



THE SINGLE SOLITARY REASON ORDINARY MEDICAL PRACTICES STAY ORDINARY

And How Top Performers Fix The Problem
With Very Little Effort; For Breakthrough Profits

Medical Billing
Authority

INVEST 10 MINUTES OF YOUR TIME TO READ THROUGH THIS BROCHURE

Your Financial Future Depends On It... IT'S THAT IMPORTANT!

This report may be or may not be just right for you. It's not really about us, but about your financial future. Let's begin by stating the not so obvious; the majority of medical practices and physicians are dead wrong in their strategies, actions and beliefs pertaining to creating a financially successful business. We know this to be true. Across the board statistics in any industry – 5% do well (1% do very well) and the other 95% struggle endlessly repeating the same unprofitable techniques, doing it the same way, "the way they have always done it," hoping for better outcomes.

Some will resonate with what we share in this report. Others will throw it in the trash. We do know that the 1%ers and 5%ers will take this information to heart acknowledging its significance. And practices of this mind set do business with us. Practices who choose success over status quo. Practices who choose extraordinary over ordinary.

Here you will find the most important component of thriving medical practices in the top 5% today. Our specialty is implementing our proprietary ER-5 Formula™ in practices who "get" the mind set we are encouraging. The ER-5 Formula™ is a billing system created to transform your business, but this report is much more about you, your practice and your willingness to do the necessary things that make your practice more profitable in all areas.

95%ers make these kind of statements:

- That won't work in my practice.
- We've tried that before.
- It costs too much.

These types of practices really aren't looking to elevate their game. They are looking for reasons to remain as is. The lazy won't take the time to consider what could be done for improvement. And they most likely have not read this far, thinking they are beyond what we are offering here. Quite frankly, we can't help them.

Our competition would never write something like this. In fact, I can guarantee you've never seen a brochure like this from a medical billing service before. It may even offend you. But getting to the heart of any problem, typically requires someone telling you like it is.

"These lessons may be particularly important for doctors. The typical doctor has the income to be a good wealth-builder, but not the mind-set. Attitude is the greatest difference between the millionaires I've studied and the rest of us."

Thomas J Stanley

WHAT'S YOUR ATTITUDE?

You need to determine what kind of practice you are now and, more importantly, what kind of practice you want to be. It doesn't matter if you've been doing business for 5, 15, 30 years or more, and have been getting what most would consider pretty good results—I'm here to tell you that your attitude can cost you a lot of money in lost opportunity.

Ordinary practices stay ordinary eeking out "pretty good" revenue at best, working more than they should for the return they are getting. Extraordinary practices have owners, physicians and managers willing to get outside their own boxes looking from outside their business in. You decide your success or limited success by your attitude. Period.

***"Timid Thinking People
Lead Skinny Lives."
Dan Kennedy***

TWO TYPES OF MEDICAL PRACTICES

1. **Ordinary** – They extract small revenue and waste time expounding on why it doesn't work for them.
2. **Extraordinary** – They think in opposite ways, adapt winning strategies from somewhere else and own progressive attitudes.

It is the 2nd practice who prospers wildly making dramatic leaps in income. If you see wisdom in building on solid ground, not shifting sand, you'll want to build your billing system on solid ground with us. Nobody is more at the heart of what works in billing than us. Our way leads to exceptional income void of unproductive drudgery.

Practices we work with are extraordinary. Some come to us to patch small leaks and that's fine. And while some come to us for this originally, many see the bigger picture - A Comprehensive System. A system unique to the industry, not operating on hope or random chance, but one that gives your practice a means for consistent, accelerated cash flow so you know exactly what's coming in. Our path takes you from where you are now to where want to be, fulfilling your business goals.

Are you pretty focused on running your practice? We bet you are. We bet you are a very effective and focused person who runs your practice pretty well, or at least you're trying. But think about how this pertains to your billing. If you are distracted by industry news reports, patient problems, inventory, profit and loss sheets, marketing, payroll, and all the other relevant issues that you need to pay attention to so that you can effectively run your practice, it is highly likely that some very costly billing mistakes are being missed.

