In-Person and Remote
Audit and Consultation
Services Available

Choose from a one-day, three-day, or a virtual audit or consult of your billing, coding, clinical or business operations with customized feedback on topics, including:

Market Analysis
Practice Strategy
Operational Planning
Practice Culture
Stakeholder Management Alignment
Physician Contracting
Coding and Billing
Revenue Cycle Management
Productivity
NICU Contribution
Patient Flows
Physical Space
Clinical EMR Efficiency
Ultrasound Systems
Ultrasound Reporting
Ultrasound Scheduling
Referral Systems and Management
Patient Experience Quality Measurements
Website Development and Management
Telemedicine

LEARN MORE

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SMFM’s Member Services Manager
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SMFM PRACTICE MANAGMENT CONSULTING

IMPROVE YOUR PRACTICE PROFITABILITY AND OPERATIONAL EFFICIENCIES

409 12th Street SW
Suite 601
Washington, DC 20024
WHO WE ARE

SMFM’s consulting group has a broad range of experience and knowledge and can develop consulting services that meet your needs.

DANIEL O’KEEFFE, MD
Dr. O’Keeffe is a maternal-fetal medicine specialist with 30 years of experience in MFM practice. He is the former executive vice-president of SMFM and the founder of the Association of Maternal-Fetal Management, now called the SMFM Practice Management Division.

FRANK CIAFONE, MBA
Mr. Ciafone is a leading authority on health care management. He provides financial and operational expertise to physicians, assisting subspecialists in all practice settings on profitability issues. He is a member of SMFM’s Practice Management Advisory Board.

BRAD HART, MBA, MS
Mr. Hart is a leading industry expert in medical billing and coding. A regular presenter at SMFM’s bi-annual Coding Course, Mr. Hart has more than 25 years of experience as a coder, billing department director, practice administrator, coding educator, and author.

SERVICES and FEES

1. Remote Coding Audit
   “Per chart” audit and final report with action recommendations.
   $21 per chart

2. Remote or Onsite Coding Audit Consult
   Services cover billing and coding analysis and recommendations, contract reviews, fee schedule analysis, participation in legal consultations, and analysis of EOBs/payer policy.
   $210 per hour remotely | onsite fee is $2,400 per day or $1,800 per day for multiple day engagements

3. Coding Expert Services
   Unlimited access to a consultant via email for one year to provide coding advice and support. Answers are guaranteed within a 24 hour period—typically much sooner. This service also includes a total of 60 minutes of telephone consultation—billable in 15 minute increments.
   $1,000 per year

4. Practice Assessment of Operational Profitability and Efficiency
   During this day-long practice visitation, we will conduct an examination of financial and patient systems, share best practice techniques from other MFM practices nationally, and provide opinions regarding areas of concern. We will provide a summary report of findings and opinion of actionable areas of weakness at the conclusion of the consult.
   1 Day | $3,500

5. Full Practice Assessment of Clinical and Business Operations
   Onsite in-depth study conducted typically over a three-day clinical and business operation observation. In addition to the examination provided in the one-day consult, the goal of this longer level of consultation is to identify areas of needed improvement, build consensus of all practice stakeholders, and detail a roadmap with a change plan to attain practice success.
   3 Days | $25,000

Travel expenses for onsite visits are billed at cost.