WHAT'S INSIDE

FREE Email Accounts
You Get What You Pay For!

We've all been told there is no such thing as a free lunch; yet it's hard to resist the siren's call of "FREE." That's one of the reasons why so many people have free e-mail accounts through Hotmail, MSN, and Gmail.

And while you might not be paying out of pocket for these services, there IS a cost. Here's the price you pay when you use a free e-mail account:

1. Not HIPAA Compliant:
Medical practices are required to use email communication methods that are HIPAA compliant and secure. If you are transmitting PHI you are required to have email encryption enabled on your email server. Free services such as gmail and yahoo wont offer you that protection. The HIPAA fines alone arent worth the risks.

2.An Extra Helping Of Spam:
Are these free services selling your e-mail account? Do spammers have ways of gleaning your e-mail account? No one

seems to know for sure (or at least they're not talking). But the bottom line is you'll end up with a lot more ads for Viagra than you bargained for.

3.Your E-mails Aren't Guaranteed Delivery: The majority of spam messages come from free e-mail accounts. Even though you aren't sending them, spam filters look at the server sending the message and, if it's a known source for spam, will block the e-mail from going through. That means your e-mails might be getting blocked before they even reach the sender.

4. Customer Service?
 Non-existent! See you DO get what you pay for! If you have a problem, you're on your own to figure it out.

5. Difficulty In Moving, Forwarding, or Downloading: Free e-mail services require that you read your e-mail through their web interface. If you want tomove, forward

8 Important ICD-10 questions to ask your EHR Vendor

ICD-10 is coming and there is nothing we can do about it. If your practice is using an EMR it is important to prepare now for the transition so that you arent hit with any surprises come October 2015. Below are a few questions to ask as your EHR Vendor.

1. Is the EHR even companitble with ICD-10? You want to make sure that your EHR can be upgraded as easily and as cheaply as possible. If not, you only have a few months to find and learn an new EHR system!

2. Who can the practice contact when ICD-10 questions arise? For example, who is the dedicated contact person who can address technical glitches that may occur after go-live?

3. Will the vendor be able to process both ICD-10 and ICD-9 codes beyond October 1, 2014? This may be necessary for data collection and analysis, particularly related to non-HIPAA-covered entities that may not make the transition to ICD-10.

4. Will the practice incur any additional EHR-related costs as a result of ICD-10? Some vendors may require complete upgrades to accommodate ICD-10. If this is the case, what is the cost associated with those upgrades? Does the practice need to purchase any new hardware as well?

5. What ICD-10 training does the vendor provide? Many vendors provide free webinars and other resources for practices making the transition to ICD-10. Some vendors may even provide specialty-specific resources and guides.

6. What's the vendor's strategy for mapping ICD-9 to ICD-10? This is a complex process that shouldn't have a simple answer. Reliance on the General Equivalence Mappings is not sufficient. The vendor should be able to articulate a highly-involved cross-walking process.

7. What is the vendor's external testing strategy? This should address with whom the vendor is testing and when. If this testing has already occurred, what were the results and overall success rate? What problems were identified, and how were those problems addressed? Can the vendor help the practice test the EHR with its various payers?

8. What is the vendor's overall communication strategy regarding ICD-10? Ask how the vendor intends to keep practices informed of any changes it makes between now and go-live as well as any alterations that occur after October 1, 2015. For example, does the vendor provide an electronic newsletter, dedicated Web site, or monthly newsletter to which practices can subscribe?

Win a Lenovo Laptop!

We are giving away a Lenovo Thinkpad X1 Carbon Ultrabook ($1500 dollar value) to the person who refers the most business to us between now and June 30th. Here's how the contest works:

1. Call us or email us with your referral information.

2. We will call to schedule an appointment with your referral.

3. Once a meeting is scheduled and completed we will send you a gift card of your choice for $25 for each referral or donate to your favorite charity.

