



Non-CME Webinar Series
designed with the trainee in mind

second Tuesdays of odd-numbered months

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— THE ASSOCIATION OF —
PAIN PROGRAM DIRECTORS
ADVANCING PRACTICE IN MULTIDISCIPLINARY PAIN MEDICINE

Establishing an Office-Based Pain Practice

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Overview

- ✓ Promises versus Realities
- ✓ Practical Step-by-Step Approach / Appreciation
- ✓ Thinking and Planning > 12 month Lead Time
- ✓ T – 9 months
- ✓ T – 6 months
- ✓ T – 3 months
- ✓ T – 1 months
- ✓ Opening Day

Disclosures

✓ Industry-Related Financial Interests:

Pfizer and Eli Lilly (Pain Advisory Board)

✓ Society Affiliations:

Past-President - NANS, AAPM, SPS, MSSIPP

“ Promises, Promises ”

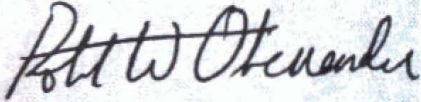




- ✓ Great Revenue
- ✓ Can be a Part-Time Practice
- ✓ Start-Up is Easy
- ✓ Easy to Maintain
- ✓ Few Competitors
- ✓ No State / Federal Oversight

“ Realities ”

- ✓ Fair Revenue
- ✓ Requires Full Time Staff
- ✓ Start-Up Not So Easy
- ✓ Maintenance = Dedication
- ✓ Many Competitors
- ✓ DEA / State Board of Medicine

Reimbursement Realities

UNITED HEALTHCARE INSURANCE COMPANY GREENSBORO SERVICE CENTER PO BOX 740800 ATLANTA, GA 30374-0800 PHONE: (877) 842-3210	The Chase Manhattan Bank Syracuse, NY	50-937 213
06-00149-000549-PO-06128-FO-680-CN 110		2C 16856320
CONTRACT: 196819		DATE: 05/08/06
ZERO & 01/100 DOLLARS ***	PLEASE PRESENT PROMPTLY FOR PAYMENT PAY: \$*****0.01**	
PAY TO THE ORDER OF ADVANCED PAIN THERAPY PLLC BRETLEY T SITZMAN MD PO BOX 18260 HATTIESBURG MS 39404		 AUTHORIZED SIGNATURE
		
⑈ 16856320⑈ ⑆021309379⑆ 60108 56081⑈		
 Security features are included on each check.		

12 Month Lead Time



1. Pick the right location

demographics: *quickfacts.census.gov*

BBB

competition: *state medical boards, county medical societies*

competition: *call for wait times*

2. Practice management consultant

3. Select a Billing Service ... with credentialing

4. Choose a Name ... check with Secretary of State

12 Month Lead Time

- 5. Select an Attorney**
- 6. Select an Accountant**
- 7. Decide on Business Structure (LLC, PA)**
- 8. Develop a Budget**

Budget Considerations

1. Office Lease

2. Capital Expenses

- ✓ Build-Out / Leasehold Improvements
- ✓ Furnishings
- ✓ Computers
- ✓ IT Expenses: *EMR & Practice Mgmt Software*
- ✓ Clinical Supplies: *PSS, GPO*
- ✓ Office/Clerical Supplies: *Office Depot*
- ✓ Fluoroscopy Unit: *lease versus own*

Budget Considerations

3. Utilities

- ✓ Internet Access (cable with backup DSL)
- ✓ Rarely included in Lease (electric, S/W, trash, medical waste, CAM)

4. Insurance

- ✓ Professional Liability
- ✓ Business Overhead
- ✓ Umbrella Policy

5. Staffing

- ✓ Experienced Front Desk
- ✓ Nurse
- ✓ Medical Assistant

Budget Considerations

6. Create a Proforma ... impress your banker

- ✓ Base on # of consults, RTV, procedures
- ✓ Base on Payor Mix
- ✓ 5 year growth plan
- ✓ Be conservative

7. Capital Loan ...

8. Line of Credit ...

T – 9 Months



1. Negotiate and Sign Office Lease

- ✓ begin build out if needed
- ✓ you will need this physical address

2. Begin Applications

- ✓ State Medical License
- ✓ DEA
- ✓ Universal Provider Identification Number (UPIN)
- ✓ IRS' Employer Identification Number (EIN)
- ✓ Hospital privileges

3. Begin Credentialing Process

T – 6 Months



1. Plan for Employees

- ✓ benefits package
- ✓ set up retirement plan
- ✓ finalize employment contract and policies

2. Office Design and Supplies

- ✓ Fluoroscopy Unit should be ordered
- ✓ Furniture: chairs with arms, exam tables, desks

T – 6 Months

3. Office Equipment and Supplies

- ✓ computers, printer, fax, copier
- ✓ secure network for office computers
- ✓ www.officedepot.com

4. Clinical Supplies

- ✓ McKesson Medical Surgical (www.McKesson.com)
- ✓ Needles, epidural trays, etc.
- ✓ Corticosteroids, LA's
(www.clintpharmaceuticals.com)

T – 3 Months



1. Finalize Practice Management System

- ✓ Create a *Super Bill*
- ✓ Establish protocols for billing and collections
- ✓ Establish financial record keeping system

2. Contract with Transcription Service

- ✓ Digital capabilities (ASP)
- ✓ Must integrate and populate the EMR

3. Finalize EMR system

- ✓ I recommend ASP over client server

T – 3 Months: Staffing

- 4. How many employees are needed?**
 - ✓ Solo MD: 1 front desk, 1 RN, 1 MA (absolute minimum)
 - ✓ Staff Salaries: local versus national averages
- 5. Develop job descriptions**
- 6. Determine Salaries and Benefits**
- 7. Develop office P&P manual**

T – 1 Month



- 1. Assure communication systems are o.k.**
 - ✓ **Telephones**
 - ✓ **Internet**
 - ✓ **Practice Mgmt / EMR system**
 - ✓ **Answering service**

T – 1 Month

3. Advertise

- ✓ Local newspapers
- ✓ Printed practice brochure
- ✓ Printed business and appointment cards
- ✓ Television and radio ... if small town

4. Meet and Greet ... *Be Humble*

- ✓ Referral practices
- ✓ Consumer Groups
- ✓ Lions Club, Elks, Moose Club, etc
- ✓ Meet the public sessions

T – 1 Month

5. Begin scheduling patients

6. Registration Packet

- ✓ **Registration form (demographics, insurance)**
- ✓ **Referral form**
- ✓ **HIPAA Notice of Privacy Practices**
- ✓ **Authorization to release medical information form**
- ✓ **Authorization for request for medical information**
- ✓ **General Medical and Family History form**
- ✓ **General Informed Consent: Opioids, Procedures**



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Best of Luck

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Reference:

Sitzman BT. Logistics of establishing an office-based interventional pain practice.
Techniques in Regional Anesthesia & Pain Management 14(4):190-196, 2010.

