

JANUARY 2009
EDITORIAL CALENDAR

FEATURES

Cover Story: BILLING (CME) — Bill Like a Lawyer: Attorneys bill for their time on the phone, handling paperwork, and other such tasks. Can you do this? *Should* you?

FINANCE (CME) — Recession? What Recession? Healthcare isn't as recession-proof as it used to be, and it certainly isn't immune to ever-increasing prices. Here's how to manage during difficult times.

TECHNOLOGY — Software Upgrading Issues: It's time again to get annual coding upgrades to your billing software — a big expense. What can you do to defray the cost without losing the upgrades?

COLUMNS

Physician Writer's Search — “My most memorable patient”

Your Money — Gathering the right financial planning team: What sort of professionals do you need to be part of your financial planning team?

Physician Beware — She's sweet and cute and oh-so charming. How could you have known she was robbing you blind?

The List — HIPAA myths/real rules

Administrator's Desk — When your physician is the problem: Difficult doc upsetting patients and staff? Here's help.

The Tech Doctor — Vendor Hardball: What do you do when your vendor just won't do something that you *must* have?

The Bigger Picture with Pamela Moore

Editor's Note with Bob Keaveney

Noteworthy — Stats, quotables, surveys, news, tips, entrepreneurship, & more!

Letters — Our readers respond

The Great Practice Makeover — Practices ask us to solve their ugliest management problems

Second Opinion — Individual readers fire back (Occasional column)

Idea Lab — Physicians and managers tell their practice management success stories

Newsworthy — Insights on the latest news affecting physicians

Trendspotter — Expert analysis and insight on tomorrow's trends that physicians need to know about today

Physicians Practice Pearls — Top excerpts from our popular weekly e-mail newsletter

Ask the Experts — Practice management Q&As

Coding — Answers to your toughest coding questions

Solved! — Our readers' toughest questions are no match for our experts.

As of 6/4/09. All articles subject to change. For an archive of articles, expert Q & As, tools, and more, visit www.physicianspractice.com. For more information, e-mail physicianspractice-info@cmpmedica.com.

FEBRUARY 2009
EDITORIAL CALENDAR

FEATURES

Cover Story: GETTING PAID — Our 7th Annual Fee Schedule Survey: Hard benchmark data on fees and allowables, reporting on average commercial payments and charges by group size, specialty, and state, as well as rural, urban, and suburban locations; interpretation of the data.

PROFESSIONALISM — Are Associations Worth Joining? Are professional associations, including the AMA, worth joining? What do they really do for you? And how can members ensure their voices are heard?

TECHNOLOGY — Tech-Driven Staff Changes: New technology is supposed to reduce your staffing needs. But how do you get staff on board with a change that may end up costing some of them their jobs?

HUMAN RESOURCES — Landing a New Recruit: Advice on recruiting in an era of physician shortages and a new generation of lifestyle-focused young doctors.

COLUMNS

Physician Writer's Search — “My most vivid memory of medical school”

Your Money — Wealth preservation: You're making a six-figure income, but you don't *feel* rich. Still, you seem to pay mountains in taxes and you have considerable savings that could be vulnerable to, say, a lawsuit. How can you (legally) protect your nest egg?

Physician Beware — Patient payment sob stories: Which ones are real, and what does it matter?

The List — Top tips for painlessly improving productivity

Administrator's Desk — How to build teamwork: Staff at each other's throats — or just not on the same page? Let's fix it.

The Tech Doctor — PHR and Doctors: What is the real story on so-called Personal Health Records? Are they being embraced by patients? How will they impact the care process?

The Bigger Picture with Pamela Moore

Editor's Note with Bob Keaveney

Noteworthy — Stats, quotables, surveys, news, tips, entrepreneurship, & more!

Letters — Our readers respond

The Great Practice Makeover — Practices ask us to solve their ugliest management problems

Second Opinion — Individual readers fire back (Occasional column)

Idea Lab — Stories of practice management victories from physicians and managers in their own words

Newsworthy — Insights on the latest news affecting physicians

Trendspotter — Expert analysis and insight on tomorrow's trends that physicians need to know about today

Physicians Practice Pearls — Top excerpts from our popular weekly e-mail newsletter

Ask the Experts — Practice management Q&As

Coding — Answers to your toughest coding questions

Solved! — Our readers' toughest questions are no match for our experts.

As of 6/4/09. All articles subject to change. For an archive of articles, expert Q & As, tools, and more, visit www.physicianspractice.com. For more information, e-mail physicianspractice-info@cmpmedica.com.

MARCH 2009
EDITORIAL CALENDAR

FEATURES

Cover Story: PATIENT RELATIONS (CME) — Doctor-Patient Confidentiality in the Modern World: In an effort to cut costs, payers, employers, and even the government are asking for more information about your patients than you may be comfortable supplying. What should you do?

HUMAN RESOURCES (CME) — Training New Staff Members: It's always a challenge to train new staff members when everyone's so busy. Here's how to do it right.

