

BCE HEALTHCARE ADVISORS

EMAIL MARKETING CAMPAIGN

EMAIL #3 – WHY CLINICAL DOCUMENTATION?

12/5/2012



HAT TRICK
ASSOCIATES

Dear <PERSONALIZED>,

You recently downloaded our free report on **The Top Seven Reasons Clinical Documentation Is More Important Now Than Ever**. If you're currently considering a clinical documentation program (CDP), we hope this information is of value to you in the decision-making process.

What are you accomplishing by implementing a new CDP?

A new documentation system at its core achieves one primary goal: keeping track of all the information that comes in through your door. At a base level, it's no more complicated than that! And in a world of contractor compliance, the enforcement of ICD-10 and value-based purchasing, it's not difficult to see your need for enhanced medical record quality if you are a bit behind the curve.

For example, the Recovery Audit Contractor (RAC) program created by Medicare was designed to ensure that they receive the proper amount of money from contractors like you. And the threat of a RAC audit and possible financial penalties that can result can throw any (unprepared) organization into utter chaos.

The GOOD news?

As the person responsible for the financial well-being of your organization and RAC audit management, you CAN do something proactively to be prepared. Imagine going into an audit as stress-free as possible, knowing your clinical documentation program has you covered. And no more worries from your staff about making errors or cutting corners to ensure a clean audit, allowing them to focus on patient care instead.

Overcoming hurdles in you organization

Some of your Doctors have been practicing medicine for many years, and we understand the resistance to change that some might exhibit to even a very beneficial "new way" of doing things.

That's where our physician-to-physician mentoring approach of our CliniNotes™ Program, compared to the nurse-to-physician model of others, really shines. Dealing with other Doctors that have similar

experiences and backgrounds to themselves helps insure the maximum level of compliance by your physicians,

A new CDP not only prepares you for an audit, but also:

- Reduces potential opportunities for mistakes and limits your liability exposure.
- Increases the reputation of quality care for your organization. This is incredibly important in an age of public reporting scores and online reviews/recommendations of your services!
- Tracks results via customized reporting.
- Supports the appeals process if necessary.

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

Call us and we can walk you through the MANY benefits of clinical documentation solutions in a 100%, COMPLETELY zero-pressure environment. We'll give you all your options regardless of what you decide, and of course we would be happy to discuss with you the CliniNotes™ program and how our philosophy and approach to physician and administration education differs from our competition.

We'll even analyze your current documentation process and how prepared you are right now for an audit for free. Call or contact us today if you're ready to explore your options.

<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 to your address book.