4. If your referral becomes a client you will receive another $50 dollar bonus and a $100 dollars off any future service.

5. The person with the most referrals at the end of the period wins the laptop!

Easy as pie!

Tech Companies are Purposely Blocking Interoperability!

 In healthcare, interoperability is the ability of different information technology systems and software applications to communicate, exchange data, and use the information that has been exchanged. There has a big push from the medical community to push Health IT vendors to come up with a solution that will allow various clinical systems to communicate.

Federal officials say tech companies, hospitals and laboratories are purposefully blocking the flow of information and attempting to lock in customers under one vendor to serve their own business interests, according to The New York Times.

Although EHR adoption is up, the data is still very fragmented and many providers are still using multiple clinical systems. Congress has recently passed a bill that makes blocking information a federal offense if you have received incentive money.

Interoperability will give providers more flexbility in choosing vendors and also will make it easier to switch vendors easily if they wish. We hope the industry gets this together quickly!

Great Moments in Healthcare IT:
Connecting PACS with EMR

Medical Billing Corner : Coding CPT 69210 - Cerumen Removal reporting done right.

Cerumen removal is is the most common ear, nose, and throat procedure performed in primary care.

Removal of excess cerumen by a physician or qualified non physician practicioner is inclusive of any evaluation and management (E/M) service provided. Here are three common scenarios.

1. The patient presents to the office for the removal of earwax by the nurse via irrigation or lavage.

2. The patient presents to the office for the removal of earwax by a physician via irrigation or lavage

3. The patient presents to the office for earwax removal which requires magnification provided by an otoscope or operating microsope, and instruments such as wax curettes, forcepts, or suction.

Only in **scenario 3** would a provider be able to bill CPT 69210.

Director HIM

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"We don't always get original signatures on physician orders, so for coding and billing we just use one of the physician signature stamps we keep in the bottom drawer."

Did You know that Clientfit provides Medical Billing and Collections Services? Rates starting as low as 5%. Contact us today for a free A/R review and optimization. 213.261.0071

The President's Corner -3 Things You Need To Know About E-mail Marketing Before You Press "Send"...

It's everyone's favorite application. Since its introduction, it has revolutionized the way we communicate, both personally and professionally. It has had a major impact on how medical practice's market themselves and communicate with patients. The ease, low-cost and speed of e-mail in marketing is the biggest reason why our inboxes are overflowing with spam.

 In response to the ubiquitous outcry, "I hate spam," governments have crafted new regulations surrounding the use of e-mail; and if you are one of many medical practices using it for marketing, then it's important that you familiarize yourself with these laws. But the danger doesn't stop there...

Even if you don't get caught by the feds for violating the rules of e-mail usage, you can still end up on a blacklist with the major ISPs such as Yahoo!, Google, and MSN. Once you get blacklisted, you are considered guilty until proven innocent, and ALL the e-mail you send won't get through, even to people who want to receive it—a consequence that could end up hurting your practice more than a fine.
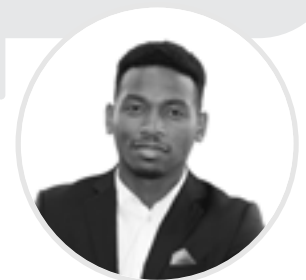
  So what are the basic guidelines of e-mail marketing?

First and foremost, make sure you are only sending e-mail campaigns to people who have solicited (requested) to be on your distribution list.You are perfectly within your rights to send them messages; but if you got their e-mail address by any other means and they did NOT specifically request to be on your list, that's considered "unsolicited e-mail" or spam. Sending promotional e-mails to people who have not requested it is not only illegal, but annoying... so don't do it!

Next, make sure you provide directions on how a person can remove themselves from your distribution list in EVERY e-mail. The best place to put this information is at the very bottom of your message. You should also include your full company name and contact information at the bottom so no one can blame you for cloaking your identity—another legal "no-no" of e-mail marketing.