TECHNOLOGY — Virtual Office Visits: The day when patients will be able to see you without leaving their beds is coming. And more payers seem willing to reimburse for it.

COLUMNS

Physician Writer's Search — "I wish I'd handled *that* differently"

Your Money — Do you have enough insurance? The eternal question: What kinds of insurance do you really need? Do you have enough? And how can you make insurance part of your over financial planning strategy?

Physician Beware — You weren't going to sign that contract without reading it first ... were you?

The List — The best educational Web sites for your patients

Administrator's Desk — Spring cleaning: Paperless office? Maybe someday. In the meantime, how do you keep your files under control?

The Tech Doctor — Automated appointment reminders: Options for setting up auto-dialing appointment reminders.

The Bigger Picture with Pamela Moore

Editor's Note with Bob Keaveney

Noteworthy — Stats, quotables, surveys, news, tips, entrepreneurship, & more!

Letters — Our readers respond

The Great Practice Makeover — Practices ask us to solve their ugliest management problems

Second Opinion — Individual readers fire back (Occasional column)

Idea Lab — Stories of practice management victories from physicians and managers in their own words

Newsworthy — Insights on the latest news affecting physicians

Trendspotter — Expert analysis and insight on tomorrow's trends that physicians need to know about today

Physicians Practice Pearls — Top excerpts from our popular weekly e-mail newsletter

Ask the Experts — Practice management Q&As

Coding — Answers to your toughest coding questions

Solved! — Our readers' toughest questions are no match for our experts.

As of 6/4/09. All articles subject to change. For an archive of articles, expert Q & As, tools, and more, visit www.physicianspractice.com. For more information, e-mail physicianspractice-info@cmpmedica.com.

APRIL 2009
EDITORIAL CALENDAR

FEATURES

Cover Story: PROFESSIONALISM — Examining Evidence-Based Medicine: What are the pros and cons of so-called evidence-based medicine, and why are many physicians resistant to practicing it?

TECHNOLOGY — The Plastic-savvy Practice: Patients are using debit and credit cards more than ever. Better make sure your practice knows what it's doing on all things plastic, from choosing a card processor to making sure everyone knows how to use the terminals.

PATIENT RELATIONS — Win the Ratings Game: Want to know how to boost your scores on those seemingly arbitrary online physician-rating sites? We've got the answers.

COLUMNS

Physician Writer's Search — "How I create work/life balance"

Your Money — Business and pleasure: Should you invest with family and friends?

Physician Beware — Spotting (and helping) a drug-using employee

The List — Reasons to be happy you are a doctor

Administrator's Desk — No money for a raise: How to talk to staff about raises—when there won't be any

The Tech Doctor — ASP vs. client server: ASPs are fast becoming a compelling alternative to client-server software. Is this the wave of the future or just another technology fad?

The Bigger Picture with Pamela Moore

Editor's Note with Bob Keaveney

Noteworthy — Stats, quotables, surveys, news, tips, entrepreneurship, & more!

Letters — Our readers respond

The Great Practice Makeover — Practices ask us to solve their ugliest management problems

Trendspotter — Expert analysis and insight on tomorrow's trends that physicians need to know about today

Physicians Practice Pearls — Top excerpts from our popular weekly e-mail newsletter

Ask the Experts — Practice management Q&As

Coding — Answers to your toughest coding questions

Solved! — Our readers' toughest questions are no match for our experts.

As of 6/4/09. All articles subject to change. For an archive of articles, expert Q & As, tools, and more, visit www.physicianspractice.com. For more information, e-mail physicianspractice-info@cmpmedica.com.

MAY 2009
EDITORIAL CALENDAR

FEATURES

Cover Story GETTING PAID (CME): Code Like a Pro — We asked the top coding experts for their inside secrets and most commonly-seen errors. Much-needed coding help is on the way

IN PRACTICE (CME) — Is Preventive Care Still Possible? We all know it's important, but is preventive medicine even possible in our reactionary healthcare system?

TECHNOLOGY — EMR Shoppers' Survival Guide: In the market for an EMR, but not sure where to start? We've got your back.

COLUMNS

Physician Writer's Search — "How the image of doctors in America has changed in the last 20 years"

Your Money: Should you DIY invest? So you've seen the commercials for those do-it-yourself stock trading outfits. But is stock-picking something you should do?

Physician Beware — Firing the Office Battleaxe

The List — The personality types you don't want on your staff — and how to spot them during the interview.

Administrator's Desk — Seasonal staffing: 'Tis the season for vacations. How do you manage with a skeleton crew?

The Tech Doctor — When an employee leaves: In any office, it's vital to formalize (and document) the process for removing departing employees' IT access. Here's a guideline for running your user security program like the pros.

The Bigger Picture with Pamela Moore

Editor's Note with Bob Keaveney

Noteworthy — Stats, quotables, surveys, news, tips, entrepreneurship, & more!

