


MAXIMIZE YOUR REIMBURSEMENT

CAROLINE FORNSHELL, MS, RDN, CDE, NASM-CPT, CES, BCS, SFS, WLS
VAND 3-16-20

1

NOT TO BRAG, BUT YOU'RE IN GOOD HANDS

- GROUP PRACTICE OWNER (WELL FOR ALMOST 7 YEARS)
- BS FROM VT IN HOSPITALITY (CUINARY FOCUS)
- MS FROM STATE UNIVERSITY OF NEW YORK (ONEONTA) IN NUTRITION AND DIETETICS
- REGISTERED DIETITIAN NUTRITIONIST
- CERTIFIED DIABETIC EDUCATOR AND HAS CERTIFIED PROGRAMS THROUGH AADE AND MEDICARE
- BEHAVIOR CHANGE SPECIALIST
- CERTIFIED PERSONAL TRAINER
- CORRECTIVE EXERCISE SPECIALIST
- SENIOR FITNESS SPECIALIST
- WEIGHT LOSS SPECIALIST
- WEIGHT MANAGEMENT AND OBESITY CERTIFICATE OF TRAINING
- WORKING ON INSTITUTE OF FUNCTIONAL MEDICINE CERT
- NOTABLE PROFESSIONAL EXPERIENCES: GYM OWNER, DIABETES AND OBESITY RESEARCH AT JOHNS HOPKINS, DIETITIAN GROUP PRIVATE PRACTICE, 104,000 FOOD DIARY DAYS ASSESSED AND HAVE WORKED WITH HEAVILY ASK INDIVIDUALS



2

DISCLOSURES

- NONE, BUT AVAILABLE FOR HIRE!

3

SO, WHAT DO YOU WANT TO DO?

- ONE ON ONE MNT
- DEVELOP PROGRAMS FOR GYMS OR DIABETES?
- MANAGE PROCESSES IN HEALTHCARE OR FOOD SERVICE
- CONSULT
- PROVIDE OR DEVELOP CONTENT
- WRITE
- SPEAK



4

WHAT IS YOUR VISION?

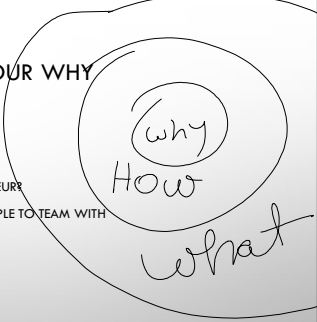

- NICHE – BE STRATEGICALLY NICHE AROUND A TARGET MARKET, NOT A PHILOSOPHY, PALEO DIETITIAN VS. VEGAN DIETITIAN
- CONDITION SPECIFIC WORK: WEIGHT LOSS, PCOS, KIDNEY
- BROAD OFFERING VS NARROW FOCUS
- COMPANIES WITH 50-500 EMPLOYEES
- INDEPENDENT LONG-TERM CARE FACILITIES
- HEALTHCARE SYSTEMS
- FOOD SERVICE
- DOCTOR OFFICES
- VIRTUAL



5

IDENTIFY YOUR WHY

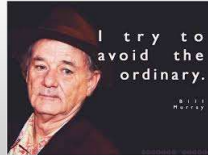
- YOUR STRENGTHS AND WEAKNESSES
 - PERSONALITY ASSESSMENTS ARE WORTH IT
- EMYTH – MANAGER, PROVIDER AND ENTREPRENEUR
- ANY POSSIBLE SUPPORT? – PICK THE RIGHT PEOPLE TO TEAM WITH
- NORMAL ANXIETY VS LEGIT FEAR

6

START A BUSINESS!

- THIS IS THE EASIEST (AND CAN BE THE CHEAPEST PART)
- LEGAL ADVICE FROM THE INTERNET VS HIRING A LAWYER
- LLC, S CORP, INC
 - LIABILITY DIFFERENCES
- STANDARD DOCUMENTS FOR PARTNERS
 - BAA
 - CONFIDENTIALITY
 - CONTRACTS
 - TAX DOCUMENTS



7

BUSINESS TYPE INFLUENCES TYPE OF LEGAL STRUCTURE

- GENERAL BUSINESS CATEGORIES
- CONTRACT DIETITIAN – DIETITIANS ON DEMAND OR CONTRACT STRAIGHT TO ANY COMPANY (LONG TERM CARE, FOOD SERVICE, CORPORATE WELLNESS COMPANIES)
- CORPORATE WELLNESS PROGRAM (CREATE AND SELL A CORPORATE WELLNESS PROGRAM)
- DIABETES EDUCATOR – HEALTHCARE
- MNT – HEALTHCARE
- WELLNESS DIETITIAN – VIRTUAL/IN PERSON
- CONTENT DRIVEN
- PRODUCT DEVELOPMENT

8

WHAT DO YOU NEED TO INVEST IN?

- EMR
- ACCOUNTING
- MICROSOFT OFFICE
- CELL PHONE, LAPTOP, PRINTER, OFFICE SUPPLIES OBVI
- FAX LINE – VIRTUAL VS PHYSICAL
- PHONE LINES GRASSHOPPER VS VERIZON ETC..
- WEAR TO HANG YOUR HAT? RENT VS HOME OFFICE OR ONLINE OR SOMEWHERE ELSE
- HIPAA COMPLIANCE AND LOGISTICS
- PROJECT MANAGEMENT SOFTWARE

9

WHAT ELSE COULD YOU INVEST IN?

