



Will you be in Chicago?
Make plans to attend our
open house. Details Inside.
Wed. Sept. 23 4-8 PM



We are here for YOUR practice

This newsletter is provided to clients of 4path Laboratory Services and other practices in the Great Lakes region. It's our intent to provide you with actionable information to help benefit your practice, lifestyle and your patients.

-Stephen G. Ruby, MD, MBA

Quick Look Inside!

• Upcoming Events!

Be sure to mark your calendars and visit us at the following events!

4path NEW LAB OPEN HOUSE - At 4path laboratory Wed. Sept. 23, 2015 4-8 PM

Indiana Podiatric Medical Assoc. Mtg. Indianapolis, IN Sept. 24 -27, 2015

Illinois Podiatric Medical Assoc. Mtg. Lincolnshire IL, Oct. 4-7, 2015

2nd Annual Chicagoland Wound Care Summit, Hoffman Estates, IL Nov. 14, 2015

• Doors. What are they hiding from you?

Are you limiting yourself from opportunities in your practice because of this factor?

• Have you thought about writing a newsletter.

Read these 15 important tips on writing an effective newsletter.

• Molecular Metabolism testing?

The future is here. With molecular testing that provides real value to patients.

Now..and into the future.

• Do you have a favorite app?

This is a great little app that can help you with something that you do everyday.

Please feel free to share this newsletter with your peers...or send them to our website www.4path.com and sign up for their own copy! We welcome individuals from all specialties and locations!

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ISSUE

13

Aug/Sept
2015

4path's MONTHLY
NEWSLETTER
WITH NEWS
YOU CAN USE

4path, Ltd.
Pathology Services

PathNews

Open House Anyone? Where's the party?

It's the end of the summer and we have been in our new laboratory since April. Sounds like a perfect time for a party! ...Or should I say Open House.

4path will be hosting an Open House at our new laboratory facility in Burr Ridge on Wednesday, September 23, 2015 between 4 and 8 PM. Finger food, drinks and great company is in store for all who attend.

Who should attend? Well, if you are receiving this newsletter, consider yourself invited. All we ask is that you give us a quick call at our toll free number - 877-884-7284 - and let us know you are planning to attend. By getting a rough number of people attending, we can plan to have enough food and drink to keep everyone satisfied.

While here, you can tour the new facility including offices and the laboratory. See where we perform all of the laboratory work and sign out cases. It's a great time to meet the staff and put a "face " with the "name".

On behalf of all of the staff at 4path, I hope to see you.

Stephen G. Ruby, MD, MBA
Medical Director, 4path

4path OPEN HOUSE

8238 S. Madison St.
Burr Ridge, IL 60527

Wed., Sept. 23, 2015
4 - 8 PM

RSVP to Kathy
877-884-7284



4path, Dedicated to Your Success

Opening doors to your success

Everyday it seems like we hear more bad news.

Reduced reimbursement. More regulations. Patient dissatisfaction. Malpractice. Even more regulations.

Does it ever stop? Well, probably not. It seems like everything is coming together to impact medicine in a negative way...and even more on the individual private practices, like yours and mine. But despite all of these negative factors, we still have a secret weapon that can't be taken away from us. Our attitude.

Yes, your attitude can provide a significant boost to your practice, your well being and your life.

Alexander Graham Bell said, " Sometimes we stare so long at a door that is closing that we see too late the one that is open." Are we spending too much time and energy looking at the closing door of medical practice...as it was? What real value does that provide to us or our practices? It doesn't provide us with any new opportunity. It doesn't provide us with any new insight. It only limits our thinking and orientation... being focused on what was, not what can be.

Shouldn't we spend more time looking for open doors? Those doors that reveal new opportunities? New things that we can do? New approaches. New attitudes? Yes. It's better use of time and energy.

Over the years 4path has had to adapt to changes in our healthcare environment...just like your practice.

This issue

Attitude: It's up to you. P.1

ICD-10 Web Tool P.2

Molecular Testing P.2

Protecting your credit P.3

Fortunately, we have not focused on what was...but what can be. We have looked to provide new services of value to you and your patients, such as our patient fungal educational book. Or our web site with easy to find and use information. And other practice helpers... like this newsletter. We have provided new testing programs, such as our rapid respiratory and GI infectious disease panels for definitive and rapid diagnoses. And soon our molecular genetic testing for drug metabolism evaluation, providing patients with lifetime knowledge about their personal genetic makeup...and how it can impact the medications that they may need to take. And that one-time test provides that information for their entire lifetime.

