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## Satinsky Consulting, LLC

### Medical Practice Management Consulting

#### **Company Background**

Founded and led by Margie Satinsky, a healthcare professional with 35 years of management experience in community and academic healthcare settings around the country, Satinsky Consulting provides customized strategic and operational assistance to medical practices. Our track record of healthcare innovation and collaboration with physicians and other caregivers, combined with a strong network of expert consulting resources, ensures that our clients receive thorough problem diagnosis and sound advice.

#### **Mission**

Satinsky Consulting is committed to helping medical practices achieve balance. Strong financial management, compliance with legal and regulatory requirements, efficient operations, supportive information technology, and high quality patient care contribute to each practice's long-term viability. We believe in ongoing measurement of success and continuous improvement in each of these areas to provide optimal medical practice management.

#### **Vision and Values**

When relationships work well, problem solving works, too. With a reputation for sound judgment, fairness, and open and timely communication, Satinsky Consulting excels at building collaborative relationships with physicians and other caregivers, office staff, referral sources, hospitals and healthcare organizations, insurance companies, regulatory agencies, vendors, and other professionals.

#### **Medical Practice Management Consulting Services**

- Medical Practice Start-up and Expansion of Services and/or Locations
- Information Technology Planning and Implementation Consulting and Meeting Requirements for Meaningful Use
- Managed Care Rate Negotiations and Contract Review
- Revenue Cycle Management Consulting
- Strategic Planning
- Operational Analysis and Improvement
- Medical Practice Marketing
- Development of Website Content
- HIPAA Privacy and Security Rule Compliance and Training
- Human Resource Management in Medical Practice Settings
- Network of Expert Medical Practice Consulting Resources
- Speaking and Teaching on Medical Practice Management

**Call us today to learn how we can help your medical practice thrive.**

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## Medical Practice Management Consulting Services

### **Medical Practice Start-up and Expansion of Services and/or Locations**

Guidance for new practices and for existing practices that are expanding their locations and services

### **Information Technology Planning and Implementation Consulting and Meeting Requirements for Meaningful Use**

Selection and implementation of electronic health records (EHR), practice management systems, and patient portal

### **Managed Care Rate Negotiations and Contract Review**

Contract and rate negotiations, monitoring payments against negotiated rates, management of associated operational issues, and development of managed care strategy

### **Revenue Cycle Management Consulting**

Review of current processes, staffing, and policies and procedures, assessment of outsourcing billing and collection, and recommendations for improvement

### **Strategic Planning**

Development of mission statement, measurable practice goals, implementation strategies, and budget

### **Operational Analysis and Improvement**

Work flow analysis, strategies for improvement, and development of policies and procedures

### **Medical Practice Marketing**

Development of strategic marketing plan, written materials, and staff training

### **Development of Website Content**

Customized description of your medical practice that highlights your unique features and differentiates you from your colleagues

### **HIPAA Privacy and Security Rule Compliance and Training**

For medical practices and software vendors, assessment of gaps between operations and regulatory requirements, sample policies and procedures, implementation strategies, and staff training

### **Human Resource Management in Medical Practice Settings**

Recruitment, employee orientation, training, disciplinary action, performance review systems, problem focused coaching, and assessment of outsourcing to professional employer organization (PEO)

### **Network of Expert Medical Practice Consulting Resources**

Collaboration with network of experienced professionals in accounting, banking, coding, graphic design, information technology, law, physician recruitment, space planning and interior design, and wealth management

### **Speaking and Teaching on Medical Practice Management**

Available for customized programs for small and large groups and for individual medical practices

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## A Track Record of Experience and Leadership

### Medical Practice Start-up and Expansion Consulting

All Kinds of Minds Institute, Chapel Hill, NC

- Led the development and implementation of a pediatric clinical component for this not-for-profit institute that serves children with learning difficulties
- Revised the structure, financing, and process for the program
- Turned a failing enterprise into a financially sound practice
- Managed research and development activities to create products, tools, and administrative systems to support the clinical practice
- Conceptualized a framework for expanding the pilot site into a national program
- Developed and implemented a performance review system adopted throughout the institute

Boyette Orthopedics & Sports Medicine, Greenville, NC, with these three bullets:

- Negotiated managed care contracts and developed operating instructions for start-up practice
- Provided HIPAA and other compliance material and training
- Developed website content and forms

Center for School Success, West Lebanon, NH

- Guided development of clinical program, budget, staffing, and marketing and communications for new pediatric-based center for children and adolescents with learning differences
- Coached Executive Director in management of not-for-profit agency

