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

The SMFM Assessment and In-Depth Consultation is designed to provide a thorough analysis of clinical and business practices affecting practice success, and a roadmap to optimizing sustainability and quality care for the community it serves. To accomplish this goal, examination of the financial, operational, and clinical health of the practice is combined with an investigation of specific practice issues, determined in a pre-assessment interview, to provide the most beneficial experience for all stakeholders.

A checklist for successful consult planning is coordinated by Frank Ciafone and includes determination of:

- Dates for Consult based upon Provider, Staff, and Administration Stakeholder availability.
- Availability of Reporting in Examination of Practice Health
- Practice-Specific Issues Affecting Practice Performance
- Creation of Consult Daily Schedule based upon optimal Clinical Department Observation times and Stakeholder Interview Schedule

CLIENT TESTIMONIALS

“This experience has been extraordinarily valuable for us, particularly as MFM is a relatively new program within our hospital system, and we are interested in growing our services. Frank was able to meet with key team members, observe our staff in action, and quickly assess our strengths and challenges. His report is very thorough and shows a true understanding of our strategic plan with great attention to detail; he is also willing to help us with ongoing improvements. Would recommend this assessment to both new and established practices looking to continually improve.”

“We asked Frank Ciafone to consult on our hospital-based MFM practice to help us with work flow, billing, staffing, and enhanced administrative communication. Frank was thoughtful and spent more time than initially asked for to follow-up and track progress. He greatly added value to our operations, and since having his input we have not only grown in patient numbers but have enhanced our communication with hospital administration.”
## ANALYSIS TOPICS

**Market Analysis** – Market Competition, Preservation, and Potential Expansion of Catchment Area

**Practice Strategy** – Short and Long Term Planning of Growth and Sustainability

**Operational Planning** – Staffing Levels, Service Lines (Programs and Services)

**Practice Culture** – Alignment of Staff and Physicians in Creating a Positive Work and Patient Atmosphere

**Stakeholder Management Alignment** – Organizational Support of the Practice

**Physician Contracting** – Effectiveness of Contracts in Creating Physician and Organization Satisfaction

**Revenue Cycle Management** – Documentation of Charges, Claim Processing, A/R Management

**Productivity** – Workload RVU Spread, Peer Organizational Comparison

**NICU Contribution** – Downstream Revenue and Economic Benefit to Other Service Lines

**Patient Flows** – Scheduling, Operational Efficiency in Processing, Wait Times

**Physical Space** – Efficiency in Utilizing Present Space and Assistance in New Space Planning

**Clinical EMR Efficiency** – Documentation Efficiency and Timeliness

**Ultrasound Scheduling** – Workload Spread, Templating of Procedures

**Referral Systems and Management** – Effectiveness in Building and Retaining Referral Sources

**Patient Experience Quality Measurements** – Patient Survey Development and Result Utilization

**Website Development and Management** – Effectiveness of Media in Driving OB Referrals

**Telemedicine** – Ability to Deliver the Service Approach with Quality and ROI
1 Day Practice Assessment
An overview look at the client operation or strategy to either confirm approach or determine questions for further analysis. It is intended to answer the question of how the client compares to peer organizations nationally. Internal practice staff and management interviews coupled with observation of processes and revenue cycle management data provide the basis of analysis. The concluding report for the consult acts as a report card for the practice with a list of actionable items, related to repair and opportunity.

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.

Cost: $9,000

3 Day In-Depth Consultation
This in-depth analysis provides the above overview with a deeper analysis of identified weakness areas to provide an action plan for resolution. This longer time frame allows research into potential alternate methods of operation. Interviews beyond the practice to organizational management levels allow evaluation of practice alignment with system short- and long-term strategies. The concluding report is a comprehensive analysis of data to support actionable items, and a plan to move these to resolution. A follow-up phone review of recommendations is conducted with stakeholders upon publication to the practice.

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 the needed changes. The goal of this consult is to create a clear road map of actionable items for management.

Cost: $25,000 (or $2100 monthly for 12 months)
SMFM CODING CONSULTATION

BENEFITS

- Practices can know with certainty whether their billing practices are within national norms for MFM practices.
- Audits will identify coding and documentation shortfalls that can be corrected to produce an increase in revenue.
- Opportunities may be found for additional revenue through appropriate billing that has been missed in the past.
- Practices will be prepared for payer audits and be able to engage those audits with confidence because they know that their billing and coding is correct.

TESTIMONIALS

“Our practice joined with a large multi-specialty practice. Their billing department didn’t know anything about MFM billing. Brad Hart came to our practice and spent two days training the billing department. It made all the difference! There was an almost immediate turnaround in our financial performance.”

“Our practice was considering a merger with another local MFM practice. As part of our due diligence process, we contracted with Brad Hart to evaluate the other practice’s billing and coding patterns. He found that they were severely overbilling and that their stated Accounts Receivable statistics were not at all accurate. Thankfully, we terminated the deal and avoided a financial nightmare.”
SMFM CODING CONSULTATION

The SMFM Consulting Service provides a broad number of resources to address the billing/coding issues of any MFM practice of any size or type. The best feature of this service is that it can be customized to meet the unique needs of the practice.

Remote Chart Audits
“Per chart” audit and final report with action recommendations. The chart audit will analyze past coding practices and will also provide guidance concerning office-based E/M coding under the most recent guidelines. The results of the audit will identify the strengths and weaknesses of the current billing and documentation and supply recommendations concerning documentation enhancement and improvement. $21 per chart

Remote or On-Site Revenue Cycle Analysis
Services cover billing and coding analysis and recommendations, contract reviews, fee schedule analysis, participation in legal consultations, and analysis of EOBs/payer policy. The objective is to understand the effectiveness of current billing practices and to identify opportunities for improvement in the future.
Remote: $210 per hour
On-Site: $2400 per day or $1800 per day for multiple day engagements

Online or On-Site Training Services
Training is provided personally by a leading expert in OB/GYN & MFM billing and coding. Training can be developed after an audit to address practice-specific concerns, or general MFM coding training is available. Online training can be provided live and/or can be recorded for future use by the practice. Contact us for pricing

Coding Expert Services
This service provides 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 includes a total of 60 minutes of telephone consultation—billable in 15 minute increments. $1,000 per year
WHO WE ARE

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

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.

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 Committee.

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, which became the SMFM Practice Management Committee.

Fadi Bsat, MD
Dr. Bsat is a maternal-fetal medicine specialist with vast expertise in coding and practice management. He is the former chair of the SMFM coding committee and the current chair of the SMFM Practice Management Committee.

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

For more information visit www.smfm.org/consulting