Moreover, we have spent time and effort educating our colleagues on various industry promotions, some of those with value, but others which may not be in the best interest for you or your patient. We believe that our integrity and honesty is worth far more than the fees collected from inappropriate procedures. Responsibility to our patients is foremost.

If it seems like the doors of opportunity are closing to your practice...remember this: Doors are not walls. They are designed to be opened. So look for the door handle. Find the key. Unlock the door...and find your next opportunity. It's just a matter of your attitude.

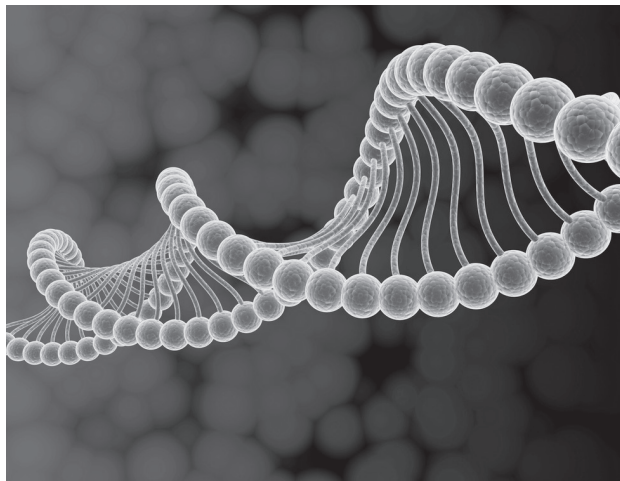


Marketing 101

15 Newsletter tips

As the editor and major contributor to this newsletter for the past year, there have been many lessons that I have learned that can help you write an effective newsletter for your practice. Here are my top 15 tips.

1. Always have 3-6 months of newsletters in process.
2. Write articles for the newsletter when you are inspired.
3. Write articles many months ahead of time for various topics that may be time sensitive.
4. Put in "place cards" into future issues with ideas that you can write on in the future.
5. 80% or more of your newsletter should NOT be about your business. It should be about topics that your readers will find interesting.
6. Keep a consistent appearance to enhance the product identification by your audience.
7. Have a logo or other type of visual clue readily visible to also help with the product identification.
8. Write your articles in a friendly, easy to read, conversational tone. Don't make them too technical or write with an overly formal tone.
9. Solicit topic ideas from your readers and co-workers.
10. Watch for ideas to write about from any other source... the newspaper, radio, TV, Internet. If it is interesting to you...it's probably interesting to your readers too!
11. Proof read carefully and have others proof read. It's hard to see your own mistakes.
12. Check your addresses, phone numbers and e-mail addresses carefully for accuracy.
13. Your newsletter should be monthly. Less often dramatically reduces the impact.
14. Develop your newsletter on a professional grade program, such as Adobe In-Design. It's worth the investment in time and money.
15. Have a great printing service. I use printingforless.com They have been great...and do a wonderful job (you have an example in your hands...now!)



ICD-10 is almost here

New Molecular Testing is coming

ICD-10 is around the corner....Are you ready?

ICD-10 is like a freight train, barreling down the tracks at all of us...ready to come into the station on October 1. Yes, we dodge implementation of this last year...but it's unlikely that there will be another delay. A fact that you may not know is that most other countries are already on ICD-10, and have been for quite a while. The US is perhaps the last country to make the change. But a major difference between the US and other countries is that ICD-10 plays an integral role in physicians getting PAID in the US, whereas in other countries, it is only used for classification of disease processes.

For that reason alone, it's essential that physicians and their office/billing staffs become familiar with this new system of disease and treatment nomenclature.

The new ICD-10 classification system expands the 13,000 diagnoses of ICD-9 to over 68,000 new diagnoses. This

new system provides a much greater level of detail to ICD coding than was previously possible. But with that increased specificity, there comes more confusion and difficulty in implementation.

To help in implementation of ICD-10 in your practice, simple and effective tools can make the difference between success and frustration.

There are many tools that I have found that are highly recommended. They can potentially dramatically reduce your implementation time, and perhaps even help you reduce the time that you already use for ICD-9!

