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## Satinsky Consulting, LLC

### Medical Practice Management Consulting

#### **Company Background**

Founded in 2002 and led by Margie Satinsky, MBA, Satinsky Consulting, LLC provides strategic and operational assistance to medical practices in all specialties. Our track record of innovation and collaboration combined with a strong network of expert consulting resources ensures that our clients receive thorough problem diagnosis and sound advice.

#### **Our Approach**

Satinsky Consulting, LLC is committed to helping medical practices achieve excellence in multiple aspects of practice management. Our broad focus includes structure and management, financial strength, compliance with legal and regulatory requirements, disaster planning, operational efficiency, human resources, and information technology – all in the support of quality patient care.

Successful practice management depends on teamwork, both within a medical practice and between the practice and external professionals. With a reputation for sound judgment, fairness and open and timely communication, Satinsky Consulting excels at working effectively with physicians and other caregivers, administrative staff, insurers, regulatory agencies, and other healthcare professionals.

The teamwork concept applies to Satinsky Consulting as well as to our clients. Like physicians, we specialize. If we can't meet your needs, we refer you to trusted colleagues in our large network of professionals so you can work directly with them. Our business partners include attorneys, CPAs, graphic artists, web programmers, marketing experts, IT support, bankers, and real estate associates who can help you find office space.

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

- Medical Practice Start-up and Expansion of Services and/or Locations
- Managed Care Rate Negotiations and Contract Review
- Strategic Business Planning
- HIPAA Privacy and Security Rule Compliance and Training
- Disaster Planning
- Information Technology Planning and Implementation
- Revenue Cycle Management Consulting
- Operational Analysis and Improvement
- Website Content and Related Marketing
- Human Resource Management
- Speaking and Teaching on Medical Practice Management

**Contact 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**

(1) Guidance for new/existing practices that are starting out or expanding scope of services/locations; (2) establishment of concierge, direct pay, and integrative medicine practices and (3) connection with other healthcare professionals whose services complement ours

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

Development of managed care strategy including rate negotiations and contract review

### **Strategic Business Planning**

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

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

For medical practices and software vendors: (1) risk analysis to determine gaps between operations and regulatory requirements; (2) provision of sample policies and procedures (3) development of implementation strategies and (4) staff training

### **Disaster Planning**

Provision of disaster planning framework and specific steps

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

(1) Selection and implementation of electronic health records (EHR), practice management systems, and other software and (2) provision of recommendations to IT professionals

### **Revenue Cycle Management Consulting**

(1) Review of current processes/staffing/policies and procedures; (2) assessment of outsourcing billing and collections and (3) provision of recommendations for improvement

### **Operational Analysis and Improvement**

(1) Workflow analysis; (2) development of strategies for improvement and (3) provision of policies and procedures

### **Website Content and Related Marketing**

(1) Customized description of your medical practice that highlights unique features and differentiates you from your competitors and (2) provision of recommendations to other professionals with expertise in branding, website design, and social media

### **Human Resource Management**

(1) Recruitment assistance and (2) guidance in handling disciplinary action

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

Development of customized on-site or online programs for small and large groups and for individual medical practices

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## Company Leadership

### Our President

Margie Satinsky, MBA, has 45 years of management experience in community and academic medical settings throughout the country. After many years of initiating and running innovative projects on the provider side, she founded Satinsky Consulting, LLC. Under her leadership, the company has developed expertise in practice start-up for new practices, practice assessment and strategic business planning for existing practices, information technology planning and implementation, human resources management, managed care rate negotiation and contract review, operations improvement, disaster planning, and HIPAA Privacy and Security Rule compliance and training.