Finally, when sending e-mail, we recommend using a service such as ConstantContact or Mailchimp. These web-based applications will help you manage your e-mail distribution list with automatic opt-out and opt-in tools and will keep your e-mail server off an ISP's blacklist.

Calvin Dunn, Founder/CEO of ClientFit

Five Cheap Ways To Make Old Computers Faster and More Reliable

Spending money on technology is usualy at the bottom of every practice's to do list. Here are a few tips that you can use to stretch your technology investment.

1. Add Memory. One of the most inexpensive and effective ways to improve a computer's performance is to install more RAM (random access memory). This will speed up the applications installed on your computer and allow you to open and run more programs simultaneously. The older your computer is the cheaper the memory will be.

2. Upgrade the Operating System. If you are going to hold on to your old computers you want to make sure they are running Windows 7 or later. Windows XP is no longer supported by Microsoft and has been deemend HIPAA non compliant

3. Perform Regular Maintenance On Your Servers and Desktops. Computers, like cars, need regular maintenance to perform at top speed and reliability. At a minimum, you should run ScanDisk and the Disk Defrag Utility on your machines once a month. This will make your applications and files load and run faster.

4. Run A Spyware Scan Once A Week. One telltale sign that your computer is infected with spyware is slow, unstable performance. Spyware sucks up your system's resources to carry out its evil intent, slowing down your computer and even causing it to freeze and crash.

5. Disable Or Remove Unnecessary Programs Running In The Background. Many computers have pre-installed software programs that use up system resources and slow down your computer.

   While these recommendations will certainly speed up your system, they aren't a miracle cure for a seriously out-of-date computer network. If your computer or network constantly crashes, freezes up, or runs painfully slow, then it's time to give us a call for an upgrade.

Windows Server 2003 End of life is approaching!

What does end of life mean? End of life means Microsoft will no longer issue security updates for any version of Windows Server 2003. If you are running any version of windows 2003 on servers in your office you will need to upgrade the computers in your office running these applications within the next couple of months or you'll be exposed to serious security risks, downtime, integration glitches with other applications and a host of other problems. More importanly you would be out of HIPAA compliance.

Contact us today for a free migration Plan.

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"Nothing to worry about, the system is secure. Luckily, it's the work of an amateur hacker."

Free Email Accounts... continued.

or download your e-mail, contacts or other information, the process is cumbersome and sometimes impossible.

5.) No Archiving: E-mail archiving, or storing old e-mails in a searchable, retrievable format has become very important (even a legal requirement) in some industries like medical and financial. E-mail is considered a form of communication and if you use it to support customers, order products, or to negotiate any type of deals, you want to keep a record.

So while these free services are okay for chatting casually with your friends, they are NOT recommended for use in your practice. Here's a question to ask yourself: if your e-mail account was erased tomorrow and all of the messages, contact information, and history went bye-bye,

would it be a slight inconvenience or a catastrophe? If it's the latter, then you need to bite the bullet and get a "real" e-mail account. And, while you're at it, you should also get an account that reflects your own URL (This Looks More Professional)

The Bottom Line

Aside from being very risky and unsecure using a free email account for your practice is not professional. It gives off the message to your patients that their private health information is at risk. Patients would feel more comfortabe emailing bob@drsmth.com vs drbobsmithoffice@gmail.com .Do yourself and your patients a huge favor and ditch the free email account.

Free Report: 10 Hidden IT Risks That Threaten Your Practice (Plus 1 Fast Way to Find Them)

Your practice depends on intelligence. But can you count on your technology? This brief paper exposes 10 silent threats that might be quietly undermining your operations now - and proposes one quick, easy, and free way to bring these threats under control now.

Download your free copy today at **www.clientfit.net/10risks**

or send an email to info@clientfit.net with *Free Report Request* in the subject line.

10 Hidden IT Risks That Threaten Your Practice
(Plus 1 Fast Way to Find Them)

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