



PRACTICEFORCES
Writing Success For Physicians!

Dear Sir/ Madam

Thank you for showing your interest in our services.

Enclosed is a brief information packet about our services.

I am enclosing the details of our Billing software which is available to you free of cost as a part of our services.

I can show a short, on-line 30 minute demonstration of our software. If you would like to schedule a demo or have any questions, please feel free to call or email me.

Thank you for your time and I'm looking forward to hearing from you soon.

Sincerely,

Kunal Jain

CEO

Practiceforces

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Practice Management & Billing Overview	3
Company Background	5
Why Choose PracticeForces Software and Services.....	6
True web based free software.....	7
Seamless Transition within 2 Weeks.....	8-10
Hardware, Software, Internet & Technical Requirement.....	11
PracticeForces Claim Inspector™	12
Our Basic Pricing Model	13-14
What To Ask When Selecting New billing services.....	15

Practice Management & Billing Services Overview

As a doctor and practice owner you try and accomplish two goals every day. First, you work hard to ensure you offer the highest quality medical services. Next, you do your best to make sure the practice, as a business, runs as smoothly and profitably as possible. You went to school for the first goal. If you're like most doctors, for the second goal, it's a constant battle to find the good people and vendors who won't also eat away all your profits. That's why there's PracticeForces. We can virtually eliminate the need for your backend staff or allow you to focus them on other tasks like [marketing](#). No other company offers so much for so little.

- Greatly reduce your manpower costs which, in turn, reduce the cost of business operations by up to 40%

- A seasoned team of qualified and certified experts dedicated to your business.

- Onsite support whenever, wherever and however you need it.

- Fewer in-house employees allow for tremendous tax savings and smaller benefits costs.

- Fees are based upon results not the size.

- One-stop solution for flawless practice management.

- 80% of insurance payments are collected and remotely deposited in your bank account within 2 weeks of receipt!

- 12 to 14 hours turnaround time with 98.5% accuracy of your dictations!

- Unprecedented transition speed from of your outdated software to PracticeForces cutting-edge, easy to use software. It takes 7 days or less, including training and data conversion!

- Real-time live accounting and payroll support onsite!

- Guaranteed computer support within one hour with Microsoft technologies!

- The industry's fastest deployment of quality EMR and/or EHR products!

- 30% lower cost than our competition!

You may have heard that experts recommend moving to Web-based medical office software for lower cost, better reliability, and increased profitability. Web-based medical office software means that the entire solution is accessed and operated over the Internet. The reason experts predict this evolution to the Internet is because it is a much better value. An individual user is able to get better service, a higher quality product at a lower cost than if the person was to "go it" alone.

The idea of a web-based solution could be compared to the dish or cable TV industry to put this technology into perspective. It would be cost prohibitive for every home to pay for a satellite in space and all the necessary equipment. To watch TV we don't have to individually pay for all the production costs of developing a television program or major broadcast event. Most of us don't care about the technology and what it takes to get the signal into our home. We just want to be able to sit down and know that it works. But in addition to that, someone else takes care of the details of getting and supporting the signal into your home. Because many homes come together to pay for the service and infrastructure, the cost becomes reasonable when shared with other subscribers. The practice management and billing Internet model is based on this concept.

When It Comes To Your Profits,

Are you left sitting in the waiting room?

Is your overhead less than 30% excluding your Physicians salary?

Is your staff making you run from pillar to post for finding a chart?

Do you have the transparent billing report from your in-house staff?

Are you paying your taxes on time?

Is your practice under compliance?

How many times your staff has been training on upcoming Medicare guidelines?

Is your staff guided by an expert office manager?

Can you afford an expensive office manager to manage the practice?

The answer is yes with our shining practice program where we can take care of your entire business side without any interruption and absolutely no headaches for you.

Our system was designed from the ground up by medical office professionals with years of on-the-job experience, rather than programmers who know everything about computers but nothing about running a medical or billing office. That means we understand that each office is different. So we've paid special attention to flexibility in workflow that lets your system work naturally and intuitively—just the way you want it to. That means you're in control—total control.

Imagine how profitable and stress-free your practice would be if you had hundreds of people working tirelessly on every detail of your business. Except for delivering actual medical services, every facet of your practice could be taken care of by an expert in that particular area, leaving you free to do what you do best. From medical billing and EMR implementation to accounting and patient communications and so much more, your entire practice can finally run with flawless efficiency and effectiveness.

