

Don't miss this GREAT opportunity that you can use to help promote your practice! Read more INSIDE!

A patient's guide to common pathology diagnoses



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Miss the Open House?

4path's open house in September was a huge success. Many friends, business associates and clients attended and saw, first hand, our new facilities, with a little food and beverage. If you didn't get a chance to visit, call us to arrange an individual visit. We really are proud of our new facility and welcome visitors.

Fungal Education Program...

If you read the lead article on this page and wondered, "Just what IS this patient educational program?", then it's time that you let us tell you more about it.

4path for several years has provided it's 50+ page patient education book "My Doctor Says I Have Nail Fungus" to patients who's nail specimens are found to be positive for fungus when examined at 4path, Ltd. laboratory.

Yes, this program has been well accepted by both patients and their physicians. It helps patients answer the many questions they have about nail fungus, including how they may have acquired it; how to help prevent recurrences; treatment options; diagnosis and more. This book can help you in your office by dramatically reducing the time you spend answering those repetitive questions.

And the best part? It's a FREE service that we provide to our patients when we examine their nail specimens. It's part of our examination process - More service, less cost than other labs.

Want more information? Call us at 1-877-884-7284 (887-88-4path) or e-mail us at 4info@4path.com and have a representative explain how this service can help increase efficiency in your practice.

4path, Dedicated to Your Success

Looking for AUTHORS...YOU!

Yes, have you ever wanted to be an author or contributor to a book or journal article? Have you experienced the satisfaction of opening a cover to a publication and seeing your name in print? If you haven't, this is a great opportunity for you. If you have...this is also a great opportunity to contribute.

The first edition of Dr. Ruby's patient education book, *My Doctor Says I Have Nail Fungus* is in process of updating for the 2nd edition. This is a great opportunity to help make this new edition even better and more useful to patients than the first. And that is why we are looking for your contribution to this new edition.

We invite you to review the first edition and let us know your thoughts. What you think should be added. What should be updated. What should be eliminated. What YOUR contribution is to the new edition. And if your suggestion or contribution is used in the new edition, **your name and practice name/location will be included in the new edition under "Contributing Authors"**. Moreover, upon publishing, the web site for the new edition will also feature your name under "Contributing Authors" on the site.

This is a GREAT opportunity to leverage this book in your practice for promotional purposes. **Nothing says "I am an expert" than to have contributed to a book.** To be an author. It speaks volumes to your patients about your commitment to your specialty and education. As a contributing author, we encourage you to use this to promote your practice. Publish an image of the book cover on your web site and link

to the new book web page. Use this to your advantage. Interested? (I think you should be...)

Here is how to participate.

First, you can request a copy of the book for review, by e-mail at 4info@4path.com. Be sure to include your full name, practice name, address and phone number, as well as your best e-mail address. We will send a copy of the book out to you quickly.

Next, review the book and determine your contribution. Visit www.2ndEd.4path.com and sign up. You will receive an e-mail with full instructions on how to submit your suggestions.

One last thing...because we are anticipating great participation, the contributing authors' list will be in order that contributions are submitted. If you provide a suggestion that has already been submitted by another contributor, you won't be included, for that suggestion. However, you are not limited to a single suggestion, so submit them all!

Opportunities like this don't happen often. Don't let this pass you by. We look forward to all of your suggestions. The promotional and marketing opportunities for your practice are significant, and an offer like this won't come along again for a few years...when we look to create the 3rd edition!

Go NOW and contribute at www.2ndEd.4path.com
We want YOUR name as a contributing authors!

Quick Look Inside!

• Upcoming Event!

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

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

• Ever want to be an author in a medical book?

Now is your chance to be that author. Dr. Ruby is in the process of updating his book to the second edition and wants YOU to help...and become a contributing author.

• Congratulations Drs. Ruby and Giusto!

Read about the special award that was presented to Dr. Ruby at CAP 15 in Nashville and about the new GI publication that features a chapter written by Dr. Giusto.

• Connecting with your patients.

Are your patient communications falling flat? Are you not getting the response that you want? Maybe it's not the content, but HOW you are presenting it.

• What the heck is an SSD drive?

What IS this? What IS it used for? What benefits will I see if buy one and use it?

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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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



Simple Tips

ICD-10 Reminder

Now that we are live with ICD-10, we have all realized that there IS life after the conversion. Not much different than Y2K over 15 years ago. It will take some time to get familiar with all of the new codes...but it will happen, and then sooner we will realize that we have forgotten the old ICD-9 codes. But until that happens, here is just a quick reminder of one of my favorite ICD-10 resources that I mentioned in last month's newsletter: www.ICD10data.com It's a great resource to have on your desktop.

Mind Hacks

Do you know what a mind hack is? You may be using them without even knowing it.

Mind Hacks are small mental tools that you can use to help you with various challenges that you are given on a daily basis. By understanding them and making them part of your inner thought process, they can help you in a number of ways. One of my personal favorites I use whenever there are small nuisances that impact my day.

A good example of this was in my trip back from Nashville. While ready to take off, we suddenly found our plane returning to the terminal because of a minor malfunction with the interior lighting. You should have heard the groans and complaints. But it really didn't bother me. Using the thought "If this is the worst thing that happens to me today...Life is good!" By using this phrase, I managed to keep this minor inconvenience from impacting the rest of my evening. I suggest that you start using this whenever little life nuisances pop up. Don't let little things derail your entire day!

Put both of the pointers in this column together! Yes ICD-10 is a pain, but it's not the end of the world. Remember, if ICD-10 is the worst thing that happens to you today...Life is good!