- NETWORKING GROUPS FOR YOUR TARGET MARKET
 - ONLINE
 - IN PERSON
- BUSINESS COACHING
- MASTERMIND GROUPS



10

SALES AND MARKETING

- WHO ARE THE PREDOMINANT THE PEOPLE YOU WANT TO WORK FOR? AGE RANGE, SOCIOECONOMIC BACKGROUND ETC..
- WHERE WILL YOU FIND THEM?
- HOW WILL THEY PAY YOU?



11

SALES AND MARKETING - CONTINUED

- WHAT KIND OF MIX DO YOU NEED FROM DIFFERENT TYPES OF PAYORS TO MAKE IT WORK?
- DO YOU NEED MORE CERTIFICATIONS TO MAKE IT WORK?
- GETTING THE WORD OUT
- WHO ARE YOUR STRATEGIC PARTNERS?
- GOING RETAIL – WORD OF MOUTH IS CHEAPER BUT TAKE FOREVER
- WHO CAN REFER PATIENTS TO YOU? HOW CAN YOU PREDICT SUCCESS?
- INVESTMENT INTO BRANDING – WEBSITE, SOCIAL MEDIA, LOGO, BUSINESS CARDS

12

STAY SANE

- LOOK AT AVERAGE REIMBURSEMENT
 - \$110-\$115/SESSION (INCLUDING FOLLOW UPS FOR ALL MEDICAL AND PREVENTATIVE)
- 85% OF BILLS IS TARGET FOR INSURANCE REIMBURSEMENT – MEDICAL INDUSTRY
- PATIENT RESPONSIBILITY
- KNOW WHEN TO HOLD EM, KNOW WHEN TO FOLD EM
 - BE CHOOSY ABOUT WHERE TO SPEND TIME FIGHTING FOR REIMBURSEMENT



19

YOU ARE AN ENGINEER

- RDN'S ARE LIKE ENGINEERS
- WE LIKE TO KNOW HOW THINGS WORK
- I COULD NEVER GET MY QUESTIONS ANSWERED ABOUT THIS BEFORE, SO THIS IS THE DETAILED PROCESS FOR YOUR BENEFIT



20

GET PAID - INSURANCE

- SUBMIT A BILL FROM YOUR EMR SYSTEM, OR PAPER IF YOU ARE STILL INTO THAT
- THE BILL GOES FIRST TO THE CLEARINGHOUSE
- IT CAN BOUNCE BACK IF SOMETHING IS AMISS, LIKE MISSING A DASH IN A HYPHENATED NAME
- THEN YOU FIX THE PROBLEM AND SEND IT BACK

21

GET PAID - INSURANCE

- THEN THE CLEARINGHOUSE SENDS IT TO THE PAYOR
- THEY APPROVE OR REJECT IT
- IF THEY REJECT IT, FIGURE OUT WHY AND TRY TO FIX IT
- MAY NEED TO START PROCESS OVER AGAIN WITH A NEW CODE
- THEN THEY PAY YOU IN PART OR IN FULL PER THE CONTRACT PRICE OR NOT

22

GET PAID - INSURANCE

- YOUR PATIENT MIGHT ALSO NEED TO CONTRIBUTE, SO YOU HAVE TO TRACK THAT PATIENT DOWN
- THIS IS A TIME INTENSIVE AND LABOR-INTENSIVE PROCESS
- HANDLING MONEY WITH YOUR PATIENT CHANGES THE RELATIONSHIP YOU HAVE WITH THAT PATIENT.

23

GET PAID – SELF PAY

- CREDIT CARD PAYMENT PROCESSES AND COMPANIES
- AUTOMATED PAYMENT SYSTEMS
- MANUAL PAYMENT SYSTEMS
- COLLECTION MANAGEMENT SOLUTIONS



24

TIMELINE TO PRIVATE PRACTICE

- START NPI (TODAY)
- START CAQH (SATURDAY)
- CONTACT INSURANCE COMPANIES AND GET ASSIGNED A REP (THEY WON'T BE HELPFUL ENOUGH - FYI)
- FINISH APPLICATIONS TO INSURANCE COMPANIES (3 WEEKS)
- WAIT FOR 1-2 MONTHS, START GETTING ASKED FOR ADDITIONAL INFORMATION OR TO MAKE CORRECTIONS
- WAIT FOR 2-5 MORE MONTHS, GET APPROVED!
- MEANWHILE, GET YOUR EMR, YOUR TEAM AND YOUR MARKETING MATERIALS READY

25

TIMELINE TO GETTING PAID IF EVERYTHING IS PERFECT WITH YOUR BILL

- SEE FIRST PATIENTS ON NOVEMBER 1, AND SUBMIT BILLS THAT DAY
- BCBS/ANTHEM – FAST. WITHIN 30 DAYS
- MEDICARE – WITHIN 30 DAYS
- OPTIMA – WITHIN 60 DAYS
- CIGNA – WITHIN 60 DAYS
- AETNA – WITHIN 60 DAYS
- UNITED HEALTHCARE – WHENEVER THEY WANT
- MEDICAID – PENDING
- TRICARE? - ?

2021 paycheck

26

TOGETHER WE ARE STRONGER

- PHYSICIANS DO IT
- DENTISTS DO IT
- THERAPISTS DO IT
- TEAM UP WITH OTHERS
- BEWARE OF PARTNERING WITH "THE LONE WOLF"



27