Fuquay Ophthalmology & Glaucoma, Fuquay-Varina, NC

- Developed marketing materials and identity package
- Negotiated managed care contracts and developed operating instructions for start-up practice
- Completed credentialing with managed care plans and government payors

Impact Orthopaedics, Raleigh, NC

- Negotiated managed care contracts and developed operating instructions for start-up practice
- Guided practice in selection of PMS, EHR, and information technology support vendor
- Assisted practice in hiring key staff members

Laing Dermatology & Skin Cancer Center, Knightdale, NC

- Negotiated managed care contracts and developed operating instructions for start-up practice
- Provided HIPAA and other compliance material and training
- Guided practice in selection of PMS, EHR, and information technology support vendor

North Carolina Dermatology Associates, Raleigh, NC

- Negotiated managed care contracts and developed operating instructions for start-up practice
- Guided practice in selection of PMS, EHR, and information technology support vendor
- Assisted practice in hiring key staff members

Performance Orthopaedic Surgery & Sports Medicine, Raleigh, NC

- Negotiated managed care contracts and developed operating instructions for start-up practice

Premiere Pediatrics of Harnett Health, Dunn, NC

- Negotiated managed care contracts and developed operating instructions for start-up practice
- Guided practice in selection of PMS, EHR, and information technology support vendor
- Developed content for marketing materials and website

Regional Medical Associates, Durham, NC

- Guided conversion of internal medicine practice to concierge medicine model

Robert L. Williamson III, DDS, Raleigh, NC

- Developed marketing strategy
- Introduced information technology support

Village Pediatrics of Chapel Hill, Chapel Hill, NC

- Negotiated managed care contracts and developed operating instructions for start-up practice
- Guided practice in selection of PMS, EHR, and information technology support vendor

Wake Forest Dermatology, Wake Forest, NC

- Negotiated managed care contracts and developed operating instructions for start-up practice
- Guided practice in selection of PMS, EHR, and information technology support vendor
- Assisted practice in hiring key staff members

### **Information Technology Planning and Implementation Consulting**

Avance Care, Morrisville, NC • Coats Medical Clinic, Coats, NC • Human Resource Consultants, Chapel Hill and Raleigh, NC • Impact Orthopaedics, Raleigh, NC • Laing Dermatology & Skin Cancer Center, Knightdale, NC • North Carolina Dermatology Associates, Raleigh, NC • Piedmont Occupational and Urgent Care, Reidsville, NC • Pinehurst Pain Clinic, Pinehurst, NC • Plum Spring Clinic, Chapel Hill, NC • Raleigh Children and Adolescents Medicine, Raleigh, NC • Ronald Patrick, MD, Cedartown, GA • Village Pediatrics of Chapel Hill, Chapel Hill, NC • Wake Forest Dermatology, Wake Forest, NC

- Managed selection and implementation of new information technology applications and IT vendor support

### **Managed Care Rate Negotiations and Contract Review for Community Physicians**

Audrey Echt, M.D., Raleigh, NC • Avance Care, Morrisville, NC • Boyette Orthopedics & Sports Medicine, Greenville, NC • Boylan Medical Associates, Raleigh, NC • Burlington Pediatric Associates, Burlington, NC • Burlington Urological Associates, Burlington, NC • Cabarrus ENT & Facial Plastic Surgery, Concord, NC • Carolina ENT, Raleigh, NC • Chapel Hill Internal Medicine, Chapel Hill, NC • Coats Medical Clinic, Coats, NC • Cornerstone Medical Center, Burlington, NC • Crissman Family Practice, Graham, NC • Eastern Carolina Pediatrics, Wilson, NC • ENT & Audiology Associates, Raleigh, NC • Impact Orthopaedics, Raleigh, NC • Independence Health, Durham, NC • Laing Dermatology & Skin Cancer Center, Knightdale, NC • Lucy Daniels Center for Early Childhood, Cary, NC • Moore Orthopedics & Sports Medicine, Morehead City, NC • North Carolina Dermatology Associates, Raleigh, NC • NorthEast Ear, Nose & Throat Center, Concord, NC • Orange Family Medical Group, Hillsborough, NC • Orthopaedic & Sports Medicine Associates, Raleigh, NC • Performance Orthopaedic Surgery & Sports Medicine, Raleigh, NC • Pinehurst Pain Clinic, Pinehurst, NC • Plum Spring Clinic, Chapel Hill, NC • Premiere Pediatrics of Harnett Health, Dunn, NC • Premier Women's Health Professionals, Henderson, NC • Raleigh Plastic Surgery Center, Raleigh, NC • Raleigh Surgical Group, Raleigh, NC • Regional Medical Associates, Durham, NC • Southeastern Orthopedics Sports Medicine and Shoulder Center, Raleigh, NC • Stepping Stones Pediatrics, Raleigh, NC • Sunrise Pediatric Associates, Raleigh, NC • Triangle Surgical Associates, Cary, NC • Village Pediatrics of Chapel Hill, Chapel Hill, NC • Virginia Lightner Family Dermatology, Wake Forest, NC • Wake Forest Dermatology, Wake Forest, NC • Wake Health Services, Inc., Raleigh, NC • Wake Urological Associates, Raleigh, NC • Watters Surgical Associates, Raleigh, NC

