

Quick Look Inside!

- **How to keep cost DOWN for your patient's nail analysis.**
Why do some labs do so many special stains? Are they really necessary? Find out how 4path's reflex program keeps your patient's costs down.
- **Is it time for a quick "spruce up" for your office environment?**
Can a quick spruce up in your office make a positive change? What impact can this have on your patients, staff and referrals?
- **October 16-18, 2014 Indiana and Illinois Podiatric Meetings.**
4path will be participating in the Fall Illinois and Indiana Podiatric meetings
The INDIANA meeting is on October 16-19 at the Hyatt Regency in Indianapolis
The ILLINOIS meeting is on October 16-18 at the Marriott Lincolnshire Resort
Come by and visit us at our booths!
- **Are there back to school opportunities for your practice?**
With changes that are occurring in medicine, medical practices should look at new and novel ways of generating business. Could "back to school" be one?

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

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Is it time for a summertime overhaul in your office?

Often we don't see our surroundings through the eyes of our patients. Have a trusted friend or family member walk through your office to look at it with a fresh set of eyes. Then listen to their impression. One way of being sure that they are being honest with you is to expect them to give you a list of at least 5 things that you should change in your office to improve the appearance. See more inside!

Fall Indiana and Illinois Podiatric Meetings

Going to fall meetings? Be sure to visit the 4path booths at the fall Indiana Podiatric Medical Association meeting October 16-19 at the Indianapolis Hyatt Regency and the Illinois Podiatric Medical Association meeting at the Lincolnshire Resort, October 16-18. We look forward to seeing you there!



This issue

- Promotional Opportunities for your practice **P.1**
- Your Social Security statement **P.2**
- AARGH! Computer viruses! **P.3**

4path, Dedicated to Your Success

Welcome to the first edition of the newsletter from 4path laboratory services, August 2014. We hope you find it both informative and useful with actionable items.

Opportunities for your practice

In today's healthcare environment, it's important that healthcare providers work together to help each other be more successful.

Part of that cooperation is in the communication of small bits of information that can be implemented in your practice...to help you be a little more successful each month. And when you share your "secrets" with others, it's a valuable gift that you have given to others. It's our intention to help disseminate those tidbits to our clients, and hopefully those who will be clients in the future. As a Great-Lakes region provider of pathology services, it's our goal to help the practices in this wonderful region of the country - so we can all prosper and support our local economies.

In this fall issue, the end of the summer and the beginning of the new school year, it's a good time to look at new opportunities for your medical practices.

The most obvious is providing preventative services to students going back to school, or away to college. Various preventative services that you might offer to your patients - or perhaps through your local school system can include:

- School physicals
- Selection of proper fitting sport shoes and orthotics
- Weight loss programs
- Acne reduction / prevention
- HPV vaccination and prevention
- Physical therapy/injury prevention
- Vitamin and health promotion items
- Other health and preventative services

Using these and other focused promotions can help increase the numbers of patients coming through your practice...and potentially increase the cash based business that you can capitalize on.

Have a Great and Successful Fall Season!



“Life Hacks” Simple things that help you

Have you checked your Social Security statement lately?

Checking your social security statement on a regular basis is good practice to make sure all of your information is accurate and up to date. It provides useful information such as your earnings history as well as estimates of various benefits that you have earned. It's quick and easy to get it at: www.socialsecurity.gov/myaccount/ There you will create an account where you can sign in to see your current statement. Do it this weekend!

What does recreation mean to you?

The word recreation is filled with many different meanings to us. For some it's a game of golf. For others a swim in a pool. Yet others might find rock climbing a form of recreation. So...let's dissect the word.

Re-Creation.

When we participate in recreation we are giving our minds and bodies the opportunity to re-create ourselves. It's a time for renewal. Be sure you take enough time to re-create by recreation.



Your patient's office experience can impact your practice's success ...or failure.

The patient experience is about the total office environment and how it impacts all of their five senses...not just their pocketbook.

What can an office update do for your practice?

Years go by and everything in the office starts to get worn out. Yes, worn out. But it can happen so slowly that you never notice it. But don't think that your patients don't ...or your office staff.

Go through your office and walk around...through the entrance. The waiting room. The hallways. Into your treatment rooms. Look at them with fresh eyes...the eyes of your patients.

What do you see? Is it a warm inviting updated environment? Or old, worn out and drab?

If it's the latter, it's time for an update. Time to invest a little bit on fresh paint, perhaps new furniture and some decorations.

Why? Because of the returns that it will give you on your investment.

A run down office environ-

ment can reduce the efficiency of your staff. Sprucing up your office creates an environment that is conducive to increased productivity and improved morale. Staff can feel proud of where they work. You will feel better too...although you may not admit so before you do that remodeling.

Perhaps the greatest payback will be from your patients. They respond to a nice environment. There is a positive vibe that a nice environment gives to patients. While there is no guarantee that it will increase collections...you never know...it might!

Your patients are also more likely to refer your practice to others patients when you have a warm, inviting environment and a friendly staff.

Doing little things...like a small cooler with bottles of water or mints might cost a few bucks over the course of a year... but the return you can get from even one patient being referred will pay for it over and over.

Isn't it time YOU looked at your office...through the eyes of your patients?

Vacation updates...