Prior to founding Satinsky Consulting, Margie was 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 has been an adjunct faculty member at the UNC School of Public Health, where she taught graduate level courses on healthcare consulting and medical practice management. She has also been a faculty member for Duke Medical Center's Business of Medicine Program for residents. As a sought-after expert on medical practice management, Margie has been a guest speaker for numerous professional organizations. She is the author of several books on healthcare, including *Handbook for Medical Practice in the 21st Century*. Her articles on practice management have appeared in the North Carolina Medical Board Forum newsletter, the *MAG Journal*, *Review of Ophthalmology*, *Skin and Aging*, *MGMA Connexion*, *MD News*, *Triangle Physician* and in other professional journals. Margie is a member of Medical Group Management Association (MGMA) and a former member of North Carolina Medical Group Managers, Triangle Medical Managers, and the North Carolina Health Information and Communications Alliance (NCHICA).

### Special Medical Community Relationships

- Consultant, Buncombe County Medical Society
- Consultant, MAG Mutual Insurance Company
- Consultant, North Carolina Medical Society
- Member, North Carolina Medical Society Clinical Quality and Healthcare Financing Committee
- Member, North Carolina Healthcare Information and Communications Alliance (NCHICA)
- Member, North Carolina Regional Extension Center Vendor Selection Committee

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## Company Leadership *(continued)*

### Teaching and Speaking

#### University Faculty

- Adjunct Faculty, University of North Carolina School of Public Health (courses on healthcare consulting and physician practice management)
- Faculty Member, Duke Medical Center's Business of Medicine Program for residents

#### Speaker

Online interviews to assist medical practices:

- Avoiding the Pitfalls When Starting a Dermatology Practice (October 2013)
- HIPAA Omnibus: Compliance Update (August 2013)
- HIPAA Omnibus: Tips for Clinics (April 2013)

### Past and Present Community Organizations and Activities

- Board, Freeman Center for Jewish Life, Duke University
- Board, Growing thru Grief, Durham/Chapel Hill, NC
- 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
- Co-Chair, Annual Fund Campaign, Financial Secretary, and Membership Committee, Beth El Synagogue, Durham, NC
- Instructor, OLLI at Duke
- Instructor, Zoom Opera Appreciation Classes
- President, Docent Board, Nasher Museum of Art, Duke University
- President and Board, Triangle Wagner Society, Durham, NC

### Client Testimonials

Rochelle Brandon, MD  
Brandon Gynecology Associates,  
Charlotte, NC

"Marjorie has an eye for details. She made sure the final product (from the web site to the employee handbook, to the practice policies) was consistent, professional, and reflected my practice philosophy."

Manish Patel, MBA, CEO and  
Co-Founder  
AvanceCare, Morrisville, NC

"For more than five years, we have trusted Margie Satinsky's consultation on strategic planning, credentialing, contract negotiation, policy and procedure documentation, and HIPAA compliance."

Patrick O'Connell, MD  
Sentinel Primary Care,  
Raleigh, NC

"Margie was indispensable in helping me open a new medical practice. Her professional relationships and her intimate knowledge of the many components of opening and running a medical office were key to the project's success. She is organized, efficient, and great to work with. I strongly recommend her services."

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## Experience

Experience counts, and we have it. Here's a complete list of clients for whom we have provided services.

- Advanced Spine & Joint, Raleigh, NC
- Albtuck Family Medical Care, Barco, NC
- Arboretum Obstetrics & Gynecology, Charlotte, NC
- Atlantic Internal Medicine, Supply, NC
- Audrey Echt, MD, Raleigh, NC
- Avance Care, Morrisville, NC
- Bain Dermatology, Raleigh, NC
- Betsy Johnson Regional Hospital (Premiere Pediatrics of Harnett Health), Dunn, NC
- Boyette Orthopedics & Sports Medicine, Greenville, NC
- Boylan Medical Associates, Raleigh, NC
- Brandon Gynecology Associates, Charlotte, NC
- Brown Medicine, Providence, RI
- Building Blocks Pediatrics, Morrisville, 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
- Carolina Foot & Ankle Specialists, Gastonia, NC
- Carolina GI Associates, Henderson, NC
- Carrboro Family Medicine, Carrboro, NC
- 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
- Dermatology, Ltd., Media, PA
- Durham Internal Medicine Associates, Durham, NC
- Eastern Carolina Pediatrics, Wilson, NC
- Eastern Medical Associates, Goldsboro, NC
- ENT & Audiology Associates, Raleigh, NC
- Family Medical Associates of Raleigh, Raleigh, NC
- Fuquay Ophthalmology & Glaucoma, Fuquay-Varina, NC
- Garrett S. Bressler, MD, Durham, NC
- Grassroutes Networking, Raleigh, NC
- Greensboro ObGyn, Greensboro, NC
- Hawthorne Ob-Gyn Associates, Winston-Salem, NC
- Headache Wellness Center, Greensboro, NC
- Huff Orthopaedics & Sports Medicine, Clinton, NC
- Human Resource Consultants, Chapel Hill and Raleigh, NC
- Impact Orthopaedics, Raleigh, NC
- Independence Health, Durham, NC
- Integrative Medical Clinic, Chapel Hill, NC
- Laing Dermatology & Skin Cancer Center, Knightdale, NC