- Reviewed rates and contract language for managed care agreements
- Renegotiated agreements
- Developed practice-specific managed care strategies

#### ReXMeD PHO, Raleigh, NC

- Guided this physician hospital organization in establishing long-range direction and infrastructure to compete in a managed care environment
- Built a physician network of 400 primary care and specialist physicians
- Negotiated eight contracts with major managed care plans that increased provider revenue for all specialties
- Developed capability to contract directly with employers

#### Revenue Cycle Management Consulting

Cabarrus ENT & Facial Plastic Surgery, Concord, NC • Carolina ENT, Raleigh, NC • Carolina Urological Associates, Winston-Salem, NC • Eastern Carolina Pediatrics, Wilson, NC • Planned Parenthood Health System, Raleigh, NC • Raleigh Cardiology Associates, Raleigh, NC • Sunrise Pediatric Associates, Raleigh, NC • Total Family Care of Winston-Salem, Winston-Salem, NC

- Reviewed current revenue cycle management staffing, processes, and policies and procedures
- Made recommendations for change

#### Operational Analysis and Improvement

Carolina Ear, Nose, and Throat, Raleigh, NC

- Developed revenue cycle management plan
- Developed performance evaluation system

Eastern Medical Associates, Goldsboro, NC • Greensboro ObGyn, Greensboro, NC • Pediatric Neurology of North Carolina, Cary, NC • Pinehurst Pain Clinic, Pinehurst, NC • Planned Parenthood Health System, Raleigh, NC • Raleigh Cardiology Associates, Raleigh, NC • Raleigh Pulmonary & Allergy Consultants, Raleigh, NC • Sunrise Pediatric Associates, Raleigh, NC

- Reviewed practice structure and operations
- Developed strategies for operational improvement

North Carolina Physicians Health Program, Raleigh, NC

- Performed workflow analysis and made recommendations for improvement
- Provided guidance for human resource management

#### HIPAA Privacy and Security Rule Compliance and Training

AvanceCare, Morrisville, NC • Boyette Orthopedic & Sports Medicine, Greenville, NC • Boylan Medical Associates, Raleigh, NC • Coastal Physicians Alliance, Wilmington, NC • Coats Medical Clinic, Coats, NC • Durham Internal Medicine, Durham, NC • Impact Orthopaedics, Raleigh, NC • Laing Dermatology & Skin Cancer Center, Knightdale, NC • MED-EL Corporation, Winston-Salem, NC • Pediatric Neurology of North Carolina, Cary, NC • Relevance, Durham, NC • Sunrise Pediatric Associates, Raleigh, NC

- Developed curriculum and training for major regional Privacy Rule program
- Trained representatives of 40 medical practices throughout eastern North Carolina in Privacy Rule compliance
- Security Rule training and implementation
- Developed policies and procedures for Privacy and Security Rules