Even more exciting, all that support comes at a cost that's far less than what you're paying right now.

Of course, anyone can offer services. What makes PracticeForces so special is how those services are offered. PracticeForces is unique in that we continually maintain the world's most cutting-edge technology yet still embrace the old fashioned principles of hard work, great service and never making a promise we can't keep.

No wonder PracticeForces has grown so fast with a list enthusiastic clients that increase by leaps and bounds each day. We haven't accomplished this through million dollar marketing campaigns. We've done it all through word of mouth and a 99% success rate. PracticeForces is the company physicians and medical practice managers recommend to their best friends and colleagues.

Company Background

Practiceforces Story

As a practice manager, you know just how demanding doctors can be. Of course, they want the best services that allow the practice to run like a finely tuned machine. Yet, they also want to make sure overhead is extremely low. And, oh yeah, there's no margin for error. It's a lot of pressure to come through. Thankfully, there's PracticeForces.

With PracticeForces, we can do all the work that gives you those restless nights and headache-filled days. We work quickly and accurately. And, of course, since it will be the next question they ask, you can proudly tell any doctor, PracticeForces is also very affordable.

What's even better, instead of wrestling with paperwork all day, you can focus on more important office needs. Here's proof PracticeForces offers so much for so little.

Yes, We Can Help. Now What Do You Need?

When we say full-service, we mean full-service. PracticeForces has been built from the ground up to focus on and around YOUR NEEDS. All the services we offer are delivered with the highest quality to make your life easier. Below are the many ways we can help you.

For practices that want to make an immediate jump into a new era of productivity and profitability, we proudly introduce our **Shining Practice Program** that offers all our services in a turnkey fashion at a tremendous volume discount.

[Revenue Cycle Management](#)

Our exclusive approach to RCM addresses every detail of this complex arena. Experience counts and our proven performance allow your practice to navigate past the hurdles of RCM with ease.

[Coding](#)

Practiceforces team of highly trained coders will enhance the accuracy of claims while ensuring compliance to insurance and regulatory standards.

[Charge Entry](#)

We provide 24-hour turnaround for large and small accounts across multiple specialties.

[Payment Posting](#)

We analyze and post payments into the Hospital Information Management System or practice management system.

[EOB Follow-Up & Denial Analysis](#)

Our experienced representatives analyze explanations of benefits and claims. Then they take the actions needed to recover the amount due.

[A/R Payer and Self-Pay Follow-Up](#)

That ever-growing A/R account can kill cash flow and in turn kill opportunity for growth. PracticeForces can greatly reduce the number of days you have to wait for payment, improve your collections ratio and make sure every process is followed up on along the way.

Why Choose PracticeForces Software and Services?

"We are extremely pleased with your services. You have done everything possible to restart our medical business. We are glad to have you as our business consultants and billing services. We will continue to recommend your solutions to other doctors as we have done in the past."

*Leonard Dunn MD, Respiratory
specialist, Clearwater, FL
Practiceforces client since 2005 Jan.*

- Increase your Revenue guaranteed
- No Billing headaches and administrative hassles.
- No In house employees and benefits to deal with
- Coding and billing compliance certified.
- Check you practice performance from anywhere - if you have an Internet connection, you can use it
- Access the most feature-rich application in the industry
- Staff will love it - flexible and easy-to-use, it's the #1 web-based system around
- Save money – Free as a part of your % based on the practice size and volume. (no big software license or upgrade fees)
- Great service - we offer unlimited toll-free support to all clients, and we answer fast

Not only is the technology friendly, but so are our people. We offer **unlimited toll-free support** to all our clients, and we take pride in serving you with experienced trainers, technicians, and consultants who have worked in your field and can help you with a level of expertise you'll appreciate.

PracticeForces is a privately held company with headquarters located in Tampa bay, Palm Harbor City, Florida. (Our services was previously sold under the name Medical B & T services) The company's primary owners are Kunal Jain, and JAWAHAR Taunk MD.

Kunal Jain is an MBA and accomplished Healthcare professional who has spent more than 10 years in managing all aspect of Healthcare practice management.

Dr J Taunk is an accomplished Gastroenterologist and practicing physician and investor in the company.

Everyone at PracticeForces is committed to delivering the very best web-based software and support to physician practices and billing offices everywhere. If you'd like more information, please contact us any time.

MGMA
Corporate
Affiliate

Microsoft
CERTIFIED
Partner

True Web based free software!

