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Professional Development

Looking for business help with your practice? SCORE may be the answer. The Service Corps of Retired Executives (www.SCORE.org) is a federally funded non-profit organization that provides free business mentoring and low-cost training to small business owners.

Sneak peek of what's inside!

- **I didn't think it could happen in MY practice...**
Neither did many doctors who have been, and ARE being victims of embezzlement from their employees. Learn some simple ways to help prevent this crime.
- **Got Vitamin D? Most people don't**
There is more to Vitamin D than just healthy bones. More and more health issues...and preventative issues are being linked to your Vitamin D level.
- **Do your patients understand "deductible"?**
With the new ACA, more patients think that just because they have insurance that they don't have any financial responsibility for their care. Learn more here...
- **Are you optimally diagnosing URI's and infectious diarrhea?**
Cold, flu and diarrhea season is starting. 4path laboratory can help rapidly diagnose 20 common URI pathogens and 22 GI pathogens using state-of-the-art molecular diagnostics. Learn more at 877-884-7284 or www.4path.com

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

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ISSUE

03

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4path's MONTHLY
NEWSLETTER
WITH NEWS
YOU CAN USE

4path, Ltd.
Pathology Services

PathNews



this issue

- Help Prevent Embezzlement P.1
- Are you Vitamin D deficient? P.2
- Diagnose Montezuma's Revenge. P.3
- Free and Low Cost Business Help P.4

Halloween Fun

Is there an opportunity for your practice to participate in Halloween fun, while teaching healthy living tips to your little patients? Providing healthy treats in your office for trick-or-treaters with fun educational materials can help reinforce positive eating choices. And don't forget about the parents that chaperone the kids...provide them with something that they can share with their kids about healthy choices. Topics might include childhood obesity or diabetes. Oral hygiene and tooth care and stranger safety. Your involvement can make a difference for kids who may not otherwise receive that information at home.

Smile while on the phone...

Have you ever been on the phone and just KNOW that the person you were talking to didn't care or was annoyed? Well, chances are they weren't smiling when they were talking to you.

Try this little trick...smile and then TRY to sound angry or annoyed. You can't do it!

Now think about how you want your staff to sound to patients when they call. If your staff SMILES every time they are on the phone...you can be sure that the voice that your patients hear will be cheerful and inviting. That voice will be smiling to your patients!

4path, Dedicated to Your Success

Is your practice at financial risk from embezzlement?

Hopefully your answer to that question is no. However that may not be the case for many, many practices who will be victimized by this very common crime this year.

Most office-based fraud and embezzlement is preventable, and by doing simple preventative measures, the risk of this crime in your practice can be substantially reduced.

Although the vast majority of office staff personnel are highly ethical and honest, it only takes the right temptation and the right opportunity with the wrong employee for you to lose. And lose you will. Loss of revenue and income. Loss of trust. Loss of time associated with prosecution. Loss of your feeling of safety. And these simple measures can also help reduce the potential for a fundamentally good employee from being transformed into a felon and the impact on their lives.

Yes, prevention can help in so many ways for your practice and your employees.

Understanding the issues associated with the risks of embezzlement in your practice and some easy ways of reducing the temptation for an employee to go to "the dark side" or reducing the chances of a professional victimizing your practice may be easier, and less expensive than you think.

4path educational series has a 14 page white paper, "Reducing office staff fraud" available for immediate download. It's a must read for every physician who manages the financial aspects of their practices. In just a few minutes of reading, you will have actionable items that you can easily and immediately implement in your practice.

Why wait? Why risk the risk?
Download this white paper today at:

www.4path.com under the "information portal tab"

Here's to YOUR financial success!



Principles for Practice Success

Do your patients understand deductibles?

Health insurance is confusing for everybody...and patients often don't understand deductible. Even with insurance, if a patient has not exceeded the deductible, they are financially responsible for the bills from all providers.

Patients need to understand that such rules are the result of the insurance plan that they have, and are not a policy of the provider. If doctors and labs can't pay their bills because patients don't pay the deductible their insurance plan requires, then the doctors can't continue to take care of patients.

Questions and complaints about their deductible amounts are an issue for the patient and the insurance company, not with you (their doctor) or the lab. A simple explanation that you can copy onto your letterhead...for your patient waiting area...is available under "Information portal-white papers" at www.4path.com.

Do you use Fed Ex? Are you due refunds?

Fed Ex has a refund program that allow you a full refund if they don't meet the deadlines for that specific delivery. But you need to monitor those deliveries and then file for the refund. 71lbs.com is a site that will monitor your account and file the appropriate paperwork for your refund. Cost? 1/2 of the refund. Find out more at www.71lbs.com



Vitamin D levels are low in 60% or more of the US Population

And you might be one of them. Did you know that low levels are associated with multiple diseases, including cancer?

Vitamin D is not a fad

Back when I was in medical school, we thought that you would get enough vitamin D from the sun and drinking fortified milk. Well, we were wrong.

