

Executive Decisions in DERMATOLOGY

A D A M

July/August 2012



Looking for an **EDGE** to lower operating costs while enhancing practice efficiencies?

ADAM introduces the **ADAM-EDGE**, a new Supply Chain Savings Program with Henry Schein, *exclusive* to ADAM members. The Program is designed to increase profitability by leveraging member buying power, which will translate to overall lower pricing on medical supplies, pharmaceuticals and equipment. Additionally, ADAM members enjoy a number of services including: Inventory Management, Reporting, Budgeting, Staff Team Building Training and much more!

As one of the largest providers of health care products, Henry Schein has a unique service model that will provide ADAM members with accurate and timely delivery of supplies, pharmaceuticals and equipment at the best possible price. By leveraging member purchasing power through GPO manufacturer contracts, additional savings opportunities will be identified and made available through Henry Schein. Henry Schein Consultants will conduct individual practice cost studies so to ensure the highest level of service and support while customizing a plan for your practice.

ADAM-EDGE is designed to increase practice profitability:

- Anticipated savings up to 18%
- Dedicated consultant to ensure the highest level of customer service
- Increased savings available as more members participate and aggregated purchasing power results in lower product costs
- Price integrity
- Increase fill-rates and service levels to improve practice efficiencies
- Provide high-quality, lower-cost product alternatives and standardization opportunities

Henry Schein will host three FREE WebEx trainings—July [17](#), [23](#), and [24](#)—designed to communicate program benefits to ADAM members. For any program questions, please email Adam-Edge@henryschein.com. You can also logon to [My ADAM](#) and select Member Benefits to go to the ADAM-Edge Henry Schein landing page.

Getting Started Is Easy!

- Logon to My ADAM and click the Member Benefits tab to go directly to the ADAM-Edge Henry Schein page
- If you are an existing Henry Schein Customer, please include your customer number, address and phone number in your email inquiry to ADAM-EDGE@henryschein.com and copy your Henry Schein Consultant
- Use the dedicated WebEx links to access the training time and date that works best for you

Visit: www.henryschein.com/adam-edge to learn how to get started, and gain an extra **EDGE** today!

President's Corner

A series about the state of the Association and what's new with

ADAM. Do you have a question for Jayne?

Email us at ADAMinfo@shcare.net



With summer upon us, I know we are all thinking about vacations, time with family and spending time outdoors; wouldn't it be nice if our practices took a vacation too? Luckily, ADAM is busy keeping our members apprised of all kinds of vital information like 5010 and Prescription Drug User Fee Act (PDUFA) and making sure we stay educated on these important topics.

In the last few weeks, our committees have been very active holding their first meetings of the summer and they are overflowing with new ideas to continue to make ADAM the trusted resource in dermatology. One of the biggest items will add a huge boost to our member benefits, a new supply chain savings program with Henry Schein. This new added member benefit is something I know our members have been asking for and I am thrilled to deliver the great news. Please take advantage of this new program and join the informational webinars on July 17, 23, and 24 to learn more about how to get the ADAM-Edge.

Sincerely,

Member Spotlight

Would you like to nominate someone for the Member Spotlight? Email us at ADAMinfo@shcare.net



ADAM: What is your name and where do you work?

Bonnie: Bonnie Oberholtzer, Practice Administrator at Dermatology Associates of Lancaster, located in Lancaster, Pennsylvania.

ADAM: When did you join ADAM?

Bonnie: I became a member of ADAM in 2000.

ADAM: How long have you been a practice manager?

Bonnie: I have been in healthcare for 30 years with the last 12 years as Practice Administrator at Dermatology Associates of Lancaster. For the previous six years I was the Practice Manager for our local hospital health system where I managed five practices. I have learned and grown so much through these many years!

ADAM: Tell us a little about your practice.

