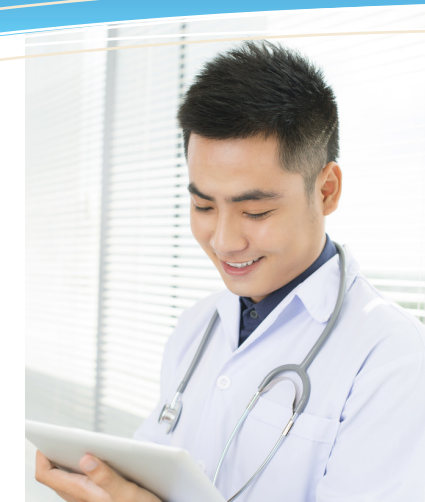


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Year End approaching soon!

In addition to the holidays, there is something else that is rapidly approaching... December 31.

Yes, I know that for most people the first thing they think of is New Years Eve party. But there is something WAY more important than that. December 31 is the end of the fiscal year for most businesses. So what... you ask? Well if you need to do any tax planning or strategies for your business it's best if you do it early. Don't wait until the end of the year. By meeting with your accountants and tax advisors NOW, you have 6-8 weeks of time to enact different strategies prior to the end of the year.

Don't wait until the end of the year to do your planning for tax purposes...start it now, before your accountant is inundated with requests from other clients...those who were not so prepared and waited to the last minute.

4path, Dedicated to Your Success

Web sites for your business and practice have become essential to provide prospective and current patients with information about your practice. While this typically includes the practice name, address, hours of operation and phone number, it's becoming increasingly more common to see other information on the web site including areas of specialty; physician names and CV's; accepted insurances; hospital affiliations; and a host of other items that you may wish to highlight in your practice.

So is it expensive and difficult to have a great looking web site? Well it USED to be that way, but in recent years there have been many new tools that make it easier to create and maintain a great looking web site for only a couple hundred buck a year!

Several years ago you had to become proficient in HTML language to be able to "code" a good looking site...needing lots of computer programming skills. That's not the case any longer. There are many different tools and sites that you can use to create a great looking site. One of the most common and widely adopted tools

for web site creation today is WordPress.

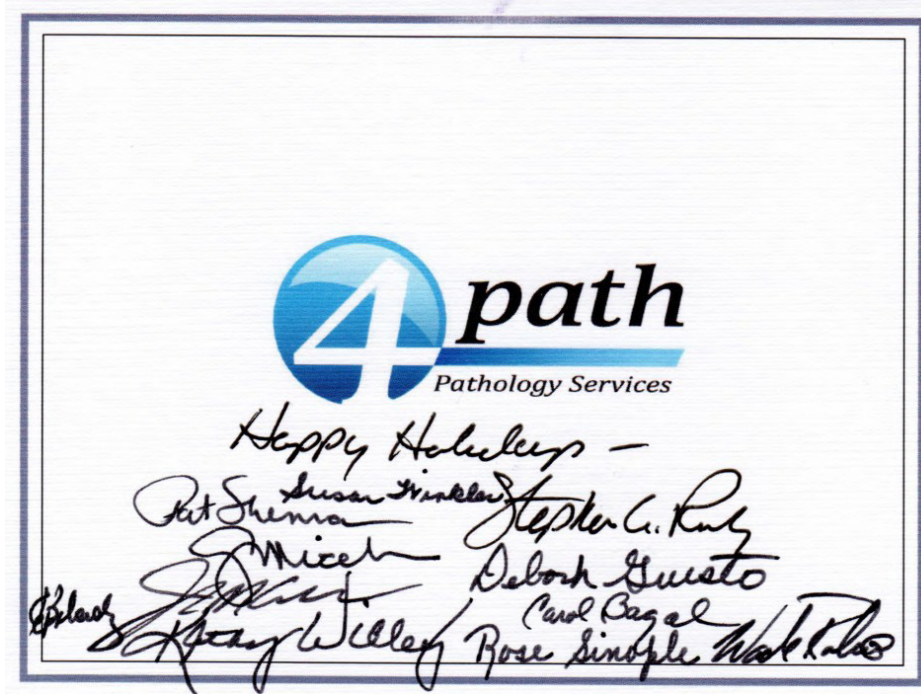
Although this was started as a "blogging" program, it has morphed into a program that can support just about any type of web site needs. Just like any other program, there is a learning curve, but it's relatively easy to acquire the necessary skills and then be able to develop and maintain your web site yourself. All together, it should cost you no more than a couple hundred dollars per year for your web address (URL) and hosting (where the program runs on the web). WordPress is a free program and there are hundreds of "plug-ins" to expand it's capability.

If you are a beginner and looking for a simple tutorial on getting started, or if you are a more seasoned WP user looking for further training, then visit the people who wrote Word Press for more training opportunities:

codex.wordpress.org/WordPress_Lessons



Happy Holidays from the Entire Staff at 4path Laboratory!



Please feel free to share this newsletter with your peers...or send them to our web site and sign up for their own copy! We welcome individuals from all specialties and locations! Visit us at www.4path.com where you can sign up for this newsletter by e-mail.

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Thought for the month...

The world is a looking glass and gives back to every man the reflection of his own face. Frown at it and it will in turn look sourly upon you; laugh at it and with it, and it is a jolly, kind companion.

-William Makepeace Thackeray



Principles for Patient Management Success

Are your important records safe?