Web-based Applications

PracticeForces allows physician offices to access their management software without the prohibitive costs associated with traditional server-based applications. Overall costs for management, maintenance and hardware requirements — not to mention all the associated headaches — are significantly lower with a Web-based solution like PracticeForces. What's more, All of Practiceforces' services, including software fees, training, and unlimited support, are included in the economical setup and monthly subscription. That means a much lower up-front investment, just for starters.



Not the "Citrix" model...

Some vendors claim to offer the benefits of ASP (application service providers), but they're really just wrapping up a traditional application and renting it to you through a clunky interface — using the software in ways it was never intended. You'll still need a server in your office, and it will still be a pain to use, and you *can't* really use it from anywhere. A true Web-native application like PracticeForces was designed from the ground up to run securely and effortlessly over the Internet, taking full advantage of the Web to maximize your savings and time efficiency.

Web-based vs. Legacy Software

Following is a comparison of major items relating to both legacy software systems (commonly called the "client/server" model) and Practiceforces' Web-based system (a Web ASP model). You'll see how the savings, both in money and business efficiency, add up in a hurry.

Legacy Systems (client/server)

Server Hardware

Costly servers, storage, and backup systems. Server systems are complex, requiring high-density, redundant data storage, regular backups, and significant maintenance. And, they should be housed in an environmentally controlled room under lock and key. Yet, these servers — with critical practice data — often end up under a desk or in a closet, with little or no protection and control.

Installation & Setup

Significant time and expense. Significant technical resources are required to install and configure server-based networks, typically involving several days of service, travel costs, and office interruption. Additionally, the cost to maintain those servers, networks, and any other special computers add to the ongoing expense.

PracticeForces (Web ASP)

Nothing. Zilch. Nada. Your office's data is stored on state-of-the-art servers with security that meets or exceeds HIPAA requirements. In addition, all servers are locked, firewalled; environment-controlled, and continuously backed up to maximize security, longevity, and performance. All you need is a PC and Internet access!

Speedy deployment with no installation required.

All you need is a Web browser and your PracticeForces username and password to get started. And with our easy Guided Setup and some convenient Web training, you'll be able to set up your account in short order — no technical consultants or onsite visits required!

Time required to be “Up and running”

Weeks and/or months. A typical system takes 1-3 months to setup, install, and configure — all before you can even start training. Add to that disruptive onsite training, and you’re looking at a lengthy time commitment before you can begin to realize any improvements a new system may bring.

As quickly as a week! We’ll give you your login, along with your own working database and master files, in just a few days. That means you can start training whenever you’re ready!

Software Upgrades

Cost, hassles and headaches! Once you pay the additional fees to purchase the upgrade, you’ll need to schedule your consultant to come onsite and upgrade every machine. Add to that the cost of downtime and office disruption; you have a huge, costly headache. Besides, when was the last time you had a software upgrade go smoothly?

Simple, easy, while you sleep! PracticeForces installs upgrades remotely overnight, while you sleep comfortably in your bed. When you arrive in the morning, you just login and you’ve got the newest features ready to go! You’ll wonder why you didn’t think of this sooner...

Timeliness of Upgrades

When it suits the software company. With traditional software, it’s costly to print and distribute upgrades on CD. As a result, minor bug nuisances are put off until the next major release. Even smaller maintenance releases require downtime and installation on each machine.

As customers dictate, and as often as necessary! Because we’re Web-based, PracticeForces can deploy minor bug fixes to our software almost as soon as we find them, sometimes by the next day! And, as usual, you don’t have to do anything.

Security

A scary proposition. With all the HIPAA-regulated data on your premises, you’re responsible for all the security and privacy measures to protect both physical access and network access to that data. Unless you enjoy being a network technician in your spare time, it’s a daunting task.

100% HIPAA compliant! PracticeForces completely manages security of your data, and provides excellent privacy features as well to help you be 100% HIPAA compliant — all the time.

Data backup and storage

Expensive, time consuming, and risky business! In-office backup systems are a daily chore. This requires a separate backup tape for each day and usually consumes up to an hour to complete. To ensure a quality backup, all staff must exit the system during the backup, incurring downtime. Then, you must take that backup off-site. Plus, studies show that up to 40% of office backups are bad – they don’t even restore your data, and they are never verified.

Hassle Free! PracticeForces removes the entire backup hassle from you. We backup your data continuously throughout the day, and then restore the backup **twice** to ensure its integrity. Plus we automatically keep secure updates in an out-of-state location for disaster recovery.