Bonnie: Dermatology Associates of Lancaster was established in 1978 and has been providing dermatologic care to patients of all ages. Our practice is comprised of seven Board Certified dermatologists, and we provide services related to all skin conditions, in-house Mohs, dermpath, cosmetic and laser treatments, and phototherapy. Our facility also includes an aesthetic center with a licensed aesthetician.

ADAM: What's been your best experience as an ADAM member?

Bonnie: Truly the best experience with ADAM is developing the relationships with the many Practice Administrators that I have met over the years. Networking with them and becoming involved on various committees has helped to build these friendships. I have learned from their many experiences and the wealth of knowledge possessed by many of them.

ADAM: What do you find to be the most challenging part of your job?

Bonnie: I feel one of the most pressing challenges is hiring and maintaining a great team of employees. This also includes keeping abreast with the ever-changing labor laws and regulations. I also strive to stress to the employees the extreme importance in providing excellent customer service.

ADAM: What has an ADAM benefit done for you lately?

Bonnie: I have found the many recent webinars and ADAM's regular emails with "Views from the Hill" to be very valuable for both me and key personnel. The topics are always extremely pertinent to the current issues and trends.

ADAM: What would you recommend to a member of ADAM who is looking to be more involved?

Bonnie: I wholeheartedly recommend all members to join one of the various committees. Our organization can only grow stronger with the aid of the many ideas and experience possessed by each one of us.

Upcoming Webinars

Don't miss out on these great learning opportunities. Register at www.ada-m.org

July 2012

Introduction to the ADAM- Edge Supply Chain Savings Program

Henry Schein will host a series of FREE WebEx Trainings designed to communicate program benefits to ADAM members.

You don't need to sign up, just use the link associated with the date that works best for you. Enter the meeting password: train and Click "Join Now". Follow the prompts for call in information.

- [Tuesday, July 17, 2012 2:00 PM - 3:00 PM EDT](#)
- [Monday, July 23, 2012 11:00 AM - 12:00 PM EDT](#)
- [Tuesday, July 24, 2012 3:00 PM- 4:00 PM EDT](#)

To learn more, please email: Adam-Edge@henryschein.com.



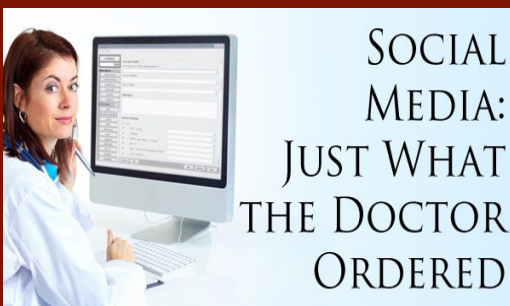
Wednesday, August 29, 2012 3:00pm EST

[Social Media and Your Dermatology Practice](#)

Join ADAM member, Trish Hohman for a one hour webinar on getting your dermatology practice on social media. The webinar will cover;

Getting Started: Creating your business pages for Facebook, Twitter, YouTube and LinkedIn

Planning: What your going to post?



Promoting: How are you going to promote to your patients? Getting Fans and Followers.

Legal: What restrictions and policies do you need to be compliant with and why?

This webinar is FREE! [Click here to sign up today!](#)

Finding the Positives in 5010

By: Angela Short, MHA, CPC-D

While the alarm has sounded, signaling the June 30 compliance date with Version 5010 of the HIPAA Transactions and Code Sets, dermatologists across the United States are still trying to recover operationally and looking for the so-called benefits of making the transition. Generally speaking, Version 5010 is largely an IT infrastructure change. Unfortunately, many practices relied on their practice management companies or clearinghouses to ensure compliance. What many physicians and administrators failed to realize is, the work at the practice level to ensure systems were upgraded to current versions to ensure accurate information is transmitted to clearinghouses and payers.

While challenges vary from practice to practice, 5010 has created common issues for many. These issues include:

- Billing systems that identified no problems during testing but resulted in significant volumes of denials in production.
- Issues billing secondary payers that resulted in a manual workaround.
- Claim rejections due to billing and practice addresses, and checks being mailed to physical addresses versus lockboxes.
- Extensive hold times for contacting contractors for clarification.