And we were wrong about a couple other misconceptions about Vitamin D. It's not just a vitamin that impacts your skeletal system...it does a whole lot more.

Studies on Vitamin D have shown that it has an important impact on a wide variety of health related items, and linked to a number of non skeletal diseases, including neurologic diseases, cardio-metabolic problems, autoimmune diseases and also... some forms of cancer.

Yes, that little vitamin that seemed so innocent, has turned out to be a significant factor in our physiology... more than we gave it credit for.

More and more information is coming out about "desirable" levels of 25(OH) D. When "RDA" (recommended daily allowances) were developed, it was only focusing on the prevention of visible disease. In this case - rickets. But as medicine has progressed, we have found that often the "RDA" is only sufficient for preventing obvious disease, but not high enough to be OPTIMAL for your health. With reports being published that recommend >30 ng/mL of 25(OH)D as optimal for the reduction of overall mortality, it's estimated that as many as 66% of US citizens are below this level.

The Institute of Medicine (IOM) states that levels below 20 ng/mL are "too low for safety" and suggest that everyone work to achieve a level of 30 ng/mL or higher. Typically this requires simple supplementation with a vita-

min D product. A dose of 1000 IU Vitamin D has been described as "safe for most adults" by both the IOM and the Endocrine Society. Get YOUR vitamin D checked soon...and maybe start supplementation to "get in the healthy zone". More info is available at www.4path.com under "useful links".

Got...Water??

Are you drinking...enough water? The Institute of Medicine recommends that (average size) men drink about 13 cups (3 liter) of total beverage daily, and women about 9 cups (2.2 liter). Increase that with exercise, hot weather when you sweat, cold dry climates where you lose water through breathing. Drink more fluids if you are ill, during pregnancy or when breast-feeding. Check with your doctor to make sure you stay hydrated properly!



Interested in saving money for your practice?

How to squeeze money out of common transactions.

All practices are essentially small businesses. And businesses buy many different products that they need to keep running. Things like paper for printers and copiers. Toner cartridges. Pens. Cups. Cleaning supplies. Paper towels. But as a medical practice you also order other items. Medications. Injectables. Bandages. Casting materials. Even durable equipment. You name it...you need it. But have you ever thought about how you buy those

items? Is there a better or cheaper way of doing it?

And the answer is yes.

There are direct and indirect ways of saving money and getting money back on your purchases. Medical suppliers are more than happy to serve you with everything that you need, but often at a premium. Discount suppliers, such as Costco, Sam's Club and other retailers have many products that you might not expect, and at prices much lower than the medical suppliers. Moreover, they often include shipping and handling, fast delivery and generous and easy return policies.

And another bonus is that they typically take credit cards for the transactions, allowing you the added benefit of miles and other credit card rewards and benefits.

Last, don't forget about "buyer club" web sites like ebates.com, fatwallet.com and extrabux.com where you can save even more, when you layer these together.

The amount you save could be much more significant than you think. Learn more on the web at: <http://wp.me/p2VIqd-bI>
Use Capital "I" in the URL

This Month's Q&A Technology Tips

Q: What is "cloud" storage? Is it any good?

A: We have all heard about clouds... in computer speak, that refers to services that are hosted on the Internet...not on your computer. This can be various services such as programs or places to keep your data.

One great service that you can sign up for free is Dropbox. Dropbox.com is a storage service that, when installed, looks like another "drive"



on your computer. Although you do have the files on your computer, they are synchronized on the Dropbox servers on the Internet. This keeps a safe copy of those files available - especially if your computer is lost, stolen or damaged. In addition, by having that "cloud" based disc on multiple computers, you can keep those files accessible and synchronized across all of those computers. Sign up here for this free service. You even get more free storage space by sharing with others. Here is my link: <https://db.tt/Mgg7wj8>

Value, Service, Commitment....

Beyond the Diagnosis

Traveling to a foreign country soon?

Don't leave without this phone app.

When you are in a foreign country, all of the signs around you are...in a foreign language! How often did you wish that you could read the signs, either for safety reasons, or just because you are curious? Well now you can, quickly and easily. Using the app "Word Lens Translator" you can point your phone at a sign and instantly see a translation in your own language. Yes, it's amazing, and essential for travelers. This app is available on both Apple and Android operating systems. Google "word lens" to get the download. Happy Travels!

Montezuma's Revenge

Do you have a patient (or yourself) returning from a vacation with "Traveler's Diarrhea"? Using 4path's GI-22 molecular assay, you can detect 22 of the most common GI pathogens, including Salmonella, Shigella, toxic E.Coli, parasites, Norovirus and other pathogens, all off of a 3 mL sample of stool. Know what you are treating! For more info call 877-884-7284.

October 18

Don't forget. "Sweetest Day" is always celebrated on the third Saturday of October, this year October 18. This holiday started in 1922 in Cleveland, Ohio by Herbert Birch Kingston, who wanted to bring happiness into the lives of orphans, shut-ins and other forgotten people.