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- Lexington Family Physicians, Lexington, NC
  - LifeCare Counseling & Coaching, Raleigh, NC
  - Lucy Daniels Center for Early Childhood, Cary, NC
  - McCrimmon Primary Care Plus, Morrisville, NC/Cary, NC
  - MED-EL Corporation, Winston-Salem, NC
  - Medical Mutual, Raleigh, NC
  - Michael Sharp, MD, PA, Chapel Hill, NC,
  - Moore Orthopedic & Sports Medicine, Morehead City, NC
  - Navigate Cancer Foundation, Apex, NC
  - North Carolina Center for Integrative Medicine, Raleigh, NC
  - North Carolina Dermatology Associates, Raleigh, NC
  - North Carolina Physicians Health Program, Raleigh, NC
  - NorthEast Ear, Nose & Throat Center, Concord, NC
  - Northwest Pediatrics, Greensboro, NC
  - Orthopaedic and Sports Medicine Associates, Raleigh, NC
  - Pain and Wellness Solutions of the Carolinas, Durham, NC
  - Parkway SleepHealth Centers, Cary, NC
  - Pediatric Neurology of North Carolina, Cary, NC
  - Performance Orthopaedic Surgery & Sports Medicine, Raleigh, NC
  - Physician Care Direct, Cary, NC
  - Piedmont Neurosurgery & Spine, PA, Salisbury, 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
  - Priority Medicine, Durham, NC
  - Raleigh Cardiology Associates, Raleigh, NC
  - Raleigh Children and Adolescents Medicine, Raleigh, NC
  - Raleigh Emergency Medicine Associates, Raleigh, NC
  - Raleigh Pathology Laboratory Associates, Raleigh, NC
  - Raleigh Plastic Surgery Center, Raleigh, NC
  - Raleigh Pulmonary & Allergy Consultants, Raleigh, NC
  - Raleigh Surgical Group, Raleigh, NC
  - ReGen Med and Biologics Center
  - Regional GI Associates, PA, Durham, NC
  - Relevance, Durham, NC
  - Rheumatic Disease Associates, Willow Grove, PA
  - Rheumatology & Osteoporosis Center of Memphis, Cordova, TN
  - Ronald Patrick, MD, Cedartown, GA
  - Scotland Regional Comprehensive Care, Laurinburg, NC
  - Seashore Imaging, Morehead City, NC
  - Seaside Pediatrics, Wilmington, NC
  - Sentinel Primary Care, Raleigh, NC
  - Skin Wellness Dermatology Associates, PA, Durham, NC