What’s more, it’s still your data. You can download a complete copy any time to make your own backup!

Remote access

Complicated and costly. Requires several elements of complex technology installed in your practice. Thanks to HIPAA, you will also need to implement a security scheme that will protect your patient data during remote access. And you may need a VPN or other special network solution. Plus, you can expect significantly reduced performance when accessing remotely. Bottom line? High cost, high hassle.

Anytime, anywhere! Because PracticeForces is 100% Web-based, you can access your system from any PC with Internet access—home, hospital, or hotel room. Just login with your password and you'll have the same snappy, real-time, HIPAA-compliant access as in your office. No limits!

Multiple office support

Pricy, complex, and inefficient. Multiple office support comes at a very high price with server-based software. Besides secured, dedicated data lines, expensive networking and costly management, you'll face the ongoing headache of synching up data from various locations. The cost of redundant data entry alone is enormous.

Built right in! PracticeForces gives you multiple office support automatically. Each location can share the same real-time data securely over a standard, inexpensive Internet connection. No special lines, no merging, no duplicates. And we offer a suite of special Central Billing tools to make managing multiple offices a breeze!

Is your software vendor sticking it to you for special "HIPAA upgrade" costs? PracticeForces lets our clients take advantage of all HIPAA-mandated transactions, and provides headache-free outsourced data privacy and security to give you complete peace of mind for your practice management system. Our solution incorporates HIPAA transactions seamlessly into a practice's workflow. And, more importantly, HIPAA compliance is an integral part of our leading-edge practice management system - no special charges for HIPAA upgrades. You get the HIPAA upgrades as soon as they become available at no additional cost – all part of the monthly subscription service.

Our HIPAA Relationships

Medical providers are, of course, designated as "Covered Entities" under the regulations. Those covered entities are responsible to ensure that their agents and business partners meet certain obligations with respect to privacy and security. These parties are designated as "Business Associates", and the provider generally will have a "Business Associate Agreement" with those parties to ensure those obligations are met. A practice management software company like PracticeForces is typically a Business Associate of our clients. As such, we consider ourselves to have four primary responsibilities:

1. Ensure that we thoroughly understand HIPAA regulations and relationships.
2. Provide software and services that help you comply with your HIPAA obligations (and meet our Business Associate obligations to you).
3. Assist our clients in entering into standard Business Associate agreements with us
4. Ensure that our agents and business partners use systems and processes that are consistent with the Business Associate obligations we have to our clients.

PracticeForces has a standard Business Associate agreement available for all clients. In addition, the remainder of this page outlines in more detail how PracticeForces has prepared to help you meet all of the requisite privacy and security obligations, so you can focus on providing medical care.

Using the PracticeForces Practice software from PracticeForces is easy; all it requires is a standard PC and high speed Internet access. That's it –nothing else is required.

For best results, PracticeForces posts the following PC and Internet requirements, which you should consider in establishing access for your office, home, and other locations. As with all software and hardware, these requirements will change as technology advances. Please refer to the PracticeForces web site for a list of current system requirements.

PC Requirements

- All workstations must meet the following minimum specifications:
 - Pentium III class or better
 - 128 MB RAM or higher
 - 800 x 600 screen resolution or better
 - Windows 2000 or newer operating system
- Internet Explorer 6.0 or above with 128-bit encryption is required for each workstation
- Internet Explorer must be configured to (1) allow the PracticeForces web site as a trusted site, and (2) accept/use ActiveX controls.
- Licensed copy of Word 2002 (XP) or higher for each workstation printing HCFA claim forms
- High-speed Internet data connection to the PC (see below)

Internet Access Requirements

PCs will need access to the Internet either directly or through a local area network. Most business broadband accounts can service these needs inexpensively; typical connection types include DSL, Cable, Wireless, or fractional T1 lines.

[Get a jumpstart on your new system!](#)

PracticeForces Conversion Services can help your office make a smooth transition to your new PracticeForces system. We can take data from virtually any system and import your key patient and appointment data so it's available right from the start.

