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Get the Educational Benefits You Need and Your Practice Will Profit

by Beverlyjean Jenkin, LA, CMM, CPM, RS, MCS, COM, CPC, CPMA, CMSCS, CHCI

A successful business managers we all know the healthcare field changes from week to week (okay...sometimes from hour to hour!). Keeping current with all of these changes on our own has become an impossible task. Most of us are always looking for positive solutions, while we perform miracles and learn to become proficient jugglers. Those of us who are successful realize we cannot do it alone. That is the beauty and great value of membership in PAHCOM, a professional alliance that can save countless hours and money resolving the day to day dilemmas every medical practice faces. Remember, "Doctors speak Dollars." Medicine is an art, a science, and a business. As a business owner they have no choice except to be conscious of the bottom line.

Most healthcare managers have no idea of their true value or worth. We enter this field, grow in our positions, continue to take on more and more tasks, gain knowledge as we go, and never stop to reflect that every new skill we master, and every new challenge we successfully complete, has a value associated with it.

Having this wonderful and necessary network, PAHCOM, which affords us a ListServ, phenomenal tools, education, networking opportunities, and TWENTY FIVE YEARS of proven experience is critical to what we are expected to achieve. The problems?



1. We do not know our own worth, therefore, we lack the confidence to express what we need, and put a value on our worth.
2. We often take what is offered through PAHCOM for granted, devaluing it without even realizing we are doing so.
3. Many of us face the daunting task of convincing employers of the value and worth of attending a national conference.

All of our practices are in hard economic times, with the constant threat of more monetary cuts looming over our heads every day. However, if you can learn to speak "Dollars" you have a much better chance of reaching the goal of obtaining the education you need to perform the functions of your position.

An article published in U.S. News & World Report states that at least half of all American workers get some sort of educational benefit from their jobs. Is your employer aware that competitive employers are offering this? The onus to educate them is with us.

Additional training can lead to win-win results for you, your employer and your practice. Start negotiating early and be prepared to defend your cause.

If you are considering changing positions or practices make an allowance for continuing education part of the package. If you did not receive an increase in salary or benefits this year, perhaps the practice would consider assisting you with the conference as there was no stipend.

Consider the following approach to develop your strategy for obtaining funding:

- Take the conference material and mark the sessions you are planning to attend. Prepare a short paragraph on each of these topics listing how the practice can benefit from this knowledge. Be certain to ask your employer's opinion, including any other sessions he/she feels would better benefit where the practice is going. Go online and research what you would pay to attend

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similar individual sessions in your area and prepare a written cost analysis showing same.

- Provide information about how your improved education WILL result in increased productivity and a smoother running practice. Acquiring a new technique, better time management, improved human resources, stronger management skills or improved coding are just a few examples of how your attendance at conference can result in a savings of thousands of dollars or additional revenue for the practice.
- Be sure to let your employer know that you will create training tools based upon what you learn at conference, to share with the other employees increasing the value of the education and reducing his/her costs to train everyone on staff.
- Reassure your employer that you have excellent proactive management skills and that you have a plan of action to maintain

the flow of business while you are away, including checking in daily with the office and addressing complications that may arise.

For any employer, the bottom line is about growing and improving the practice. Your employer needs to see numbers detailing how paying for your education will pay off for the practice. The more thorough you are in your written report, the better the chances that your employer will take your request seriously and approve your conference costs. Submit the report to your boss in writing and then schedule a follow up meeting a week or two later to discuss the idea with him/her after they've had a chance to read your report. Think of as many

possible objections and solutions as you can and have solutions prepared for all of them. Use role playing so you will sound calm, prepared and certain of yourself. Your employer will be more likely to seriously consider your proposal this way.

If you encounter objections about a weak bottom line, suggest that you split the costs. An educational subsidy is better than none at all—especially if you are investing in yourself and improving your self-value in the process.

Keep everything very professional and remember you are not alone... you have the POWER OF PAHCOM behind you! ■



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To read Beverlyjean Jenkin's complete bio visit: www.pahcom.com/PDFs/Beverlyjean-Jenkin-Bio.pdf

Happy 25th Anniversary PAHCOM!

A retrospective from Henry Schein MicroMD, PAHCOM Corporate Member Since 1994

Henry Schein MicroMD values PAHCOM corporate membership as one of its most successful organizational partnerships. While we have partnerships with many healthcare associations, it's often cost prohibitive for us to connect with their members and create new business opportunities. PAHCOM has always been an organization that has valued corporate sponsors and has created unique, cost effective opportunities, when it comes to connecting with their members. We have a vested interest in connecting with PAHCOM members for a number of reasons. First, many of our clients are PAHCOM members. Second, some of our future clients

have already become acquainted with MicroMD through our corporate membership participation. Third, they are cooperative with and value their corporate members. We're not just a sponsor to help them defray costs. We're brought to the table as a partner with their members.

We especially appreciate the emphasis that PAHCOM places on continuing education. PAHCOM spends quality time identifying educational content that will assist their members in being able to do their jobs even better. Each year, Henry Schein MicroMD offers a series of webinars covering hot topics impacting healthcare professionals. Because of this, PAHCOM has

worked with us a number of times to review and approve our webinars for member CEUs and to promote the webinars through multiple marketing and communication channels. We're always pleased to see the number of PAHCOM members that participate in our webinars.

In the many years we have participated with PAHCOM, whether through corporate sponsorships or attending the PAHCOM Annual Conference, we value the high level of interaction PAHCOM has with its members and look forward to participating with members in the future to see what innovative and creative ideas the organization rolls out.