Disasters can occur at any time, both natural and "unnatural". Regardless of the reason, they can destroy your important records and cause you enormous grief in trying to re-construct them. The IRS suggests these following steps:

Backup records electronically and keep a set of backup files off-site. (This is now easy with "cloud" services such as Dropbox (see Oct. 2014 computer tip section). Second, keep video or photos of the contents of your home and business to help prove your ownership...as well as value.

Third, create an emergency plan that is reviewed and updated on a regular basis as your personal and business needs change.

Do you have a Logo?

Having a logo for your practice can create a uniform and consistent "marketing message" to your patients and associates. It takes 7 or more "views" of a logo for people to start recognizing it and forming an association. So it's good practice to "brand" everything in your practice with your logo...to create awareness.

In addition, having a great logo helps provide you with a highly professional image.

What would Coca Cola or Fed Ex be without their logos? ...A lot less recognized brand!



Patient Education from 4path. A benefit for you and your patients.

Providing comprehensive and cost effective services for the evaluation of nail onychomycosis...with patient education!

There is more to pathology than just a report.

Is the patient report that you received important to the patient and for your follow up care? Absolutely. But it doesn't end there. HUH? What else can I expect from the laboratory that I send my specimens to? Much more that you may realize.

Let's look at a number of different items that can make a big difference to you. Ease of use should be a consideration. How easy is it to complete the laboratory requisition? Is the form easy to read and give you sufficient room to write in the requested information? Payment coverage is also a consideration. Not just the insurance coverages that they have, but also helping those who have no insurance and keeping all relationships in compliance. Moreover, do they help by providing information to your practice - that you can provide to your patients - to help them understand their

obligations to both you and other providers?

How about creating COST EFFECTIVE yet diagnostically effective programs for common exams (such as nail examinations for onychomycosis). Does the lab use confusing order options that result in ordering more than is necessary for the proper diagnosis and only jacks up the cost to the patient, under the premise of providing greater "sensitivity" or "specificity"? How about easy to read reports that provide all of the necessary pathology information...and WITHOUT additional treatment information that could result in standard-of-care issues if you do or don't follow them? Are the reports patient friendly with great images to help you explain and illustrate the findings to the patient during their follow up visit?

Last, but not least, how about programs that provide patient education materials to help you with patient questions and follow up?

These are all important

issues that you should consider when selecting and using a laboratory. There IS more to pathology than just a report.

Onychomycosis patient education

How would your nail fungal patients feel about receiving a 55 page book covering the most common questions and concerns surrounding nail fungus, including how they got it, treatment options, prevention suggestions and basic nail anatomy (among other topics) which was written by a physician?

Well, your patients *can* receive this book directly from 4path when you send their nails for fungal nail evaluation. It is included as part of our nail analysis program at 4path. This program has been given top ratings from patients who have received this informative book.

Want to have this for YOUR patients? Contact 4path today for more information on this program...the first, and only laboratory to offer this valuable patient benefit.

Value, Service, Commitment....

Beyond the Diagnosis



Happy Thanksgiving from Everyone at 4path!

Thanksgiving is a time for reflection

Typically we have sent out cards to our clients during the holiday season. It's a wonderful time to thank everyone who has helped make this a successful year. This year, however, we will be using this newsletter as our means of sending you our thanks.

Although appropriately selected cards do send a wonderful message, it's our intention to provide you with our thanks...month after month, by this newsletter. Providing you, your staff and your practice with little bits of useful information on a regular basis, is our way of saying "Thank You" on a

regular basis. Reminding you of how much you mean to us. How important you are to our success.

Yes, we are blessed with having wonderful clients and patients (yes, by extension, your patients are our patients too!). It has been our focus to provide all with the best possible service, helping you help your patients, foster a successful practice and give the best care to our patients.

So from all of us here at 4path, we would like to extend to you the best during this holiday season. We wish for you a highly successful and rewarding conclusion in 2014 into 2015!

We are using the funds that we would normally have used to send holiday cards as a donation to Wounded Warriors. That donation will help those who have given so much on our behalf to protect our freedoms. We wish all of them a safe and happy holiday season and a prosperous new year.

Write to a Soldier

Help make a soldier's day a little brighter by sending a letter to them. See www.OperationGratitude.com under "get involved" to help out. You can write to an active soldier or veteran. Share some holiday cheer!

This Month's Q&A Technology Tips

Q: I have heard that I should have a web site. Isn't that expensive?

A: Web sites for your business have nearly become required for businesses in this day and age. Although the yellow pages are still used by some people to look up various businesses, it's becoming a more common practice to "search Google" for a business's essential information such as hours, location, maps and phone numbers.



A web site can provide so much more for your prospective patients than a common ad...and it is there for you 24/7/365. You can update a web site at any time to keep it current with your services and other essential information.

Many people look at the quality of your site...to give them an idea on the quality of your practice and services. For that reason it's essential that you put your best foot forward and have a great looking web site for your practice. See the article on page 1!

Fun at the Illinois and Indiana Podiatric Meetings

Illinois and Indiana Podiatric Meetings

There was a great turnout at the Indiana Podiatry Meeting on Oct 17. On Friday evening, we had a fun time at Black Acre Brewery. Plan to attend the brewery next year with us!



Dr. Coker, Ruby, Winckelbach

Indiana Podiatric Meeting

There was excellent attendance at the Illinois Podiatric Medical Society Meeting on Oct. 16-19, including the golf day on Oct. 15. There was a great representation of podiatrists and everyone had a great time.



Dr. Kosovo, Dr. Ruby

Illinois Podiatric Meeting