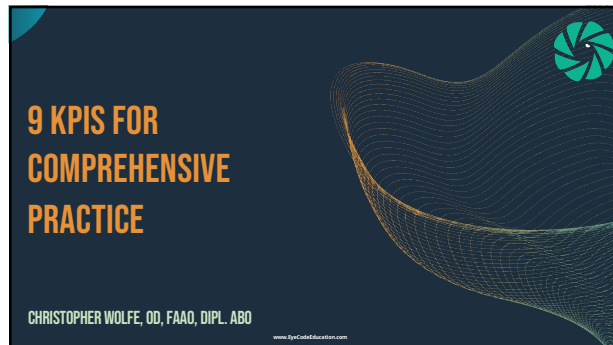
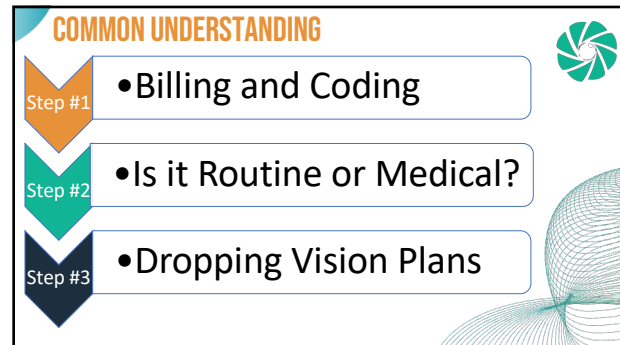
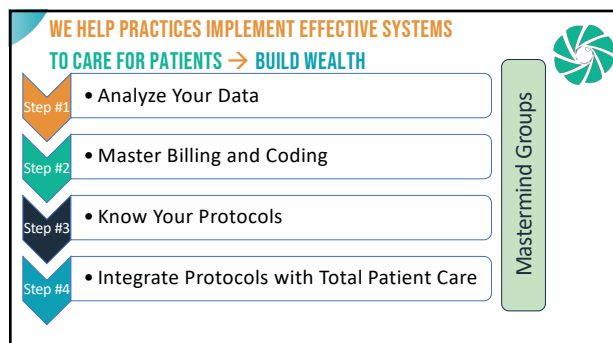




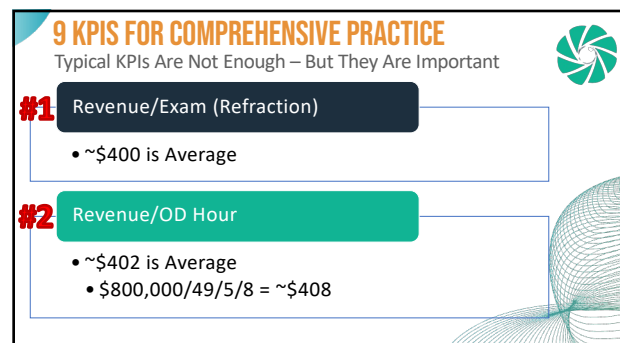
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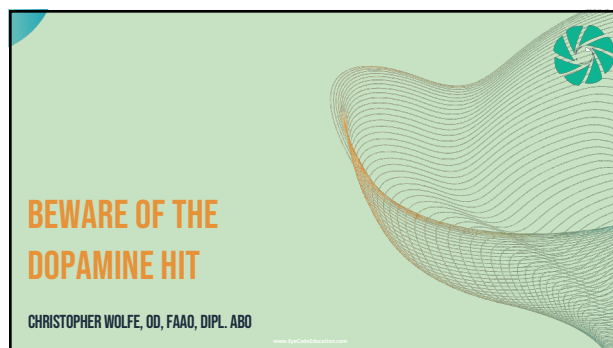
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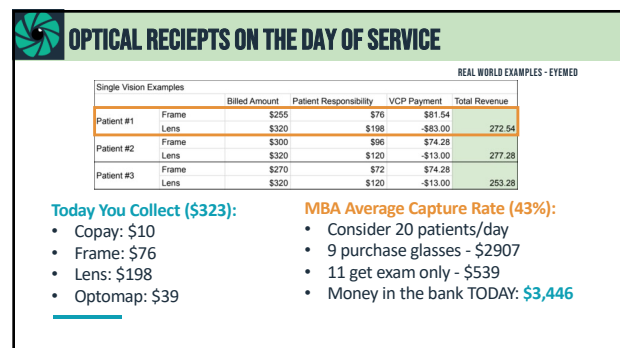
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6

MEDICAL RECEIPTS ON THE DAY OF SERVICE

ASSUME A \$70 CO-PAY

Today You Collect \$70/patient

- Consider 20 patients/day
- \$1,400
- Money in the bank TODAY: **\$1,400**

7

WHICH IS BETTER?

