



Quick Look Inside!

- **Are you OPTIMISTIC enough?**

Where would you be without optimism?

What would you have achieved...what will you achieve?

- **FREE stuff for ... and from your practice?**

How to get a free great looking web site...and to turn your bills into free stuff.

- **Guess who is moving?**

Yes, 4path is moving to a new location - Read more inside!

Watch for more information in the next couple of weeks.

Our toll free number won't change 1-877-884-7284 (1-877-88-4path)

- **Follow us on Twitter**

Follow all of the changes at 4path on twitter at: @4pathLab

- **Coffee...a HEALTHY vice?**

Learn some of the positive health benefits of coffee. Yes there are good ones!

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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Fly FREE?

You probably spend a considerable amount of money every month for products in your office. Don't overlook the opportunity to capture the added benefit of miles when paying your bills. Whenever possible when you are paying your bills use a credit card that provides a generous benefit to you for "racking up those miles". And it can add up to a large amount. And it doesn't have to be used for airfare. Using those miles can also provide you with some great "stuff" that you might otherwise scrimp on. The laptop that I am using to write this newsletter was paid for - entirely with miles. Don't miss out on cashing in on this opportunity. Have your bills pay you back!

Passwords..DUH?

Recently an internet security company put out their list of the ten WORST passwords used. Are your passwords on the list? They are in descending order: 123456, 12345, 12345678, qwerty, 123456789, 1234, baseball, dragon, football. Jeeze...can't people come up with anything original? A great password should have a mix of at least 8-10 UPPER and lower case letters, numbers and special characters (i.e. @#\$%). Having a random mix of those provides you with a great deal of cyber-security. Oh, and by the way, be sure to use different passwords for different sites and NEVER share your passwords with other people. Then don't forget to change your password on a regular basis. Using a password "vault" program can help you manage complex passwords efficiently and easily. Here is to safe computing!



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4path, Dedicated to Your Success

Are you OPTIMISTIC enough?

There are many different skills that have been described in successful entrepreneurs. Vision. Creativity. Leadership. Confidence. Management.

Yes, these are all very important...and essential. But perhaps there is another characteristic that isn't so obvious...Optimism.

Why is this such an important skill? It's because it may be that first step in any business or entrepreneurial endeavor. Without optimism...there is only pessimism. And that can be a real idea killer. Think about it... would you have started your practice if you weren't optimistic about success? Would you have brought on new programs into your practice if you were pessimistic about their success? Isn't one of the factors that you subconsciously consider when hiring a new staff person...or associate...or buying some new equipment, the optimism that it will be successful for your practice?

Yes, optimism is that first step that is taken with any successful journey. It was optimism that Dorothy had when she took that first step

down the yellow brick road. The optimism that she would find her way home through that journey.

One way of developing optimism (yes it CAN be developed) is to practice it. When ruminating about a new idea or project, be conscious about your thought patterns. Are they looking for the positive? Or the negative? By consciously thinking about the positive, and suppressing the negative, you can train your mind to think more optimistically in the future.

But be reminded - you should always look at all aspects of a new idea...including the areas where things may go wrong. But an optimistic viewpoint will look at those areas where something can go wrong as a challenge or an opportunity and not a deal-killer.

So next time you have a new project or idea, put yourself in a positive mind-set and use an optimistic viewpoint to help move you forward and achieve it, rather than turning it into a "if I had only...." memory. Dorothy would be proud (..and Toto too!)

Simple things to help your practice

Eye contact and Patient engagement

Do you use your EMR computer when meeting with your patients in your office? If you do, are you making sufficient eye contact with your patients? Too often physicians are so preoccupied with getting data into their computer that they forget to make eye contact with patients. This is an important practice which can help patients feel more "listened to", understood and satisfied. A few moments of high quality eye contact by you and your staff with your patients can add a lot more to their satisfaction. Give it a try and judge the response yourself.

Free Download to help your patients understand their financial responsibilities

Are you tired of explaining to your patients why they get bills for medical services, even though they have insurance? On the 4path.com web site, under "White Papers", there is a single page white paper that you can download and print on your letter head. This short, easy to read paper provides a brief explanation to patients why they may have financial responsibilities for the medical services that they receive. This explanation covers co-pays, co-insurance and deductibles in easy to understand language. Providing this resource in your office waiting room, or as a "stuffer" with your billing forms may help reduce or eliminate those "difficult" conversations with your patients about payments.



4path is moving ...to serve You better

Over the next few issues of this newsletter we will keep you informed of the progress of our move. Follow our changes on Twitter: @4pathLab

We are EXCITED!

Last month we put a little teaser in the newsletter that there was something exciting brewing. At that time, it had not been finalized yet, but since then, the ink has dried on the lease.

Yes, 4path is moving!

