17. Case Management protocols
 18. Inter-professional communications
 19. Work Comp
 20. PI
 21. Medicare
 22. Documentation
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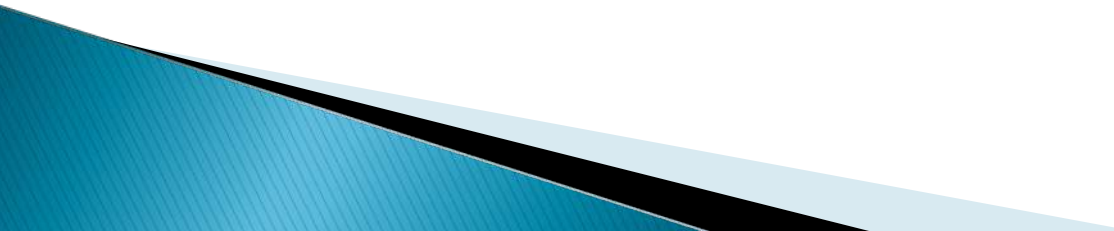
And...

23. Coding
 24. Cash Handling
 25. Credit
 26. Financial-Basic Business Principles
 27. Financial Overview
 28. Employee Training
 29. Primary/Secondary Billing
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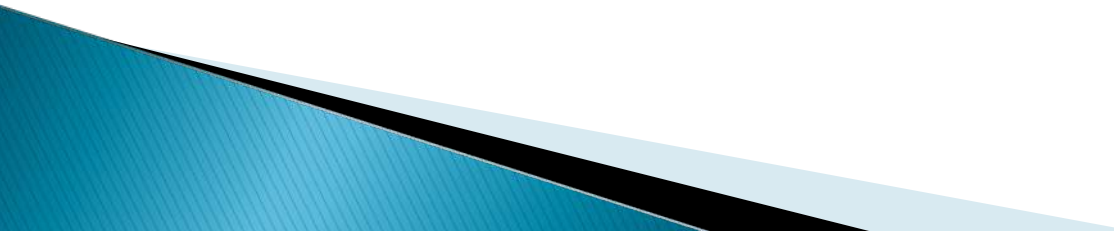
And...

- 30. Inventory Control
 - 31. Accounts payable
 - 32. Payroll
 - 33. Professional Responsibilities/DC Code
of Responsibility
 - 30. Marketing/Technology/Website
 - 31. Time Management
 - 32. Administration
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We finish with...

- General observations
 - Recommendations
 - Action Steps
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So what's the fee?

- ▶ As opposed to practice managers who charge a percentage of your growth, or maybe \$5,000 to \$20,000+ per year, with an additional \$5,000-\$10,000 being spent on practice consulting seminars and other products, our fees are only:
 - ▶ \$2500 to get started, plus travel and lodging expenses paid by client.*
 - ▶ \$2500 due at the time I deliver the report.*
 - ▶ * The fee may vary depending upon the size and complexity of your practice. I would recommend an introductory call to get a feel for your practice before a fee is determined.
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Q and A

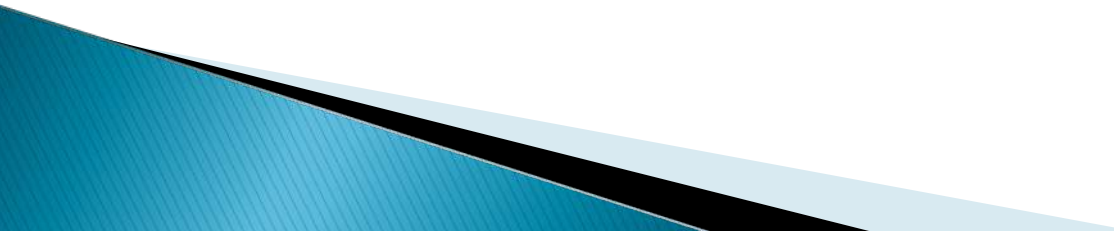
▶ **Q: Will I have to sign a long-term contract?**

- **A:** No. Again, most DCs need nudged towards true north and help just getting organized again. So this process is intentionally short term, and rather intense. There no fees beyond that already described.

▶ **Q. Will there be follow-up consulting, and how much will that cost?**

- **A:** Yes and No...but at no cost. You are not getting a paid consultant for life, but you will gain a friend for life! Call me anytime. If the questions become too frequent or time-consuming, we will entertain an ongoing consulting arrangement and negotiate a fee, but that is NOT my intent.

A real life conservative example...

- ▶ Dr. Gonstead (not his real name): after complete analysis of his practice, we recommended many changes. We calculated that if just the main four recommendations are implemented he will realize approximately a **\$58,000 increase** in profitability with his EXISTING patient base.
 - ▶ Assuming his practice grows as anticipated, the initial impact will likely be even greater.
 - ▶ Clearly worth an investment of \$5,000!
 - ▶ ***Most clients have the potential to grow far beyond the case mentioned above.***
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So, what's next?

- ▶ If after review of this presentation you want to move forward, just send me an email, [**ronald.farabaugh@gmail.com**](mailto:ronald.farabaugh@gmail.com), indicating your desire to do so, or call me at 614-419-2454.
- ▶ I'll send you the **Non-Disclosure Statement and Work Agreements**. Once signed and returned and the initial fee is paid, I'll send you the **Chiropractic Business and Physician Self Assessment Questionnaire and Practice Audit** and checklist of stats and reports I need to begin my analysis. We will also schedule your first visit.

Thank you for reviewing this presentation.

I wish you the best of luck whether you utilize this service or not. If you have any questions, don't hesitate to give me a call.
614-419-2454.

If this sounds interesting to you, just provide the following info and we'll contact you to further discuss your situation. Scan then email this page to Dr. Farabaugh at: ronald.farabaugh@gmail.com

Name: _____

Phone: _____

Email: _____