Routine

- Money in the bank
TODAY: **\$3,446**

Medical

- Money in the bank
TODAY: **\$1,400**

8

OPTICAL RECEIPTS AFTER CHARGEBACKS AND COGS

REAL WORLD EXAMPLES - EYEMED

Single Vision Examples	Billed Amount	Patient Responsibility	VCP Payment	Total Revenue
Patient #1				
Frame	\$255	\$76	\$81.54	
Lens	\$320	\$198	-\$83.00	272.54
Patient #2				
Frame	\$300	\$96	\$74.28	
Lens	\$320	\$120	-\$13.00	277.28
Patient #3				
Frame	\$270	\$72	\$74.28	
Lens	\$320	\$120	-\$13.00	253.28

You MAKE (\$291.85):

- Exam: \$10 + **\$55**
- Frame: \$76 + **\$81.54** - **\$84.15**
- Lens: \$198 - **\$83**
- Optomap: \$39

MBA Average Capture Rate (43%):

- Consider 20 patients/day
- 9 purchase glasses - \$2,626.65
- 11 get exam only - \$1,144
- Money in the bank TODAY: **\$3,770.65**

9

MEDICAL RECEIPTS AFTER PAYMENT AND COGS

ASSUME MEDICARE NATIONAL AVERAGE

Assume 99213 and 92083/Patient

- Consider 20 patients/day
- 99213: \$90.88
- 92083: \$63.25
- Total: \$154.13
- Money in the bank TODAY: **\$3,082.6**

10

WHICH IS BETTER? - DELAYED PAYMENTS/CHARGEBACKS

Routine

- Money in the bank **AFTER CHARGEBACKS: \$3,770.65**

Medical

- Money in the bank **AFTER FULL PAYMENT: \$3,082.6**

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9 KPIS FOR COMPREHENSIVE PRACTICE

Master Billing and Coding - 992X3/992X4 Ratio **#3**

992X3/992X4 ratio < 1

- Often prescribe more medications or perform more procedures than their peers.

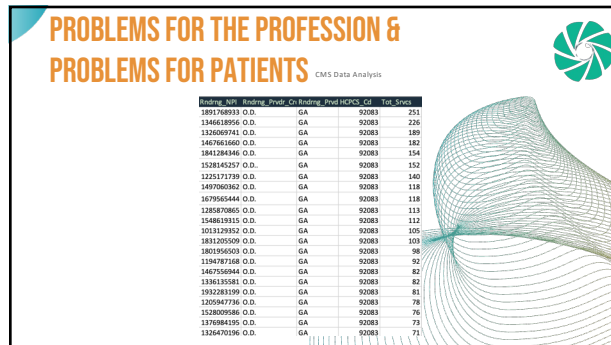
992X3/992X4 ratio 1 to 1.5

- Often prescribe less medications or perform less procedures than their peers.

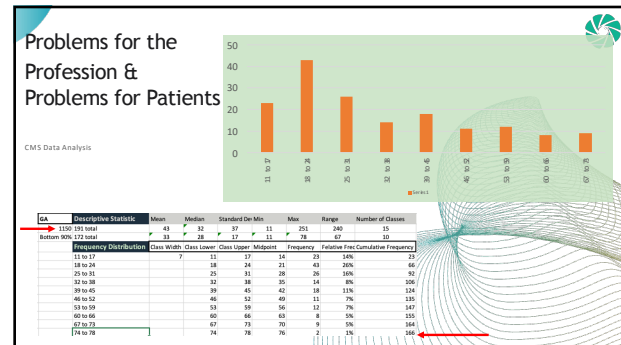
992X3/992X4 ratio > 1.5

- Often underestimate the complexity of the care they are providing and overutilizing lower-level codes.