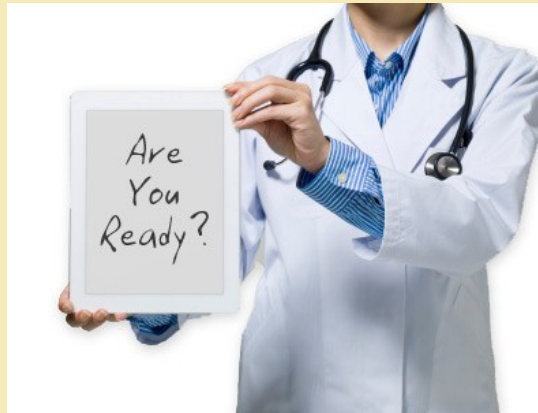
Considering the problems that physicians faced, many are scratching their heads and asking if there are benefits. While the benefits may not be readily identified due to the initial pains, here are some of the positives that dermatology practices are beginning to realize:

- The processing time for a claim to be adjudicated has been reduced. While 30 to 45 days are fairly common time frames for claim adjudication, since 5010, some practices are reporting electronic notification of adjudication within four days and actual payments within ten days. I am experiencing adjudication from two major payers within ten days. Note of caution: It is important to understand the impact this can have on

financial statements, especially budgets and line-of-credit covenants.

- Many practices are experiencing more detailed information being returned from clearinghouses reporting if claims are accepted, pended, or rejected. This helps the practice identify denials quickly versus waiting for the explanation of benefits, resulting in lower days outstanding in accounts receivable.

- Electronic eligibility is typically an add-on from electronic clearinghouse vendors, so many physicians may not recognize the added benefit that 5010 provides with eligibility. In the past many payers would send back eligibility information outlining yes or no that a patient was eligible for services. With 5010, the



information being sent back better identifies the patient's responsibility, benefits, and coverage gaps on secondary claims. In an environment where more and more patients are electing high-deductible health plans, this enhanced information is providing valuable information about patients' out-of-pocket liability that should be collected at time of service.

Although many practices would identify ICD-10 as an administrative challenge, 5010 accommodates the requirements needed to handle ICD-10 codes.

Transitioning to Version 5010 was painful for most dermatology practices, and as the dust starts to settle, the benefits of 5010 are now coming into focus. While it is still early to fully gauge all the benefits of 5010, the initial results are positive.

Angela is the Vice President of Revenue Management and Corporate Compliance for The Dermatology Group, PC. The Dermatology Group is a 29 provider group that provides general, surgical, and cosmetic dermatology at six locations in Northern, New Jersey.

Social Media 101 for the Dermatology Practice

In this special section of the newsletter, you will hear experiences from ADAM members who use social media for their practice, read about the different platforms that are most popular for practices, and tackle some of the harder questions that should be answered before you jump into a social media plan.

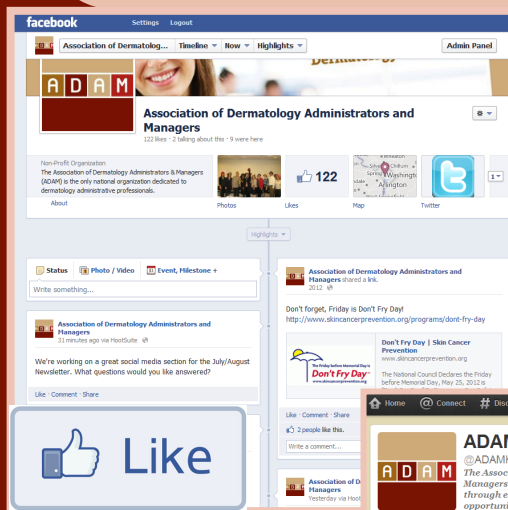
This social media introduction is a prelude to the **August 29th webinar** hosted by ADAM Board Member, Trish Hohman, who is a Practice Administrator at Helendale Dermatology and Medical Spa in Rochester, NY. Click [here](#) to register for the one hour webinar where Trish will take your questions live.