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- Southeastern Medical Oncology Center, Goldsboro, NC
  - Southeastern Orthopedics Sports Medicine and Shoulder Center, Raleigh, NC
  - Spine & Pain Associates, PLLC, Sanford, NC/ Raleigh, NC/Pittsboro, NC
  - Spine & Scoliosis Specialists, Greensboro, NC
  - Stepping Stones Pediatrics, Raleigh, NC
  - Sunrise Pediatric Associates, Raleigh, NC
  - Technikes, LLC, Charlotte, NC
  - The Allergy Center, Greenville, NC
  - The Integrative Medical Clinic of North Carolina, Chapel Hill, NC
  - The Lucy Daniels Center for Early Childhood, Raleigh, NC
  - Total Family Care of Winston-Salem, Winston-Salem, NC
  - TouchCare, Durham, NC
  - Triangle Forensic Neuropsychiatry, Raleigh, NC
  - Triangle Surgical Associates, Cary, NC
  - TSI, Chapel Hill, NC
  - University Medicine Foundation, Providence, RI
  - Vieta Dermatology, Pinehurst, NC
  - Village Pediatrics of Chapel Hill, Chapel Hill, NC
  - Wake County Medical Society, Raleigh, NC
  - Wake Ear, Nose and Throat Specialists, Cary, NC
  - Wake Forest Dermatology, Wake Forest, NC
  - Wake Health Services, Inc., Raleigh, NC
  - Wake Urological Associates, Raleigh, NC
  - Watters Surgical Associates, Raleigh, NC
  - Western Carolina Medical Society, Asheville, NC
  - Western Wake Surgical, Cary, NC
  - Women's Health Alliance, Raleigh, NC

## Publications

### Books and White Papers

- *Disaster Planning for Your Medical Practice* (2017)
- *Medical Practice Management in the 21st Century: The Handbook* (2007). Marjorie A. Satinsky, MBA, with Randall T. Curnow, Jr., MD, MBA. Available from Amazon or CRC Press. To order by phone, call 800-247-6553 ext.2402.
- *The Foundations of Integrated Care: Facing the Challenges of Change* (1997)
- *An Executive Guide to Case Management Strategies* (1994)

### Articles (*partial list*)

These are select recent articles; visit our website to see our complete article archive, arranged by topic. Newsletters are also accessible on the website.

- “Guidelines for Handling Involuntary Departures from Your Practice” (2017)\*
- “Dos and Don’ts for Handling Disciplinary Action” (2017)\*
- “Highlights of Proposed 2018 Changes to MACRA Quality Payment Program” (2017)\*
- “Tips for Avoiding Marketing Traps” (2017)\*
- “The Role of Practice Marketing” (2017)\*
- “Managing a Balanced Practice” (2017)\*
- “Antidiscrimination Within Your Practice-Part 3” (2017)\*
- “Antidiscrimination Within Your Practice-Part 2” (2017)\*
- “Antidiscrimination Within Your Practice-Part 1” (2017)\*
- “Patient Portals and HIPAA Compliance” (2016)\*
- “Check Your Practice Pulse Annually by Doing a Practice Assessment” (2016)\*
- “Eight Corporate Compliance Tips” (2016)\*
- “Tips for Successful EHR Implementation-Part 2” (2016)\*
- “Anticipating Problem Areas and Tips for Successful EHR Implementation-Part 1” (2016)\*
- “Perspectives on Concierge Medicine” (2016)\*
- “Is a Professional Practice Administrator Right for You?” (2016)\*
- “Effective Recruitment Process” (2015)\*
- “Physician Role in Practice Management” (2015)\*
- “Boost Marketing Initiatives” (2015)\*
- “The Art of Communication-Part 2” (2015)\*
- “The Art of Communication-Part 1” (2015)\*
- “Revisiting HIPAA Compliance” (2015)\*
- “On Your Own...Or Part of a Larger Healthcare System?” (2015)\*
- “Strategic Business Planning” (2015)\* also appeared in *Medical Economics*
- “Patient Satisfaction Survey” (2015)\*
- “Social Media” (2014)\*
- “Financial Management: Revenue Cycle Management” (2014)\*
- “Using Outsourcing Effectively” (2014)
- “Could Your Practice Benefit from a Change in Administrative Leadership?” (2014)\*
- “Avoiding the Pitfalls When Starting Your Own Dermatology Practice” (2013)

(\* These articles appeared in *The Triangle Physician*.)