
COURSE DESCRIPTION

Upper level student will survey the clinical practices of medicine, including osteopathy, dentistry, psychology, nursing, chiropractic, podiatry, naturopathy, and homeopathy to familiarize practitioners with the practices of these health care providers.

Instruction in case management for injured workers and socialized medicine patients, including a knowledge of workers compensation, labor codes & procedures and related qualified medical evaluations.

Instruction in coding procedures for current procedural codes, including CPT and ICD-10 diagnoses.

Additionally, students will learn to develop appropriate referral networks and discover the essentials of business in support of their post-graduate employment, including: instruction for establishing a private and/or group practice; working in an integrated setting; insurance billing and collection procedures; business written communications; medical-legal report writing; expert medical testimony; independent medical review; managed care practices.

LEARNING OBJECTIVES

Upon completion of this course, interns will be equipped to:

Maximize their time in the school clinic by knowledgeably communicating with patients and becoming skilled at patient retention

Think about how they will market themselves to their community, other medical professionals

Communicate with the public both on a one-to one basis, publically speak to a group, and create a presence online

Develop business skills to take into the world post-graduation to begin building their practice and their careers

COURSE PREREQUISITES

Successful Completion of the Pre-Clinical Written Exam

REQUIRED TEXTS

Class Notes and Handouts

Points for Profit: The Essential Guide to Practice Success for Acupuncturists, by Wolfe, Strand & Allen

RECOMMENDED TEXTS

Building Your Ideal Private Practice, A Guide for Therapists and Other Healing Professionals, by Lynn Grodzki, W.W. Norton and Co.

Being Successful, The McCain Method for a Successful Private Health Care Practice, by Sally Arent McCain, self-published

COURSE REQUIREMENTS

Out-of-Class Work

To successfully complete the program, students need to plan studying a minimum of 2 hours out-of-class for each academic in-class hour; and half an hour out-of-class for each hour of clinical training.

1. Goal statements in business, money, personal, social, family, fun and spiritual.

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2. A 5 to 10 minute presentation on Acupuncture, a treatable condition, simple and aimed at patients. Bring a copy for each student in class.

GRADING SCALE: 100-90% A, 89-80% B, 79-70% C, 69% and below F

SPECIAL NOTES

Professionalism and Full and Prompt Attendance: To pass any course (separate from academic performance) all students must meet requirements for professionalism in coursework. Professionalism includes full and prompt attendance: Students who miss more than 2 class meetings in a 10-week course will earn an F in that course. Additionally, students who arrive more than 15 minutes to class or leave class before it ends will be marked tardy. Two tardies equal one absence. NOTE: Students who leave and return to class late from a break or leave during the class (especially if this is repeated) or who disrupt the class in other ways may be referred to the Academic Dean for professionalism.

CLASS ONE (The syllabus is subject to change at the discretion of the instructor.)

OCTOBER 1

1. Patient-Practitioner Communication - Patient Rapport
 - a. What to say and how to say it (and how not to say it).
 - b. Self-care while in the clinic- body and mind
 - c. Practitioner-Other Health Care/Medical Providers Communication
 - d. The Acupuncture Practice - Integration with other Medical Fields/Practices

CLASS TWO

OCTOBER 8

GUEST SPEAKER PRESENTATION - Medical Records Keeping/Insurance

2. EHR vs Paper Files
 - a. Insurance Billing & Collection
 - b. Privacy of Records Keeping
 - c. Documentation: Keeping good clinic notes - why is this important?
 - d. Homework: For week 3, read Section 2, Chapter 11 in PFP

CLASS THREE

OCTOBER 15

3. Who is on your schedule? Maximizing your time with the patient by being PREPARED
 - a. How to get patients, checking the intern weekly schedule, knowing your patients and their complaints/history in advance. Doing advance research on conditions, researching ahead for the next visit.
 - b. Develop and communicate a treatment plan to the patients.
 - c. Frequency and duration, herbs, diet, exercise, meditation
 - d. Patient Retention: Why do they need to come back? What are we doing for them?
What to tell the patient.
 - e. How does our medicine work? Translating our medicine and our lingo into a language that the patient can understand
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CLASS FOUR
OCTOBER 22