One such tool is a web site: www.ICD10data.com. This is a deceptively simple appearing site that can help you rapidly and accurately code your cases using the new ICD-10 code system, using natural language searches.

On this site there is a converter for updating ICD-9 codes to ICD-10 codes. A section on coding rules and an index. There are also other resources

on the site that you would probably find useful.

Put a small icon on all of your office computers for this site, and I am sure it will become an indispensable site that you will use on a daily basis (probably ALL day long.)

New Molecular Testing

You probably hear a lot about molecular testing. Unfortunately there are those who promote tests that are unnecessary and expensive.

At 4path, we only offer truly useful molecular tests. Upper respiratory and GI pathogen profiles are available now, and soon... genetic testing for your ability to metabolize various medications.

This testing can be lifesaving! This can help in drug selection and dosing to help reduce the chance of ineffective medication use or adverse drug reactions. Because this testing is only needed ONCE in your lifetime, it is highly cost effective life saving information.

Stay tuned for more info....



Keep your personal credit information safe!

Locking your credit bureau reports for added security

There are many companies that provide "security" services to help monitor your identity theft. One of the things that they do...is block the ability for a company to view your credit report. This has been reported to be highly effective on stopping would-be thieves from opening new accounts in your name.

While these monitoring companies charge you on a monthly basis for this service, did you know that you can do this yourself...and only pay a fee when you block or unblock access?

Yes. It can be highly effective, yet only a fraction of the cost. For example, blocking access for you and your spouse (you need to do both for joint accounts) at all three credit bureaus (yes, you need to do all three) is a one-time charge of about \$60. (\$10/person/bureau). After it's blocked, it stays blocked until you unblock it...either permanently or temporarily. That would be an additional \$60.

While that sounds like a lot of money each time, I blocked my accounts over a year ago, and have not had any reason to unblock them. Total cost? Less than \$60/year. Some of these "monitoring" plans are over \$300 / year...and you still

need to do it for each person on the account. You do the math. The savings can be great. And don't forget to contact your professional organizations. Many are now offering identity protection insurance for their members as part of their membership.

Who Are They?



Take a guess who and where these people are! Visit: laboratory.4path.com/MysteryTrip

This Month's Q&A Technology Tips

Q: Do you have any favorite app?

A: There are a number of apps that I use on my iPhone. News feeds and e-mail are perhaps the programs that I use the most on my phone. I also have a few games that I enjoy (words with friends, solitaire, Sudoku). I also have some music synthesizer programs that I use with headphones when I am on a plane to break up the trip and recorded lectures. But perhaps my app that I find most useful, when I need it, is one that you may not even know existed. A sleep app. Yes, an app that can help you



sleep better. Pzizz I can't recommend it enough. By using the technology of "binaural beats", Pzizz, listened through headphones, can help your brain relax and achieve the brainwave frequency of "sleeping". It sounds like science fiction...but true. This is a great app for those 15 minute power naps, as well as extended sleep periods when you may have a hard time falling asleep...strange hotel beds; noisy environments; stress; planes, etc. I have recommended this app to others for years...and have never had anyone give it a bad rating. I recommend it highly: Pzizz at the Apple Store. You can sleep on it.

We want to hear from YOU.

4path, Pathology Services

4path Pathology Services is an independent, physician owned pathology laboratory dedicated to helping our clients be more successful.

We provide anatomic and molecular pathology services for GI, GU, GYN, podiatry, dermatology, ENT, surgery and endoscopy centers and all out-patient offices in the Great Lakes Region.

KEEP YOUR BUSINESS LOCAL! Contact us today for more information on how we can help YOUR practice. **1-877-884-7284**

Do you have something to contribute?

Do you have a topic that you want to provide an article for? Do you have a topic that you would like to see covered here? If so, let us know about it! Send an e-mail to Dr. Ruby at SRuby@4path.com.

You can include the article you want to publish or the topic you would like to learn more about. We reserve the right to select articles and topics that we feel best fits this newsletter and to edit any submitted materials prior to publishing.

July Newsletter

Did you miss us in July? I hope you did, but don't worry, you didn't miss out on anything. Because of summer vacations... we took a break and skipped publishing in July. and early August. We plan on getting "back into the groove" for our monthly schedule. We hope you too had a great vacation!

Value, Service, Commitment....



Beyond the Diagnosis