

**● 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 MANAGEMENT CONSULTING

IMPROVE YOUR PRACTICE
PROFITABILITY AND
OPERATIONAL EFFICIENCIES



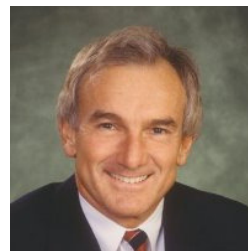
WHO WE ARE

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



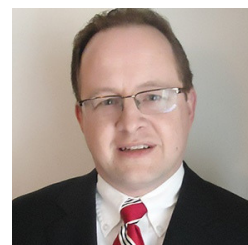
DANIEL O'KEEFFE, MD

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.

SMFM's new Practice Management Consulting services help maternal-fetal medicine physicians and their associated organizations strategically promote excellence in operational efficiency, profitability, and patient care.

- 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**
 During this day-long practice visit, an observation of financial, operational and clinical systems is conducted and opinion provided as to areas of potential concern. The purpose of the examination is to identify areas of needed improvement, share best practice techniques, and benchmark key practice operational data against practices nationally. Upon conclusion, a summary report of findings and actionable areas is provided and discussed.
1 Day Onsite + Report Generation and Review | \$ 3,500
- 5 In Depth Consultation**
 With a three-day onsite visit, this offering includes clinical observation, systems analysis, financial examination, review of patient flows, practice strategy, and marketing materials. Interviews with key stakeholders in the organization will help create consensus to implement change. The goal of this level consult is to create a clear roadmap of actionable items for management.
3 Days Onsite + Action Plan Generation and Review | 25,000