The problem is not work ethic. The problem is doing the wrong kind of work.

THE MOST COMMON MISTAKE MADE BY PRIVATE PRACTICES TODAY

The most common mistake a practice makes today is their attitude about keeping billing in-house. This is absolutely the wrong approach, yet it is the most common approach. 65% of private practices do it. Unfortunately, it's the ordinary, 95%er mind-set. The good news is that fixing this problem increases revenue right away.

Let us explain. Your practice has two choices. Put in the time and effort to create the billing system and ensure you are collecting every dollar owed (yet very few practices have experience in developing billing systems that optimize performance). On the contrary, you can invest in a comprehensive, proven billing system that optimizes performance for you with very little time or effort. Extraordinary businesses understand the significance of investing in "already proven" systems. And more importantly, ***understand the return on that investment.***

"An airplane is a system of systems. If an airplane takes off and, let's say, the fuel system fails, there often is a crash. The same thing happens in business. It's not the systems that you know about that are the problem – it's the systems you are not aware of that cause you to crash." Robert Kiyosaki

Before we get you details of the sequential steps in our proprietary system, the ER-5 Formula™, read this summarized version of Robert Kiyosaki's Pipeline Story from his book Cashflow Quadrant. It's another way to illustrate to you the importance of systems in your practice:

THE VILLAGE

Above the village was a lake at the top of the hill a mile away. All the people had to go up to the lake everyday with little buckets to haul water down from the lake. Eventually the village put the work out for bid for someone to take care of this. 2 different men were awarded the bid, so there was competition.

So the 1st guy knowing he has a competitor immediately goes out and buys 2 buckets, wakes up at 5 in the morning and starts hauling. He's running back and forth, but as time goes on the demand for water keeps going up. So he starts hiring employees for his business. He struggles to find good employees so he hires his 2 sons. So eventually the whole family is in the bucket hauling business.

During this time the 1st guy is wondering where is his competition? They continue hauling more buckets, making more money, but have to continue hiring more people. So the 1st guy keeps working harder and harder to meet demand and eventually has a 24-hour bucket hauling business.

HAULING BUCKETS OR BUILDING PIPELINES?

Meanwhile the 2nd guy went off, hired an architect and they created a plan. He developed a pipeline to run water from the lake down to the village. So the 1st guy needs to work harder and hire more people to keep up with his competition. His expenses keep going up. Meanwhile, expenses for the guy with a pipeline are going down. So he can deliver more water at a better price and make more money. And most importantly he has more free time. What does he do with that free time? Focuses on helping more people and enjoying life.

IS YOUR PRACTICE HAULING BUCKETS OR USING PIPELINES?

Do you have the “extraordinary” mind set; implementing systems to make more money, giving you the ability to help more people? Or do you have the “ordinary” mind set; working harder to make more money and limiting your potential to help more people?

What if I told you, you could have the ultimate billing vehicle for your practice? A more powerful, faster and reliable ride. Your new billing engine could do this:

- Provide the best experience possible for your customer.
- Function without constant, time-consuming effort on your part.
- Operate more efficiently to maximize performance and profits.
- Allow you to spend more time in your business doing the things you love instead of things you have to.

“A business that looks orderly says to your customer that your people know what they’re doing. A business that looks orderly says to your people that you know what you’re doing. A business that looks orderly says to your customer that he can trust in the result delivered and assures your people that they can trust in their future with you. A business that looks orderly says that structure is in place.” Michael Gerber

The fundamental truth is all successful businesses are systems dependent. Dramatic leaps in income start with this realization.

The system we are sharing with you is called the ER-5 FORMULA™ and it is unique in our industry because of its comprehensive nature. Its not just about submitting claims or using new technological techniques. We are quite certain you have never seen anything like it before. No, you’re going to find that the ER-5 FORMULA™ covers basically everything that is necessary to ensure your practice enhances revenue.

THE ER-5 FORMULA™

Medical Billing Authority is unique because of our proprietary *ER-5 FORMULA™*. It is a 5-tiered billing system designed to help every practice “enhance revenue” within a few months’ time. Here’s a brief overview:

ONE – PAYER PROFILING

A recent OIG study showed 97% of provider data with payers is inaccurate. The ER-5 FORMULA™ builds a solid foundation first with our advanced profiling method making certain your claims are filed accurately. Our structure is built to submit claims efficiently, without the headaches, so you get paid FASTER.