Don't forget to check out ADAM's social media pages

Facebook for pictures from the 2012 Annual Meeting in San Diego, CA. Like us on Facebook to get ADAM updates on events and news.

Twitter for news on hot topics such as 5010, CMS, EHR, webinars and more!

LinkedIn for real-time question and answer among your peers in a confidential setting! Request to join the group today. You must be a dues paying member to join. [Click here for directions on how to join.](#)



Turn here to read about how your ADAM members use social media in their day-to-day activities.



Sound Off: How are ADAM members using social media?

Our practice Helendale Dermatology and Medical Spa in Rochester, NY has been actively using social networks such as Facebook, Twitter, LinkedIn and You Tube to engage in dialogue with patients, announce new treatments, guide patients to reputable sources of information, and promote our practice. Last year, we launched "Live Chats" that offers an instantaneous transmission of text-based messages from sender to receiver, as an open online forum for patients to participate in a Q&A session with our physician outside of the examining room on topics related to healthy skin. We archive these chats on our website for future reference for patients. The physician also accepts private instant messages during the live chats. We also launched virtual video consultations via Skype for those interested in cosmetic procedures without having to come into the office for the initial consultation. This has opened the door for out of town patients.

Social media has been instrumental for us to provide additional value to our patients by offering a vehicle to communicate with patients online in a two-way conversation. It has also allowed us to connect with new patients by engaging with them in a natural way online and urging them to come in for individual follow up care.

-Trish Hohman, Helendale Dermatology and Medical Spa

We have explored various social media forums, and have elected to limit our social media campaign to Facebook. We have invested time to create a Corporate page with Facebook, and have evaluated the pros and cons of opening the page up for comments by our customers, and at this time have opted not to allow an open forum for comments. Unfortunately, Facebook only allows the page to be "open" or "closed" so when posting specials or events, we have to open the site (which opens the site for public comments) and then remember to turn off the function. Our concern with opening the site to public comment is focused around confidentiality of patient information. We are closely monitoring news about how Facebook plans to use the "likes" to customize marketing campaigns. We believe it to be counter-productive to have a site only to have our customers to receive marketing campaigns from our competitors.

-Angela Short, The Dermatology Group, P.C.

We have been successful in utilizing many types of social media in our practice. In particular, our cosmetic practice, which is about 20% of the revenue of our clinic, has benefited from the use of social media. We have found that our website and email still remain very useful to promote cosmetic products and services, especially to patients over 35 years of age. However; patients in the younger generation are more tied to media such as Facebook and Twitter and therefore we have begun to utilize these forms of communication to connect and inform these patients. The only limitation with social media we have found is that we have to be careful with HIPAA regulations that we don't inadvertently disclose patient medical data to the outside world. But, as we have currently limited our social media to cosmetic products and services, these concerns have been removed. We do believe that there is ample growth opportunity to use social media for medical services in the areas of marketing, scheduling, patient billing and education. We will continue to evaluate the myriad of ways we can add these new communication tools to our dermatology practice to ensure we stay current with our patients in the way they stay connected to the world on a daily basis.

-Tony Davis, Dermatology Specialists, P.A.

Up Next: Staying Socially Savvy

How to Stay Socially Savvy

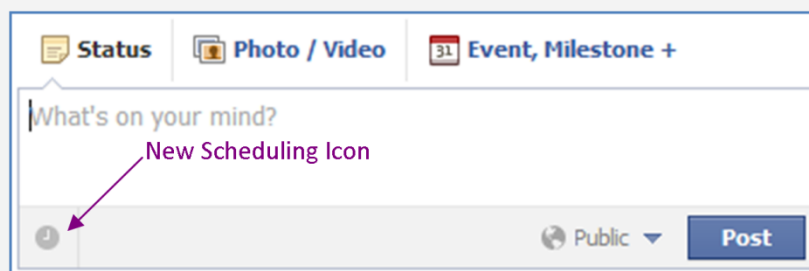
By: Monique Ramsey, CSMS

Staying up to speed on all things social media can be a full time job these days, with changes to platforms happening hourly (*really*). So I thought I would share some tips, best practices, and new tools for patient engagement, monitoring, and dealing with negativity. After all, you want to make the most of your social media time and get back to what you do best... taking care of patients!