4path Congratulates Dr. Stephen Ruby and Dr. Deborah Giusto for their recent achievements

Congratulations Dr. Stephen Ruby

On October 3, in Nashville, TN at the National Meeting for the College of American Pathologists, CAP-15, Dr. Stephen G. Ruby was honored for many years of volunteer service to the College. This honor is given to only one pathologist annually, selected from the 15,000+ members of the CAP. Selection is based on the history of service to the CAP and to pathology as a specialty.

Dr. Ruby's volunteer work at the CAP spans nearly 30 years, and encompasses the gamut of various disciplines. His first work on the CAP Cancer Committee included the development and co-authoring of standards for reporting cancer by pathologists that has become the world standard, *The Manual for the Reporting of Cancer Specimens*. Further work has built on the initial success of the that manual, resulting in improvement in cancer reporting by pathologists.

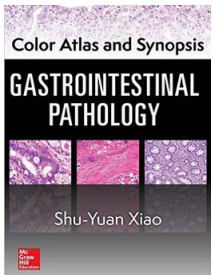
(Interested? Learn more here: <http://www.cap.org/apps/docs/committees/cancer/>)

Dr. Ruby was also active in the Quality Practices Committee of the CAP, which produces many "Q-probes" and "Q-Tracks" which were specific, in-depth studies of various aspects of pathology, allowing individual practices to compare their performance against their national cohorts. Most recently, he is completing his tenure as the Chair of the Practice Management Committee, which focuses on assisting pathologists and their practice managers in management of their practices for efficiency and profitability. The PMC has developed a series of practice tools for use by pathologists, encompassing a wide variety of practice repeated topics.

Dr. Ruby has also been on finance and nominations committees, as well as the committee which initiated the "Transformation of Pathology" by the CAP that helped pathologists adapt to the challenges within this new healthcare paradigm.

Congratulations Dr. Deborah Giusto

Congratulations to Dr. Deborah Giusto, for her 2nd book chapter in GI pathology. Dr. Giusto was the co-author of the chapter "Polyps and other discrete lesions (small bowel)" in the *Color Atlas and Synopsis: Gastrointestinal Pathology*.



Not only are we at 4path proud of Dr. Giusto for this most recent chapter, but also for her previous book chapter on Hepatocellular Carcinoma Variants in *Liver Pathology*.

These two book chapters by Dr. Giusto demonstrate her consistent commitment to the practice of GI pathology since having completed her GI and Liver Pathology fellowship at University of Pittsburg. Congratulations!

Connecting with your patients...

As a practice owner you always (or should be) looking for ways to "connect" with your patients. There are many reasons why. Letting them know about new billing procedures. Maybe new preventative medical services you are offering. Changes in your office policies that impact them as patients. The list goes on and on. You may give a lot of attention to WHAT you are communicating, but do you give much attention to HOW you do it? Have you ever wondered why some patients seem to get your messages...while others just don't?

Maybe it's not the content of the message but of the MANNER that you present it. Psychologists tells us that there are three major types of learners. Those that learn by seeing the message (visual). Others learn by the sound (auditory) of the message and some learn by how it makes them feel (kinesthetic). Although it may sound funny that people learn in different manners...it really is true. For example, if you are looking to start a new pre-registration process, you may have your introductory information show the new form that they will use (visual). Stress how this new form will help eliminate the questions and answers at

your reception desk (auditory) and how much better they will feel when they don't have to shuffle through all of that paperwork in the office (kinesthetic). Regardless of the preferred learning type that an individual patient is, you will have tapped into THEIR learning method helping them ingrain the lesson you are looking to provide. Two last quick lessons. Consider that people remember POSITIVE IMAGES, and not negative thoughts or words. It's hard to remember what NOT to do, but much easier to remember what TO DO, especially if you communicate that using an easy to remember image or graphic.



Use these SECRETS to better communication!

This Month's Q&A Technology Tips

Q: What the heck is an SSD drive?

A: SSD drive. Sounds scary, but it's not. In fact it may be one of the best things you can do for your slightly older computer. Over the years computers have run faster and faster because of incorporating faster processing chips, the brains of the computer. But in the past couple of years, the incremental improvement in speed of these chips only makes a small relative improvement in performance. Now the bottleneck is when the computer pulls data from the hard drive. With larger programs and data



sets, it takes longer to pull that data off of the hard drive and makes your computer seem sloooooooowwwwww. The "SSD" type drive is a solid-state drive that no longer uses mechanical means of storing the data. It's all maintained in electronic memory. And the speed difference for your computer is huge. On my older laptop, to start a graphic program took 30 sec. to load and start. With my new computer, with an SSD drive, start time is about 5 sec. WOW! If you are looking for improved performance, this may be the place for you to invest. Check with your local computer expert to see if this will work for you!

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

What's new in your practice?

In this newsletter, we provide a variety of different topics that we think will be of interest, and more importantly, of benefit to you and your practice.

We always are interested in what you think about the topics and articles. What else would you like to see in a future edition of this newsletter? Share your thoughts with us by writing us as 4info@4path.com. It's also a great opportunity to get information about YOUR practice out in front of the nearly 2000 readers of this newsletter. What new honors have you received? Tell us about any new programs you have started in your practice. Tell us if you have moved...or done anything to your office. Let us help get YOUR word out too!

Thanks for visiting

4path thanks each of you who visited us at the Illinois and Indiana Podiatric Meetings recently. We also thank those who participated in the IL Podiatric Meeting Golf Outing. We hope you had a great time!

Value, Service, Commitment....



Beyond the Diagnosis