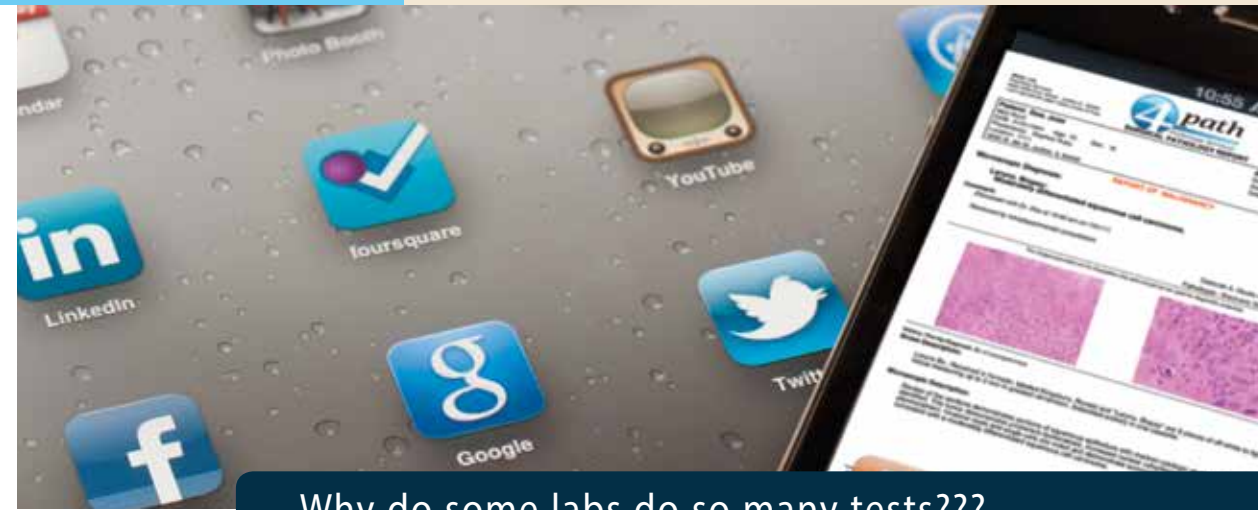
Well it's August, and it's time to look back at the summer and remember what good vacations we had.

Dr. Stephen Ruby (Medical Director) had a wonderful time in Canada, north of Toronto in August, spending a great week at a cottage.

Kathy (Lab & Account Coordinator) spent time in Aruba with her grandchild where they frolicked in the Caribbean sun.

Dr. Deborah Giusto (pathologist) had a couple of fishing getaways, always looking for that great catch...or the story about the one that got away.

Send us a note about YOUR summer vacation trip!



Why do some labs do so many tests???

What's the motivation for increased testing?

Physicians are facing financial stresses and challenge in their practices in this new health care environment. Laboratories are in the same situation.

Doing more than is necessary, for additional revenue, is not in the best interest of the patient..and you may be an unwitting enabler of that practice when you order a battery of tests for what is advertised as “higher sensitivity” or “specificity”.

No, I am not suggesting that you are knowingly ordering

unnecessary tests, but you may be doing it by being misled because of the design of lab requisitions.

So what's the solution to high bills that patients get?

There is no question that some special stains are necessary for the proper evaluation of nails for fungus. But in the vast majority of cases, it's limited to routine evaluation and a PAS stain for fungal identification. Other special stains, such as GMS or Fontana Masson are completely unnecessary in most cases for fungal analysis. If there is a suspicion for a pig-

mented lesion, then additional stains could be necessary.

Use of “reflex” testing is a diagnostically effective and financially responsible way to perform nail analysis for fungus. This helps prevent unnecessary high bills.

To read more about this important issue, visit the home page at www.4path.com. There you will find a link to download this important white paper which can help you save money for your patients. You can also call us at 1-877-884-7284.

This Month's Q&A Technology Tips

Q: With all of the viruses that are out there...how can I keep my office computer(s) safe?

A: Unfortunately computer viruses and all sorts of malicious attacks on computers are here to stay. You need to stay vigilant to stay safe. Prevention is the best practice. Here are a few tips that you should have in place. Remember...this is just a start of computer safety. It's not a complete list of preventative actions!



1. Have a policy to only allow work related activities on your practice computers.
2. Make sure you install a high quality anti-virus program on your computers...and keep it updated!
3. Use a “cleaner” program on your PC's, like Glary Utilities and SpyBot (Check with your I.T. specialist first).
4. Have an I.T. expert keep your systems in tip-top shape. This can be outsourced cost effectively.
5. Keep all programs up to date.
6. Keep regular backups of your computers, both on-site and off-site!

We want to hear from YOU.

What's happening at your office?

Is there something special that you have implemented at your office that helps your practice be more efficient or profitable? Why not share that with other clients of 4path, and help them be more successful in their offices.

Your contributions can both highlight your office's success AND learn about things you can do in your office from others' submissions.

In addition to showcasing areas of improvement, this is a great opportunity to get announcements published. Are you giving a lecture? Sponsoring a program? Giving a seminar? Or anything else? Share those special events here...with other clients of 4path.

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 IT LOCAL!
Contact us today for more information on how we can help YOUR practice.

1-877-884-7284

Value, Service, Commitment....



Beyond the Diagnosis