Keeping People Engaged

Do you ever feel like you are talking to a wall (Facebook or otherwise)? Getting a page or social community humming with fan interaction isn't always easy. But take heart, it can be done... it just takes time, so *don't give up*.

FREQUENCY: As with most things, consistency is KEY. We recommend posting 6 to 7 days a week on Facebook, Twitter, and Google+. **SAVVY TIP:** Check out the new scheduling feature within Facebook (look for a little grey clock icon on the lower left part of the posting box) – so now you can schedule a post to go live whenever you want, even if you aren't on the clock.



CONTENT: The rule of thumb is to keep the marketing and selling posts to 20-25% max. Social media is about connecting **with** people, not displaying a billboard message **to** them. This about your ideal client... who is she and what is she interested in? We like to weave in stories about health, beauty, fitness, quotes from famous people, tips and tricks, and other RELEVANT topics. Think about what YOU would want to read and go from there. **SAVVY TIP:** Always include an image, link, or video, as studies show that people will click on the item when it is visually interesting.

ASK A QUESTION: Think about asking a question, such as: "The one beauty product I cannot live without is _____. " (Fill in the blanks are always a hit!) One of our most popular posts was the response from this question, "If you were a cocktail or drink, what would you be and why does it describe you?" The answers were hilarious and came on to the page all day long. You can also poll using Facebook's "Question" feature (you'll find this when you click on "Event, Milestone +" in the posting field). **SAVVY TIP:** Lastly, don't be shy about asking for the like or retweet on a post. Most people will help you out and follow your directions when you ask.

Monitoring

Rather than going back and forth to Facebook to check the page, sign up for Hyper Alerts (at HyperAlerts.no). It is a free service that will notify you immediately (via email or text) when a Facebook post goes on your page (we hope they'll add other platforms soon). You can also choose less frequency, but we don't recommend it. Remember, keep it social! Have a response goal of 1 hour or less on most days. People love to feel smart and popular so when they put themselves out on a limb by posting on your page, they will be ecstatic when you reply to what they had to say. I promise you that your engagement levels will rise if you just interact with people in a timely manner. The same rules apply to Google+ and Twitter, and any other social platforms in which you engage. Other free monitoring tools include: PostRank, Social Mention, Brand Monitor, Engag.io, and Google Alerts.

How to Stay Socially Savvy, cont.

Negative Nellies

We all know who she is... the one who has to rain on everyone's social media parade. The good news is that you are present to address it (unlike your competitors who think burying their head in the sand until this whole social media thing blows over). Since you are monitoring what's being said with one of the tools above, you will catch the occasional Negative Nellie. Depending on the severity of the comment, you have a few options on how to deal with this:

- Ignore it and let the rest of your fans come to your rescue. Staying above the fray is sometimes the best way to deal with things. Only do this if you are confident that you have an engaged group of fans. If you don't get a lot of activity on your page, this might not be the best way to go.
- Stay calm, cool, and collected and address it head on. Sometimes a simple comment, such as, "We're sorry you feel that way, Nellie," or "Thank you for your feedback. We'll follow up with you via direct message," can do wonders to diffuse the situation. If what Nellie has to say is good feedback, take it to heart and learn from it. It is important to show that you are transparent (big social media catch phrase).
- However, if the comment is abusive, and Nellie is ranting without provocation, then consider deleting her post and banning her permanently from your page. BUT please, please, please think twice before removing a negative post, as it can *really backfire*. We've seen all too many times when one deleted comment balloons into hundreds from the banned user's network of crazy friends.
- It's a good idea to have a social media policy in place – Rules of Engagement or Standards of Conduct, if you will. In these rules, spell out that this is a community and you want it to be a positive place where all feel welcome. Coca-Cola has a House Rules page on Facebook that, in part, states, **"This is your Fan Page and we encourage you to leave comments, photos, videos, and links here. However, we will review all comments and will remove any that are inappropriate or offensive."** If you ever have the need to remove a post or ban a user, it's nice to have your guidelines to refer to, should someone on your page ask.

