

There are three major cost advantages of electronic claim submission:

Less cost per claim. There is an automatic "fixed cost" per claim when filing hardcopy claims. Even if the computer prints your hardcopy claims so that they are not being typed individually, the costs add up quickly. Each hardcopy claim requires computer time, printer supplies and paper or the HCFA form itself. These supplies are relatively inexpensive, about .07/claim. However, when you add the labor costs required getting HCFA forms ready for mailing (preparing the printer, folding, stuffing envelopes, filing), the costs accumulate quickly to an estimate of 65/claim. Once you add postage at .33/claim, the average hardcopy claim costs to \$1.00- \$1.50 to send. If you get reimbursed \$50.00 on your \$80.00 claim, it has cost 3% to 4% of your reimbursement to collect your money. Of course, this scenario assumes that there were no errors and that the insurance company pays your original claim. If the original claim gets rejected, the cost of collecting your money escalates. Let's assume that your office is very efficient and that it only costs .60/claim to file hardcopy. Using this conservative estimate: 500 claims/month x .60 = \$300/month. Obviously, the monthly cost increases with each claim because it is a fixed cost. By comparison, unlimited electronic claims can be sent free with the right software or at minimal charge of approximately \$25/month. There is no fixed cost per claim when filing electronically – that creates a huge cost differential even for small practices.

Faster turnaround. Hardcopy Medicare claims are held for 27 days from the day they were received; electronic Medicare claims are processed in 14 days. Likewise, there is a similar difference in turnaround time for commercial carriers. A quicker turnaround means that the money received could be invested; money that is invested draws dividends or interest. In simple economic terms, that is the "time value" of money. By allowing insurance carriers to hold your money for two to four weeks longer, they earn the interest -- not you. Because this cost is intangible, it is more difficult to calculate. On a monthly income of \$20,000, the cost of lost interest income could range between \$100 - \$300/month.

Immediate feedback on edit/rejections. There is nothing more frustrating than waiting six weeks for payment of a hardcopy claim only to find that it was rejected due to a clerical error. Then, the process begins again. You have to create a corrected paper claim (incurring the same fixed costs as the original) and wait another six weeks (allowing the insurance company to earn more interest on your money.) With electronic claims, you can usually receive feedback on the status of the claims within 24 hours. If a claim contains errors that will cause rejections, it can be immediately corrected and re-submitted. No wasted time, no duplication of effort. The cost of rejections fits into the intangible category since it incorporates both of the costs above.

Can you afford not to submit electronically?

Clinic Pro Medical Software

- ◆ FREE electronic claims
- ◆ Voice recognition input directly into the Medical Records
- ◆ Annual support includes FREE upgrades
- ◆ Integrated color-coded appointment book
- ◆ Plain-paper HCFA forms
- ◆ Telephone support with "real" people – no voice mail, no waiting for callbacks
- ◆ Windows XP Pro, Vista Business
- ◆ Network version at no extra charge
- ◆ Data conversion available for many software programs such as Medical Manager, Medisoft, Lytec, MBA, etc.
- ◆ Lease plans available starting at \$400/ month

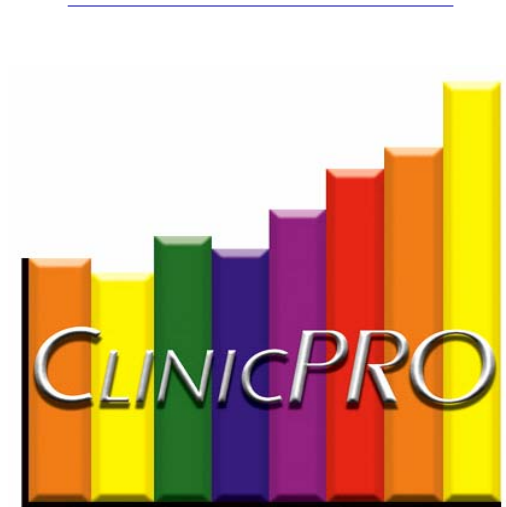
Ask about our Touchscreen EMR

The best way to evaluate Clinic Pro for your office is to schedule an online demo. You will see Clinic Pro in action and get your questions answered personally.

To schedule an online demo, call:

(866) 333-2776

Clinic Pro Medical Software



**Phone
(866) 333-2776**

Web: www.clinicpro.com

Email: sales@clinicpro.com

**Call to schedule an online demo.
It's the best way to see Clinic Pro
in action.**



Run Your Clinic with the Pro -- Clinic Pro Medical

Clinic Pro Clinic Version— Multiple Doctors — \$9,995

This is the full practice management program with appointment scheduler, insurance billing, management reports, mail-merge letters, medical records, patient statements. For multiple doctors in a clinic setting.

Clinic Pro Medical Single Practice — \$6,995

Practice management program with appointment scheduler, insurance billing, management reports, mail-merge letters, medical records, patient statements. For single practitioner office.

Touchscreen EMR—\$4995

- ◆ Document manager to organize scanned reports
- ◆ Task reminder system
- ◆ Rx printing and history
- ◆ Allergy tracking
- ◆ Immunization records
- ◆ Vital recording and history
- ◆ Touchscreen encounter entry

- **FREE Electronic claim submission** direct to Medicare and BCBS. Commercial claims also free.
- **User Defined Security Levels/ Passwords** allows tracking of all transactions and keeps all confidential information secure
- **Fully-integrated appointment book** with color coding and immediate access to future appointments; missed appointment tracking; wait list; reminder list; user-defined printout
- **Transaction screen with full editing capability** -- click on the services rendered and correct mistakes immediately; access HCFA fields not usually printed
- **Print patient statements** one statement per family (calculates family deductibles as needed as well) with complete explanation of transfers and write-offs; prints on plain paper or pre-printed statements
- **Aged insurance and patient receivables**, income statistics, practice analysis
- **Mail merge letters** —you write to patients with letters you can customize
- **Multiple fee schedules**—to track non participation and automatically bill the correct fee
- **Capitation reports and comparative insurance analysis** - if you participate in capitated plans, this report is a must! It allows you to track the payments and writeoffs by insurance carrier

Hardware Recommendations:

Pentium 4 2 gigahertz or faster
80+ gigabyte hard drive
1 gig RAM
Super VGA color monitor
Windows XP Pro, Vista Business
Mouse
Laser jet or desk jet printer
Tape backup, external hard drive or zip drive

The above configuration is the minimum configuration if you are buying new equipment (this configuration should cost approximately \$1,100-\$1,500)

Lease plans available for hardware and software or software alone starting at \$400/month.

Clinic Pro Software

(866) 333-2776

<http://www.clinicpro.com>

Sales@clinicpro.com

Touchscreen EMR

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Templates for specialties in a touchscreen format for quick entry. You can also use wireless pen tablets.

\$4995