[What data can PracticeForces convert?](#)

PracticeForces can import the following data types into your new PracticeForces database:

- Patient & Responsible Party Demographics
- Appointments (including Recall Visits)
- Referring Providers
- Fee Schedules
- Patient Notes (supports multiple note types)

The following data types are not imported into PracticeForces for the reasons indicated:

- **Insurance:** PracticeForces provides every office with a new Master Insurance Carrier file that is nationally updated annually and is directly linked to all PracticeForces claims-related services. Because of those links to the master carrier file and claims services, we do not import old insurance records which are unlinked to the master database.
- **Financial data:** While it may sound like a good idea, experience says that importing financial data across systems usually results in data problems, inaccurate balances, and unplanned headaches. The easiest way to handle previous financials is to choose a switchover date and enter all new charges and payments in PracticeForces, while working down previous A/R in the outgoing system during a transition period.

Should I do an electronic conversion?

Many offices are comfortable with the quality of their current patient records, and will save time by importing them electronically, especially for offices with more than 1,000 patients. However, an import is only as good as the data itself. Some offices choose to manually enter patients on their new system to “clean out” their data and purge old or inaccurate records.

How does it work, and how much does it cost?

The data conversion process consists of the following three parts. You can review these options and determine how much you'd like PracticeForces to do for you.

3. Data Import

Once the data is formatted correctly, PracticeForces will import the data into your new PracticeForces web database, verify the import, test the data, and provide access for you to review and confirm the import. If you have performed the data manipulation yourself, all we need is a data DVD, CD, zip or other removable media to get started.

PracticeForces is committed to providing our clients with exceptional availability for our connected practice management system. We understand that you need to have your system available whenever and wherever you want or need to do business. And we know that meeting those needs is critical to our success as well.

All that means you can rest more easily with your security obligations. We've got it covered for you.

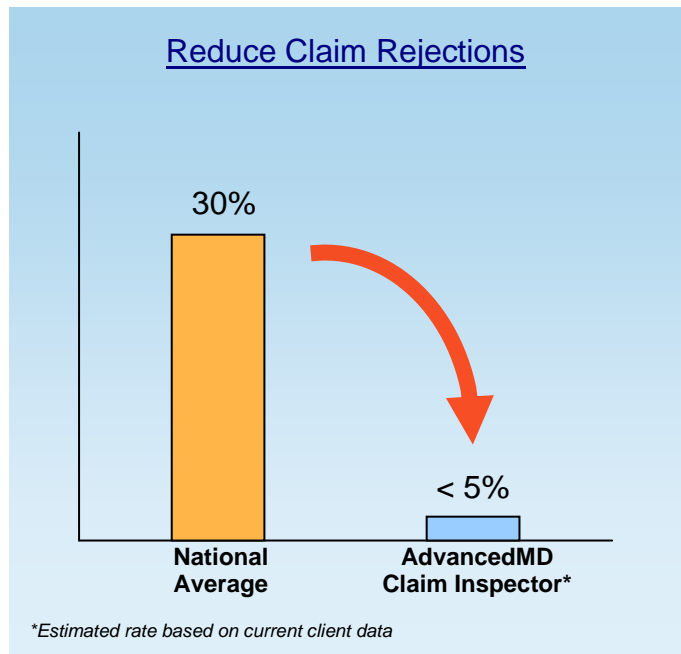
Claim Inspector

Dramatically reduce claim rejections!

Most claims services perform just enough entry-level edits to meet the minimum requirements for passing claims onto payers—resulting in a high number of denied claims. That costs you money not only in delayed reimbursement, but in staff time spent “working” denied claims.

But, if you error-check your claims prior to submission with PracticeForces Claim Inspector™ you can instantly reduce your rejections to under 5%.

Now you can pre-check your claims with PracticeForces Claim Inspector, one of the most powerful HIPAA-compliant claims editors on the market. Many so-called “claim scrubbers” perform general, national-level edits, including generic CCI edits and HIPAA validation. That helps, but doesn’t come close to the complete, payer-specific error checking you get with PracticeForces.



Most complete error-checking available

Practiceforces’ billing system automatically checks for initial claim elements and validation. Then charges can be automatically error-checked through the Claim Inspector editor, where you’ll see all the claims with potential rejection errors – and information that will help you correct them **before** they are submitted. Editing features include:

- **Procedure coding** to check for compliance with CCI policies, gender and age restrictions, and medical necessity using CPT/ICD9 crosswalk data.
- **Diagnosis coding** using valid primary diagnoses, proper levels of specificity, and the inclusion and ordering of any required accompanying diagnoses.
- **Date validation** to ensure dates are consistent and logical.
- **HIPAA validation**, including HIPAA-specific required elements and codes, situation fields, and more
- **Payer-specific** rules editing, including **LMRPs**, for all government and commercial payers!