Good Rule of Thumb

Always keep in mind that social media is first and foremost a SOCIAL endeavor. A good trick is to think about your audience as if they were attending a summer party at your home. Have the same social graces online as you would in person. Come up with good conversation starters to keep everyone entertained (= engage!). Mingle with your guests and listen to what they have to say (= monitor!). Keep them coming back year after year because they had such a great time. And leave Miss Nellie off the guest list for next year, should her behavior warrant it.

Monique Ramsey, CSMS and her group of Social Butterflies at Cosmetic Social Media, are dedicated to the niche of aesthetic medicine. To learn more about their services, go to CosmeticSocialMedia.com or call (877) 401-5485.

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Up next: Facebook for your practice.



facebook

**FOR YOUR
PRACTICE**

The Basics & Vocabulary

Face-book [feys-book] (noun)

1. The name of a social-networking service and Web site, launched in 2004. 900 million active monthly users, more than 500 million logging in everyday.
- ⇒ Profile – Your personal page that displays your information and interactions with others.
 - ⇒ Status Update – A comment or entry about yourself on Facebook.
 - ⇒ News Feed – Updated lists and stories about the people and pages you follow.
 - ⇒ Wall – A feature within your profile page where other users can post messages to you publicly.
 - ⇒ Fan – A person who has ‘liked’ a page because they want to publicly show their support.

Why You Need It

Facebook offers your practice the opportunity to interact with users who may or may not be patients and start a two-way conversation. Use your practice’s Facebook page to post practice information, upcoming events, and photos that all link back to your webpage.

Think of it this way, if your page has 100 likes, and each of those people have 100 friends on Facebook, your content can quickly go viral. If one person comments about a great experience they had at your practice on your Facebook page, ALL of their followers and friends will see that comment. This drives new patients and develops a strong customer base.

How To

1. Go to facebook.com/pages and click “Create Page” in the upper right hand corner.
2. The next screen asks you to select a category from a list; click Local Business or Place.
3. Once you select the category for your business, you can fill in the name, address and phone number. Check the box next to “I agree to Facebook Pages Terms” and click “Get Started.”
4. Get your Page started off with some “likes” Click on “Import Contacts” to reach out to your email contacts about your new Page. You can upload a file (Outlook, Constant Contact, .csv) or you can enter your email login info so Facebook can access people in your email contact list. Click once to check the person and add them to your invite. Click “Selected” to see who’s on your invite list. When you’re ready to invite, click “Send Recommendations.”

By the Numbers...

35 million users update their status every day.

Local businesses comprised half of the overall increase (**1.5 million**) in active Pages over the last couple of months.

The average Facebook users fans **10 pages** to show their support.

68% of users are more likely to buy a product recommended by a friend on Facebook.

Up next: Twitter for your practice



**FOR YOUR
PRACTICE**

The Basics & Vocabulary

twit-ter [twit-er] noun

1. the name of a social-networking service and website that limits the length of messages one can post to a certain number of characters.
- ⇒ @ — This mark goes in front of someone's username on Twitter. It makes their name clickable.
- ⇒ Follow — When you "follow" someone on Twitter, you add them to your Twitter reading list. Their tweets will appear automatically.
- ⇒ Follower — People follow and unfollow people freely. You don't need to ask permission to become someone's follower. By following someone, their tweets will show up on your newsfeed.
- ⇒ Reply — If you start a message with a @username, then that person gets a notice about it.
- ⇒ Retweet — To post what someone else wrote again. It usually looks like RT @readable Check out this cool site.
- ⇒ # — A hashtag, is used to mark keyword or topic in a Tweet.