4. **PROFESSIONAL DEVELOPMENT** - Practice Name & Securing a Name
 - a. LegalTypes of Practice Names & Entities
 - b. Business card strategy.
 - c. To whom should you give your cards? How should you distribute to get more clients?
 - d. It's a web-centered world. (2 weeks)
 - e. Creating a web presence - how will you market yourselves? Facebook, LinkedIn, your own webpage?
What will it look like? Content? Aesthetics? What are you selling? Who is your audience?
EXPECTATIONS - Are these methods really effective in bringing in patients?
 - f. Homework for week 5 and class time will involve looking at some of these options and sites.
 - g. For week 5, you will present ideas for your web page, business name, and information you want included on your website.
 - b. Homework for Week 5: Read Section 1 Ch 2&3 in PFP

CLASS FIVE
OCTOBER 29

5. **PROFESSIONAL DEVELOPMENT** Continue from Previous Week
 - a. Practice Development - Marketing Methods & Strategies
 - b. Goals and Vision Board.
 - c. What defines you and your practice? WHO ARE YOU?
 - d. Patient Building/Patient Retention
 - e. Website Ideas Presentations
 - f. What, Where, How, Who to contact for Business Name/DBA/Corporations

CLASS SIX
NOVEMBER 5

6. Marketing in the community
 - a. How do you market yourselves as unlicensed interns? Networking.
 - b. Establishing Pre and Post-graduate Referral Networks
 - c. MD's patient resources
 - c. Importance of "Speaking Western Medicine" with MD's
 - d. Business & Medical/Legal Reports Writing
 - e. Medical Testimony/Independent Medical Review

CLASS SEVEN
NOVEMBER 12

GUEST SPEAKER PRESENTATION - Insurance, Insurance Billing & Processing

7. Processing Insurance & Billing
 - a. Types of Provider Care
 - b. Proper Billing Procedures and Use of Billing Codes: CPT and ICD-10, ICD-11
 - c. Collection Procedures and Options
 - d. Managed Care
 - e. Workers Compensation
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CLASS EIGHT
NOVEMBER 19

8. Where is the Acupuncture Profession now? How do we play a role in Advancing the Profession?
 - a. Integrative Medicine
 - b. Hospital Settings
 - c. Private Practice vs. Group practice
 - c. Review of Insurance, Workers Compensation

CLASS NINE
NOVEMBER 26

8. PROFESSIONAL DEVELOPMENT - Community Education (2 weeks)
 - a. Lectures, community speeches, medical professionals. Who? Where? How?
 - b. Planning a presentation- how does acupuncture work, why do we need it, what is this medicine about, who are you, why are you different?
 - c. Homework for week 10: Write out a 5-minute speech that you could give to the local Lion's Club, community center, or health fair. Speech should be intended for lay persons, should include what acupuncture is, why it is useful, what it is used for, who needs it, and why they should go see you.

CLASS TEN
DECEMBER 3

PROFESSIONAL DEVELOPMENT - Presentations!

Present your 5-minute speech that you could give to the local Lion's Club, community center, or health fair. Speech should be intended for lay persons, should include what acupuncture is, why it is useful, what it is used for, who needs it, and why they should go see you.

REVIEW OF COURSE MATERIAL

CLASS ELEVEN

REFERENCE MATERIAL

FACULTY INFO

Allen, Marilyn
Please check with instructor during class to get updated contact info.
800.838.0383

Marilyn Allen teaches and lectures extensively on behalf of the TCM profession. She teaches Practice Management as well as Ethics and Jurisprudence to seniors in the MTOM Program. She is the current editor of Acupuncture Today.