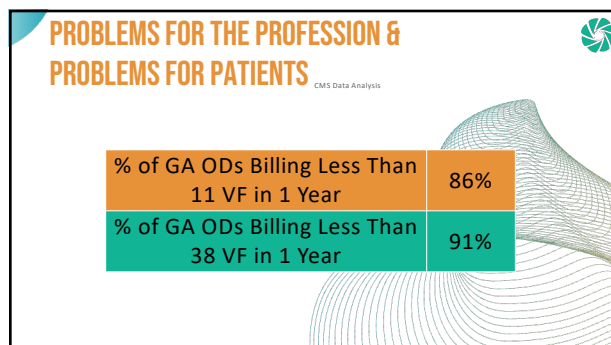
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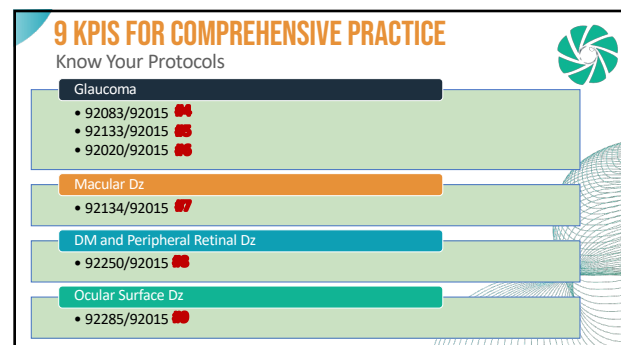
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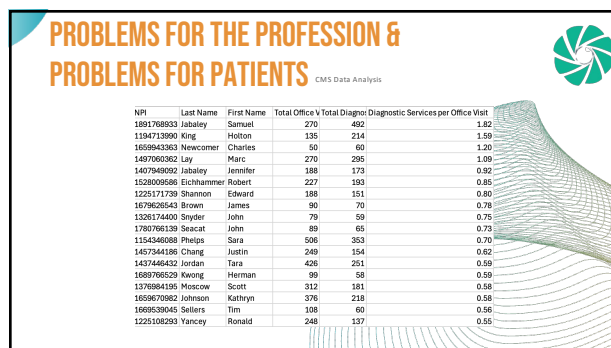
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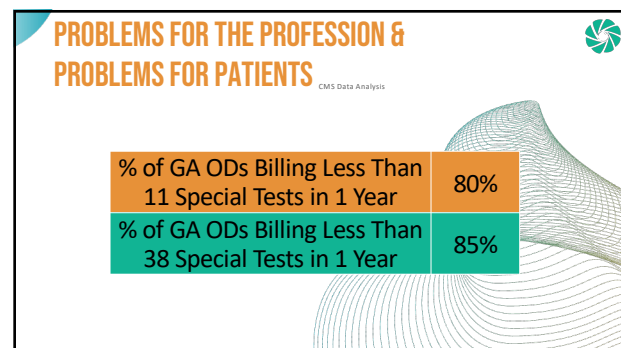
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18

9 KPIS FOR COMPREHENSIVE PRACTICE

Example Report - Increased Annual Potential by almost \$90,000

This year, we want you to focus on:

- 1. Normalizing your 992X3/992X4 ratio to be closer to 1.0**
 1. Chart analyzed #37969216 - should be level 4, chronic condition progressing w/ prescription medication
- 2. Increasing your 92020/92015 ratio and 92083/92015 ratio closer to your 92133/92015 ratio.**
 1. Evaluate your glaucoma protocol.
- 3. Increasing your 92133/92015 and 92134/92015 ratio closer to your 92250/92015 ratio.**

By implementing the above recommendations, particularly adjusting service ratios to benchmarks, your practice has a potential annual revenue increase opportunity as follows:

- Gonioscopy and Visual Field Adjustments: **\$4,120** combined potential increase.
- Level 3 to Level 4 Adjustment: **\$39,959** potential increase.
- Optic Nerve OCT and Macular OCT Adjustments: **\$44,731** combined potential increase.