Why You Need It

Twitter is a way to get your message across to followers. The more you tweet, retweet, follow and participate, the more followers you will get. Think of it as 'if you build it, they will come'. Use Twitter to promote special offers by using a promo code only for your followers, or post tips on sun protection and acne. Since dermatology is a niche specialty, your expertise on topics like SGR or HIPAA can be tweeted and retweeted to grow your following.

How To

1. Go to <http://twitter.com> and find the sign up box.
2. Enter your name, your email address, and a password. Click Sign up for Twitter.
3. On the next page, select a username – Usernames are unique identifiers on Twitter.
4. Double-check your name, email address, password, and username.
5. Click Create my account.
6. Next, you just need to begin finding and following accounts that interest you. Following others means you are subscribing to their tweets.

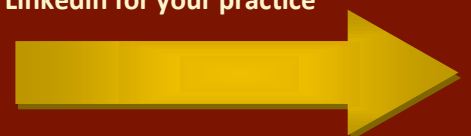
By the Numbers...

Over **67%** of users are following their favorite brands on Twitter.

Twitter gets **300,000** new users everyday.

95,000,000 tweets are written each day.

Up next: LinkedIn for your practice



Linked



**FOR YOUR
PRACTICE**

The Basics & Vocabulary

linked-in [linked-in] noun

1. A business-oriented social-networking website that enables users to connect with colleagues, look for a job or business relationships and get answers to industry questions.

Why You Need It

LinkedIn is a great way to increase your search engine optimization (aka how people find you on Google) because it is yet another page on the internet that directs people to your practice. Since LinkedIn is a professional based website, it is a great tool to recruit new employees, find qualified staff and locate potential associates.

How To

1. Go to www.linkedin.com and click "Join Now".
2. Begin by filling in your name and your email address in the boxes provided for you. Then choose a password.
3. Include information on your industry by selecting an option from the drop-down menu. Next, provide your experience. Your education information is optional. Then click "Join Now".
4. Use the contacts import to find all the people you know who are already on LinkedIn. You can then select who you wish to invite to join your trusted network.

Once you've set up your personal LinkedIn account you can make one for your practice;

1. Go to the "Add Company" page.
2. Enter your company name and company email address.
3. Confirm your request through an automatic email that we will send to you.
4. Start filling in your company's information.
5. Start posting updates by going to the "Overview" tab of your company's page. In order to create Company Status Updates, you must designate administrators for your Company Page. In Edit mode, click the "Designated users only" radio button, type in the names of the people you'd like to designate, and click "Publish." All admins can then create updates by entering content in the "Share an update" box. You can add a link by clicking "Attach a link".

By the Numbers...

LinkedIn has more than **147 million** members.

75 of the Fortune 100 companies use LinkedIn as a corporate hiring tool.

65% of journalists have used information on LinkedIn as research material.

Upcoming Events

July 11-15, 2012: Society for Dermatology Physician Assistants Summer Conference

July 13-15, 2012: North Carolina Dermatology Association Annual Conference

July 13-15, 2012: Oregon Dermatology Society Annual Conference

July 17, 2012: [ADAM-Edge Henry Schein WebEx Training](#) (2:00-3:00pm EDT)

July 23, 2012: [ADAM-Edge Henry Schein WebEx Training](#) (11:00am-12:00pm EDT)

July 24, 2012: [ADAM-Edge Henry Schein WebEx Training](#) (3:00-4:00pm EDT)

August 15-19, 2012: AAD Summer Academy Meeting

August 24-25, 2012: West Virginia Dermatology Society Annual Conference

August 29, 2012: [Social Media for your Practice Free Webinar](#) (3:00-4:00pm EDT)