

# BCE HEALTHCARE ADVISORS

## EMAIL MARKETING CAMPAIGN

### EMAIL #2 – DOCTORS MAKE ALL THE DIFFERENCE

11/21/2012



HAT TRICK  
ASSOCIATES

Mark:

Attached is the copy for second email in the drip marketing campaign, focused on the Physicians Educating Physicians. Thank you!

Jim

Dear <PERSONALIZED>,

We would like to **Thank You** once again for your recent download of our free report on **The Top Seven Reasons Clinical Documentation Is More Important Now Than Ever**. We hope it provides you with more detailed information that you can use on the critical importance of clinical documentation!

In the era of RAC audits, ICD-10 and value-based purchasing, it's easy for many people to see the need for better clinical documentation in the healthcare setting. Our CliniNotes™ system aligns incentives between physicians and hospitals. It enhances medical record quality while mitigating vague documentation, tracks results via customized reporting, improves DRG payment, increases RAC and other contractor compliance, as well as ICD-10 compliance, and supports the appeals process if necessary. The Program ensures revenue recognition and reduces liability exposure while improving risk management and public reporting scores.

**But what else truly makes CliniNotes™ different from other clinical documentation programs?**

#### **Physicians Educating Physicians**

We have built our Program around the concept that the physicians are our primary clients. As such

At BCE Healthcare, we have built the CliniNotes™ Program around the central theme that the physicians are our primary clients. As such, we also believe the concept of physicians educating physicians is the best approach to maximize the potential benefits to your of a clinical documentation program.

This is a departure from the standard model of business practices in the clinical documentation industry, where the basic structure is based on nurse to physician education.

This peer-to-peer coaching and mentoring gives your Doctors a level of understanding and comfort that our competitors cannot match.

Most competitors rely on a nurse-to-physician training philosophy that we feel leaves something to be desired.

physician-to-physician training, our CDI team approach and our comprehensive educational series that teaches Doctors how to improve office documentation to increase the timeliness and accuracy of records, enabling higher levels of patient care and revenues for services rendered.

We offer a wide range of CME-approved lectures on clinical documentation issues for your medical staff. These lectures teach your physicians how to improve office documentation and related coding issues to increase the timeliness and accuracy of reimbursement.

Each CME lecture is 45-60 minutes long and individualized according to the audience, presented you physicians and CDE team members at your request. Topics include:

### **Documentation Education Series**

- Hot Topics in Documentation
- Time-Based E/M CPT Coding
- Inpatient CPT Coding
- Medical Decision-Making: Driving the CPT Code
- Psychiatric PPS
- Mastering Outpatient Documentation
- Physician Documentation: Critical to RAC Compliance
- ICD-10: Impact on Clinical Documentation

### **Office Management Series**

- Dealing with the Difficult Person
- The Physician-Patient Relationship
- The Medical Office as a System: Team Approach
- Physician Office Compliance Plans
- Mastering Accounts Receivable
- Telephone Consulting: What is Your Time Worth?
- Home on Time
- Taming the Telephone
- Becoming the Specialist of Choice
- Mastering Physician Reimbursement
- Patient Safety in Ambulatory Care
- Blocking and Tackling Medical Errors
- The Medical Home
- Growing Practice Income
- Developing Physician Office HR Policies
- HIPAA: What it Means to You

### **Mastering Specialist Documentation Series**

- Mastering Cardiology Documentation
- Mastering Cardiac Surgery Documentation
- Mastering ER Documentation

Mastering Hospitalist Documentation  
Mastering Neurology Documentation  
Mastering Orthopedic Documentation  
Mastering Surgical Documentation  
Mastering Urgent Care Documentation

**To learn more, please contact BCE Healthcare Advisors today at EMAIL ADDRESS or by calling PHONE.**

We would be happy to discuss with you in more detail the CliniNotes™ Program and our philosophy and approach to physician and administration education, and to set up a free analysis of your current documentation process and how it should/must be improved to meet future standards.

Thank You!

<NAME, TITLE>

BCE Healthcare Advisors

*(Always better to come from an individual than the organization)*

Also, to ensure delivery of our emails, please add [something@youcompany.com](mailto:something@youcompany.com) to your address book.