TWO – POINT-OF-SERVICE SOLUTIONS

The ER-5 FORMULA™ maximizes payment on the front end. Practices have reported a 315% increase on point-of-service collections. Payment responsibility is rapidly shifting from payers to patients, with many insurance companies requiring patients to pay 30-40% of their healthcare costs.

THREE – STRATEGIC PROCESS AUTOMATION

The ER-5 FORMULA™ places a premium on getting you a clean claim sent the first time. Insurance companies have employed armies with high end software seemingly focused on not paying your practice. Our strategic process automation ensures you win the money war each and every time.

FOUR – QUALITY ASSURANCE

MBA Specialists analyze your billing process monthly. This one-on-one communication is critical to maximizing revenue and keeping up with constant changes in the industry. Additionally, our state-of-the-art Performance Dashboards give you real time access to the work we do on your practice.

FIVE – PERFORMANCE GUARANTEES

Finally, it’s always important you see MBA as a return on investment. Yes, it’s true - many billing companies should be considered an expense to your practice. The ER-5 FORMULA™ eliminates your risk implementing a complete performance guarantee package.

Days in Accounts Receivable (AR) is our Key Performance Indicator (KPI) used to measure how quickly claims are paid by all responsible parties. Our *ER-5 Formula™* guarantees less than 40 days in AR. In short, this type of performance immediately puts you in a category with the top industry players.

WHAT YOU CAN EXPECT:

“MBA is the type of billing service that goes above and beyond the call of duty. They develop solutions to make your practice run more efficiently and increase cash flow. The personal service and attention to detail separates them from other billing services. They look at the whole system and how it will effect your practice and your bottom line.” David Ross, M.S., Administrator, Metro Anesthesia & Pain Management

“We now receive our Medicare and Medicaid reimbursements within 21 days and our average days in A/R is now under 30” Abdul T. Razack, M.D., President, Gastroenterology/Internal Medicine

“With your help, I am able to retire and have more time to enjoy my grandchildren!”
William E. Cappaert, MD

REVENUE LEAKAGE ANALYSIS

Top 3 Reasons Your Practice Should Schedule a Revenue Leakage Analysis:

- 1) You are a 5%er and ordinary is unacceptable*
- 2) You understand systems are the pathway to a better financial future*
- 3) You acknowledge your billing could be performing at higher levels*

What you have here is an opportunity...designed to take your practice from wherever it is now to an elite place possessing a reliable, more profitable billing SYSTEM without the anxiety, worry and stress. This can't happen without you taking action.

Of course, MOST owners, managers and physicians will NOT approach their practice and billing needs, or this opportunity, with appropriate effort. After all, we already know only 5% of people in any business achieve high level incomes and success. Even when the hand-writing is on the wall, few take advantage. So, as we discussed in the opening of this report, we need to highlight the fact we're really not looking to work with every practice out there. We're looking to work with those that really want to be the best that they can be.

Implementing our complete ER-5 FORMULA™ in its entirety covers every facet of your practice's billing program. The first step in delivering transformational results and lifelong value for you is to call and schedule a FREE Revenue Leakage Analysis. We are here to help you. Sometimes, however, in order to be helped you need to be given a healthy dose of the cold-hard truth. And for your practice, my friend, the truth will set your profits free!

Call NOW to Schedule a FREE "Revenue Leakage Analysis"

If you're sick and tired of "Free Consultations" that turn out to just be sales calls, then you're going to love our FREE *Revenue Leakage Analysis*. During this 30 minute analysis, an Account Executive from Medical Billing Authority will review your existing billing procedures. This information will analyze all the leaks and missed opportunities in your current system showing you how to increase revenue in your practice immediately. You can also request your *Revenue Leakage Analysis* at medicalbillingauthority.com/RLA

**You're Not Risking Anything By Putting Off This Consultation
(Except Enhanced Revenue) — CALL NOW!**

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