Integrated editing saves time and keeps data intact

With other systems, using a claims editor means you fix your claims **after** they leave you’re billing system. You can still improve your claims, but it also means your billing system now has different information than the insurance company. You have to go back and **manually** duplicate your changes in the billing system. And that’s a big headache.

PracticeForces Claim Inspector lets you run edit-checks directly from our Charge Review screen **within the billing system**, and then see the results and work the corrections right in your PracticeForces billing system. Now you can send your claims as usual, and everyone has the latest information.

Pricing based on Results not on efforts!

PracticeForces Services is priced in two components. The first component is a onetime non recurring charge that covers the cost of setup and implementation. This fee is due at signing and can be paid either by direct debit from a checking account or with a credit card. Currently we accept Visa and MasterCard and American. The second component of the pricing is the monthly subscription fee.

One Time Setup and Implementation Costs: \$1500

One time setup and implementation includes:

- Setup training to include:
 - Facility Setup
 - Account Type Master List Defined
 - Custom Patient Statement Messages
 - Group and Provider Setup (allows the practice to track multiple locations and mid-levels)
 - Group Information Setup
 - Provider Information Setup
 - Provider and Group ID Setup for Carriers that require PIN numbers
 - Setup of the Appointment Scheduler
 - Column and Page Setup
 - Appointment Types
 - Block Times
 - Customization of Charge slips with Header
 - Entry of Fee Schedules (Chargeable and Allowable)
 - Referring Provider Setup (Specific to state)
- Eclaims Registration and Carrier Agreements for Electronic Submission (first 60 days)
- Collections module setup
- eStatements module setup
- Implementation training to include:
 - Basics of PracticeForces Software
 - Demographics
 - Appointment Scheduling

Pricing based on Results not on efforts!

Monthly Service Fee: % Based on your monthly revenue collections not on the charges!

Monthly fee includes:

- Revenue Cycle Management: Full medical Billing support and Service
- Patient Demographic and Charge Entry
- Coding and charge review: We provide 24-hour turnaround for large and small accounts across multiple specialties.
- Insurance and patient Payment Posting
- EOB Follow-Up & Denial Analysis
- A/R Payer and Self-Pay Follow-Up
- Access to our award winning software for an unlimited number of users, computers & locations "anytime, anywhere" (24/7 and always up-to-date)
- Unlimited toll free telephone and email support to PracticeForces Customer Support (Support hours are 6:00am to 6:00pm MST. Emergency after hours support is available 24/7 and may include an additional fee.)
- EStatements module electronically sends patient statements to us where we print, stuff, stamp and mail them for you (52 cents per statement. EStatements printing fees are billed separately).
- Document Service stores scanned documents, insurance cards, images, etc. on Practiceforces' server for access over the Internet from any location.
- All PracticeForces software upgrades, enhancements and new releases provided and installed at no additional charge
- All backups performed automatically. Transactional backups hourly, system backups nightly.
- Annual updates to master CPT4/ICD9 online code sets and National Insurance Carrier list
- HIPPA-compliant transactions and system security
- Data stored in Hardened, Tier 1 network center
- Guaranteed uptime availability (99.5% or better). This year we had 100% uptime!
- 24/7 availability to export complete data files for personal backup

"We are extremely pleased with your services. You have done everything possible to restart our medical business. We are glad to have you as our business consultants and billing services. We will continue to recommend your solutions to other doctors as we have done in the past."

Leonard Dunn MD, Respiratory specialist, Clearwater, FL

Pricing based on Results not on efforts!

What should you ask while shopping for a billing company?

- What are the AR Benchmarks company follow?
- Check 2 or 3 existing references. Talk to the staff that is actually using the service?
- Check the previous reports for different specialties?
- See online demo of the software and services?
- Ask as many questions you have and see how the billing company addresses your biggest challenge?
- Who is responsible for keeping my server operating software up to date?
- What hardware will I need to own, operate, and maintain in my office?
- Who will perform backups of my data?
- What will I need to properly secure my data?
- Can I access my data from other locations?
- Do I have additional expense for all of my staff to access the system simultaneously?
- How many customers are using the system I am considering?
- Are electronic claims included in the pricing or do I have to pay an additional fee?
- Is the electronic claims pricing based upon an unlimited program or a per claim program?
- How long does it take to be live on the system once I make my decision?

For more information about us please feel free to contact

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