
Satinsky Consulting, LLC

Medical Practice Management Consulting

Company Background

Founded and led by Margie Satinsky, a healthcare professional with 30 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, 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
- 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.

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

Assessment and selection of practice management systems, electronic health records, and information technology support

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

Assessment of gaps between medical practice operations and regulatory requirements, 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

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

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

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

Human Resource Consultants, Chapel Hill and Raleigh, NC • Impact Orthopaedics, Raleigh, NC • North Carolina Dermatology Associates, Raleigh, NC • Piedmont Occupational and Urgent Care, Reidsville, NC • Plum Spring Clinic, Chapel Hill, NC • Raleigh Children and Adolescents Medicine, Raleigh, NC • 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

Avance Care, Morrisville, 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 • 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 • Lucy Daniels Center for Early Childhood, Cary, NC • North Carolina Dermatology Associates, Raleigh, NC • Orange Family Medical Group, Hillsborough, NC • Orthopaedic & Sports Medicine Associates, Raleigh, NC • Performance Orthopaedic Surgery & Sports Medicine, Raleigh, 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 • 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

- Developed revenue cycle management plan
- Developed performance evaluation system

North Carolina Physicians Health Program, Raleigh, NC

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

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

HIPAA Privacy and Security Rule Compliance and Training

Boylan Medical Associates, Raleigh, NC • Coastal Physicians Alliance, Wilmington, NC • Durham Internal Medicine, Durham, NC • Impact Orthopaedics, Raleigh, NC • MED-EL Corporation, Winston-Salem, 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
- Avance Care, Morrisville, NC
- Betsy Johnson Regional Hospital (Premiere Pediatrics of Harnett Health), Dunn, NC
- Boylan Medical Associates, Raleigh, NC
- Burlington Pediatric Associates, Burlington, NC
- Burlington Urological Associates, Burlington, NC
- Cabarrus ENT & Facial Plastic Surgery, Concord, NC
- 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
- Cornerstone Medical Center, Burlington, NC

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- Crissman Family Practice, Graham, NC
 - Durham Internal Medicine Associates, Durham, NC
 - Eastern Carolina Pediatrics, Wilson, NC
 - ENT & Audiology Associates, Raleigh, NC
 - Fuquay Ophthalmology & Glaucoma, Fuquay-Varina, NC
 - Human Resource Consultants, Chapel Hill and Raleigh, NC
 - Impact Orthopaedics, Raleigh, NC
 - Independence Health, Durham, NC
 - Lucy Daniels Center for Early Childhood, Cary, NC
 - MED-EL Corporation, Winston-Salem, NC
 - North Carolina Dermatology Associates, Raleigh, NC
 - North Carolina Physicians Health Program, Raleigh, NC
 - Orthopaedic and Sports Medicine Associates, Raleigh, NC
 - Performance Orthopaedic Surgery & Sports Medicine, Raleigh, NC
 - Piedmont Occupational & Urgent Care, Reidsville, 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
 - 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, MAG Mutual Insurance Company
- Consultant, North Carolina Medical Society
- Member, North Carolina Medical Society Clinical Quality and Health Care Financing Committee
- Member, North Carolina Healthcare Information and Communications Alliance

Speaker

Association of Professors in Medicine; Carolina Healthcare Public Relations and Marketing Society; Cosmetic Boot Camp; Georgia Academy of Family Physicians; 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 Urological Association; Physicians Alliance; Society for Healthcare Planning and Marketing Managed Care Forum; Triangle Healthcare Executives; Triangle Medical Managers; Wake County Medical Society; WakeMed

Robert Jones,
Impact Orthopaedics, P.A.,
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."

Vikas Patel, MD,
North Carolina Dermatology
Associates, Raleigh, NC

"Satinsky Consulting was key in helping with the opening of our new practice. Her systematic approach in guiding us along the many steps involved in opening a practice made the process easier."

Jonathan Fowler, Practice Manager,
Village Pediatrics of Chapel Hill

"Without Satinsky Consulting, Village Pediatrics of Chapel Hill would not be open today. The tireless efforts of this consultant helped our start up to be smooth and efficient."

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)
- "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)
- "Developing and Implementing an Effective Recruitment Process" (2006)
- "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