## Consulting in Community and Academic Healthcare Settings

- Arboretum Obstetrics & Gynecology, Charlotte, NC
- Audrey Echt, MD, Raleigh, NC
- Avance Care, Morrisville, NC
- Betsy Johnson Regional Hospital (Premiere Pediatrics of Harnett Health), Dunn, NC
- Boyette Orthopedics & Sports Medicine, Greenville, NC
- Boylan Medical Associates, Raleigh, NC
- Burlington Pediatric Associates, Burlington, NC
- Burlington Urological Associates, Burlington, NC
- Cabarrus ENT & Facial Plastic Surgery, Concord, NC
- Carlbrook School, Halifax, VA
- Carolina Ear, Nose, and Throat, Raleigh, NC
- Center for School Success, West Lebanon, NH
- Chapel Hill Internal Medicine, Chapel Hill, NC
- Coastal Physicians Alliance, Wilmington, NC
- Coats Medical Clinic, Coats, NC
- Cornerstone Medical Center, Burlington, NC
- Crissman Family Practice, Graham, NC
- Durham Internal Medicine Associates, Durham, NC
- Eastern Carolina Pediatrics, Wilson, NC
- Eastern Medical Associates, Goldsboro, NC
- ENT & Audiology Associates, Raleigh, NC
- Fuquay Ophthalmology & Glaucoma, Fuquay-Varina, NC
- Greensboro ObGyn, Greensboro, NC
- Human Resource Consultants, Chapel Hill and Raleigh, NC
- Impact Orthopaedics, Raleigh, NC
- Independence Health, Durham, NC
- Laing Dermatology & Skin Cancer Center, Knightdale, NC
- Lucy Daniels Center for Early Childhood, Cary, NC
- MED-EL Corporation, Winston-Salem, NC
- Moore Orthopedic & Sports Medicine, Morehead City, NC
- North Carolina Dermatology Associates, Raleigh, NC
- North Carolina Physicians Health Program, Raleigh, NC
- NorthEast Ear, Nose & Throat Center, Concord, NC
- Orthopaedic and Sports Medicine Associates, Raleigh, NC
- Pediatric Neurology of North Carolina, Cary, NC
- Performance Orthopaedic Surgery & Sports Medicine, Raleigh, NC
- Piedmont Occupational & Urgent Care, Reidsville, NC
- Pinehurst Pain Clinic, Pinehurst, NC
- Plum Spring Clinic, Chapel Hill, NC
- Premier Women's Health Professionals, Henderson, NC
- Raleigh Cardiology Associates, Raleigh, NC
- Raleigh Children and Adolescents Medicine, Raleigh, NC
- Raleigh Emergency Medicine Associates, Raleigh, NC
- Raleigh Plastic Surgery Center, Raleigh, NC
- Raleigh Pulmonary & Allergy Consultants, Raleigh, NC
- Raleigh Surgical Group, Raleigh, NC
- Regional Medical Associates, Durham, NC
- Relevance, Durham, NC
- Ronald Patrick, MD, Cedartown, GA
- Southeastern Orthopedics Sports Medicine and Shoulder Center, Raleigh, NC
- Stepping Stones Pediatrics, Raleigh, NC
- Sunrise Pediatric Associates, Raleigh, NC
- Total Family Care of Winston-Salem, Winston-Salem, NC
- Triangle Surgical Associates, Cary, NC
- Village Pediatrics of Chapel Hill, Chapel Hill, NC
- Wake County Medical Society, Raleigh, NC
- Wake Forest Dermatology, Wake Forest, NC
- Wake Health Services, Inc., Raleigh, NC
- Wake Urological Associates, Raleigh, NC
- Watters Surgical Associates, Raleigh, NC

## Margie Satinsky, President

Margie Satinsky is President of Satinsky Consulting, LLC, a medical practice consulting firm that provides services to healthcare providers throughout North Carolina. Her areas of expertise include information technology planning, strategic business planning, managed care rate negotiation and contract review, marketing, operations improvement, HIPAA Privacy and Security Rule training, and medical practice start-up. Margie was formerly the Managing Director of a Chapel Hill pediatric specialty practice, the President of the ReXMeD Physician Hospital Organization, and the Director of Managed Care Contracting and Operations for the Duke Health System. She has a BA in history from Brown University, an MA in political science from the University of Pennsylvania, an MBA from the Wharton School at the University of Pennsylvania, and advanced training in healthcare negotiation and conflict resolution from the Harvard School of Public Health.

Margie is the author of several books on healthcare, including her new *Handbook for Medical Practice Management in the 21st Century*. She is a frequent speaker for healthcare professionals, a regular writer for the North Carolina Medical Board, and a member of Medical Group Management Association (MGMA) and North Carolina Medical Managers.

### Special Medical Community Relationships

- Adjunct Faculty, University of North Carolina School of Public Health (developed and taught a course on physician practice management); Faculty Member, Duke Medical Center's Business of Medicine Program for residents
- Consultant, Buncombe County Medical Society, MAG Mutual Insurance Company, North Carolina Medical Society
- Member, North Carolina Medical Society Clinical Quality and Health Care Financing Committee
- Member, North Carolina Healthcare Information and Communications Alliance (NCHICA)
- Member, North Carolina Regional Extension Center Vendor Selection Committee