This is the second move that 4path has undertaken over the years, initially moving from an off-shoot of a hospital based practice, to a free-standing physician owned pathology practice. Since that independent move six years ago, we have grown adding both professional, technical and clerical staff, as well as having expanded our scope of services, which necessitated expanding our foot print.

With this newest move, we are able to consolidate our services in to a more efficient space, providing us with room to grow and further expand the scope of services that we can provide, both to our clinical colleagues, as well as research colleagues. We all look for-

ward to this move, set to be completed by April 2015. Watch for even more information (and maybe even some photos) in the March issue and follow us on Twitter at @4pathLab!

Great Looking Web Sites...for FREE

In this day and age, you need to have a web presence. That is through a web site. I have discussed this previously in this newsletter, describing how the new tools that are available are easy and inexpensive.

Having a professional looking web site for your practice is great to provide information on the scope of services you provide, contact information, hours of operation and even "emergency" information for items such as storm closures of your office.

Recently I ran across another source for producing really superb professional looking web sites...for the extraordinary price of ...FREE! Yes-sir-ree... FREE.

I learned of this web site provider: www.wix.com and decided to take it for a test drive myself before I would recommend it to the readers of this newsletter. And the verdict is in. It's a KEEPER.

If you want a quick preview of what you can do with Wix, go to sruby3.wix.com/4path. Although this example site is only a few pages, that may be all you need for a basic web site for your practice. And consider this: My site on Wix only took about 20 minutes to generate...from my initial sign up. Yes, some of the information was copied from the 4path.com site, but the result is pretty spectacular!

Now you have NO reason to not have a web site for your practice. It's professional, easy and FREE! Do it today!

Follow us on Twitter

Follow 4path on Twitter at @4pathLab. We will be posting changes, updates and pictures of the new lab space as it's built out. Follow us!



Drink Up! It's good for you

Have another Latte! It seems to be pretty good for you...

It seems like everything we enjoy is bad for us. And coffee may be one of the most common "vices" that productive people have. That jolt of caffeine helps us get a boost on our day and increase our productivity. But we also know that too much of a good thing can be bad for you.

But here is some good news! Coffee drinkers...enjoy away. A recent study at the National Cancer Institute found that people who drank more than 4 cups of caffeinated coffee

per day were found to have a 20% LESS chance of developing malignant melanoma than non-drinkers. And it's useful to know that decaf didn't give the same protective effect. Other benefits from drinking coffee have included improved eyesight, lower risk of liver disease, less likelihood to have type 2 diabetes, Parkinson's disease and dementia. Studies are not conclusive that this is a cause and effect. But there does appear to be an association with coffee drinking.

You might be also interested to know that people who drink 1-3 cups per day were less likely to be hospitalized for heart arrhythmia and there is a lower

risk for stroke.

On the bad side, coffee can make your heartburn worse and the calories can add up... but not from the coffee (only 7 calories per 6 oz black coffee). A teaspoon of sugar will add 23 calories, half and half twice that at 46 calories. And non-dairy creamer will add 48 calories. And because coffee is a mild diuretic, it's likely you will make more trips to the bathroom.

So go ahead and drink up with less guilt. But remember...too much of a good thing...can give you the shakes and irritability. So drink modestly.

This Month's Q&A Technology Tips

Q: I spend a lot of time at the computer. Can this hurt me?

A: Although spending time at the computer is a requirement of many jobs, you should be aware that you have to practice safe computing. Repetitive stress injuries such as carpal tunnel, eye strain, headaches, neck strain and back problems can all occur from prolonged use.

To help prevent these types of problems, you should follow some simple practices including:

- Taking regular breaks
- Sitting "Face Forward" and not turning your head and twisting your neck
- Learn and practice good posture
 - Have the largest and best quality monitor that you can afford
 - Learn "Yoga" exercises and stretches for your neck, shoulders and back
 - Use computer dictation for high volume typing

There are many more great resources on-line that can help you learn additional ergonomic practices and exercises to help you prevent serious and long lasting injury... most of which are preventable.



Congratulations Denise Evans!

Denise Evans (Pronger Smith Medical Care Laboratory) has done what few of us have done...completed a marathon. All 26.2 miles of it. On her own power...with just the help of a good pair of running shoes. But it gets even BETTER. Denise didn't do this just once. Nope. In January 2015 Denise just completed her 17 year quest of doing this in EVERY STATE. That's 50 marathons! (1310 Miles total, not counting training). It all started with the Chicago Marathon back in 1997. Denise is part of a very elite group of runners that have achieved this. Everyone at 4path congratulates Denise on this truly unique...and difficult...achievement!

4path, Pathology Services

4path Pathology Services is an independent, physician owned pathology laboratory dedicated to helping our clients be more successful. We provide pathology services for GI, GU, GYN, podiatry, dermatology, ENT, surgery and endoscopy centers and all types of physician and 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? Something special to announce? If so, let us know about it! Send an e-mail to Dr. Ruby at SRuby@4path.com.



Beyond the Diagnosis