### Speaker

Association of Professors in Medicine; Buncombe County Medical Society; Carolina Healthcare Public Relations and Marketing Society; Cosmetic Boot Camp; Georgia Academy of Family Physicians; Georgia Medical Group Managers; Georgia State Medical Association; North Carolina Dermatology Association; Massachusetts Hospital Association; Moses Cone Health System; National Managed Healthcare Congress; New England Healthcare Assembly; North Carolina Association of CPAs; North Carolina Healthcare Information and Communications Alliance, Inc. (NCHICA); North Carolina Medical Society; North Carolina Pediatric Society; North Carolina Psychiatric Association; North Carolina Society of Otolaryngology & Head and Neck Surgery; North Carolina Urological Association; Physicians Alliance; Society for Healthcare Planning and Marketing Managed Care Forum; Triangle Healthcare Executives; Triangle Medical Managers; Wake County Medical Society; WakeMed; Winston-Salem Medical Managers

Robert Jones, MD  
Impact Orthopaedics  
Raleigh, NC

"Margie is a gem! She offered practical, sound, and reliable advice as I launched my new private practice. She approaches the consultation process as a partner who is vested in the success and outcome."

Deanna M. Boyette, MD  
Boyette Orthopedics & Sports  
Medicine, Greenville, NC

"Margie is extremely organized and will keep you on task to open your office on time. She connected me with fantastic creative people for my marketing materials and website design. Use her talents wisely and you won't regret it!"

Ronald Patrick, MD  
Cedartown, GA

"Margie's experience and knowledge made the difficult process of deciding upon and purchasing my EMR so much easier. I am also confident that her financial savvy saved me significant money during contractual negotiations."

## Publications

### Books

- *Medical Practice Management in the 21st Century: The Handbook* (2007)  
Marjorie A. Satinsky, MBA, with Randall T. Curnow, Jr., MD, MBA
- *The Foundations of Integrated Care: Facing the Challenges of Change* (1997)
- *An Executive Guide to Case Management Strategies* (1994)

Mark A. Crissman, MD  
Crissman Family Practice  
from "Not Your Usual Practice  
Management Manual," NC Medical  
Board Forum, No. 1, 2007

"What truly sets this book apart from other practice management books for physicians is that it does not stop with having developed a plan. It offers powerful practical and useful strategies for implementing a plan, even in established practices....Whether you are considering starting a new practice or are a part of a large, well-established practice, *Medical Practice Management in the 21st Century: The Handbook* is an essential tool that will help you practice the medicine for which we have been trained."

Dick Pedersen, Senior Vice  
President, Medfusion

"*Medical Practice Management in the 21st Century* has been an invaluable tool for the Medfusion sales force. I recommend it highly for people to sell to the medical practice community."

### Articles (partial list)

- "Developing a Web Site for Your Practice" (2010)
- "Electronic Health Records: Is now the time for your practice?" (2010)
- "Avoiding the pitfalls when starting your own medical practice" (2009)
- "Developing a website for your practice" (2009)
- "Selecting Electronic Health Records and Other Technology Solutions to Support Your Practice" (2009)
- "Suggestions for Selecting Information Technology to Support Your Practice" (2009)
- "Tackling Critical Human Resource Issues. Tips for recruiting, hiring and retaining great employees." (2009)
- "Medical Practice Excellence in the 21st Century: How to assess your practice before choosing the best information technology. Part 3 of a three-part series." (2008)
- "Medical Practice Excellence in the 21st Century: How to improve your financial skills in 5 key areas. Part 2 of a three-part series." (2008)
- "Medical Practice Excellence in the 21st Century: Reaching this goal in your practice. Part 1 of a three-part series." (2008)
- "Setting up shop: Building a new practice from the ground up" (2008)
- "Improving Your Practice Management Through Outsourcing: Part II—Information Technology, Human Resources, and Financial Planning" (2007)
- "Improving Your Practice Management Through Outsourcing: Part I—Managed Care Contracting and Billing and Collections" (2007)
- "Keeping 'em happy: Nine tips for encouraging employees" (2007)
- "Goin' fishin': 10 points to help you lure good employees" (2006)
- "Improving Health Care Quality in Your Practice" (2006)
- "Introduction to Financial Management" (2006)
- "Marketing Your Practice" (2006)
- "Physician Role in Practice Management" (2006)
- "Revenue Cycle Management" (2006)

## Community Organizations and Activities

Board, Dairy Pond Townhome Homeowners Association; Board, Freeman Center for Jewish Life, Duke University; Board, Girls' Club of Lynn; Board, Historic Salem, Inc.; Board, Poe Center for Health Education; Board and Executive Committee, Tufts Associated Health Plan; Board and Executive Committee, Volunteer Center of Durham; Boston by Foot Volunteer Guide; Docent, Nasher Museum of Art, Duke University; Yoga Teacher