Letters — Our readers respond

The Great Practice Makeover — Practices ask us to solve their ugliest management problems

Trendspotter — Expert analysis and insight on tomorrow's trends that physicians need to know about today

Physicians Practice Pearls — Top excerpts from our popular weekly e-mail newsletter

Ask the Experts — Practice management Q&As

Coding — Answers to your toughest coding questions

Solved! — Our readers' toughest questions are no match for our experts.

As of 6/4/09. All articles subject to change. For an archive of articles, expert Q & As, tools, and more, visit www.physicianspractice.com. For more information, e-mail physicianspractice-info@cmpmedica.com.

JUNE 2009
EDITORIAL CALENDAR

FEATURES

Cover Story: GETTING PAID — The *Physicians Practice* Payer Report: Our rankings of the best — and worst — payers to work with help you sort the wheat from the chaff.

IN BALANCE — Handling Advice-Seeking Loved Ones: It's a bad idea to treat your loved ones, but that doesn't stop friends and family from seeking your advice — constantly. Where do you draw the line?

COLUMNS

Physician Writer's Search — “How I resolved a conflict with a patient”

Your Money — The 5 dumbest things you could do with your money today: What are the big mistakes upper-income folks make with their money, and how can you avoid them?

Physician Beware — Climb out of the 99213 rut

The List — Items you should NEVER skimp on

Administrator's Desk — What's your role in big practice transitions? Buying an EMR? Merging with another group? Considering a big new service line? What's your role in managing transitions?

The Tech Doctor — Stop bounced checks: Technologies you can use to stop bounce checks in their tracks

The Bigger Picture with Pamela Moore

Editor's Note with Bob Keaveney

Noteworthy — Stats, quotables, surveys, news, tips, entrepreneurship, & more!

Letters — Our readers respond

The Great Practice Makeover — Practices ask us to solve their ugliest management problems

Second Opinion — Individual readers fire back (Occasional column)

Idea Lab — Stories of practice management victories from physicians and managers in their own words

Trendspotter — Expert analysis and insight on tomorrow's trends that physicians need to know about today

Physicians Practice Pearls — Top excerpts from our popular weekly e-mail newsletter

Ask the Experts — Practice management Q&As

Coding — Answers to your toughest coding questions

Solved! — Our readers' toughest questions are no match for our experts.

As of 6/4/09. All articles subject to change. For an archive of articles, expert Q & As, tools, and more, visit www.physicianspractice.com. For more information, e-mail physicianspractice-info@cmpmedica.com.

FEATURES

COVER STORY — Negotiating Tech Deals: How to read a contract, negotiate on price, and make sure your vendor is there when you need them.

TECH SURVEY — Navigating the Tech Maze: What are physicians like you doing when it comes to purchasing new office technologies? Our Fifth Annual Technology Survey cuts through the hype and gives it to you straight.

PATIENT RELATIONS — Win the Ratings Game: Want to know how to boost your scores on those seemingly arbitrary online physician-rating sites? We've got the answers.

TECHNOLOGY — Tech-Driven Staff Changes: New technology is supposed to reduce your staffing needs. But how do you get staff on board with a change that may end up costing some of them their jobs?

ACCESS — EMR Interoperability: How far away are we from having electronic medical records that can truly talk to each other, across health systems and across regions?

FINANCE — An EMR ... For Free? Have you heard about that “free” electronic medical records system that your local hospital, government agency, or EMR vendor is offering? Sounds good, right? But be careful. While there are ways to get EMR software for little or no cost, there are still expenses (and sometimes other strings) attached.

COLUMNS

The Bigger Picture: Pamela Moore's introductory column

The Tech Doctor: How to avoid staff e-mail Abuse

Vendor Hardball: What do you do when your vendor just won't do something that you *must* have?

Automated appointment reminders: Options for setting up auto-dialing appointment reminders.

PHRs and You: What is the real story on so-called Personal Health Records? Are they being embraced by patients? How will they impact the care process?

JULY/AUGUST 2009
EDITORIAL CALENDAR
FEATURES

Cover Story: HUMAN RESOURCES (CME) — Staff Salary Survey: Staff come to you looking for a raise. Should you give it? If you want to hire a great new nurse, what's a reasonable offer? Finally, here's hard data to help you decide.

PROFESSIONAL RELATIONS (CME) — How to Talk to Your Partners: Every relationship hits some bumps. But how do you talk to your partners about a problem without disrupting the peace in your office?

TECHNOLOGY — Your EMR Stimulus Primer: The nearly-\$800 billion economic stimulus package, passed in February, contains some big incentives for physicians to add electronic medical records. What exactly is in the package, and what do you have to do get your share?

COLUMNS

Physician Writer's Search — “The mistake I'm glad I made.”

Your Money: Tax implications of owning your own building — Does it make sense to own your office space?

Physician Beware: — The Internet: Your best friend or worst enemy?

The List — Things you should NEVER say to patients

Administrator's Desk — Overhead cost control: A yearly review of your insurance premiums, cleaning service fees, phone service costs and supplier fees (etc.) could save your practice big bucks.

The Tech Doctor — Online meetings: Can you reduce travel time and annoyance by holding meetings with the hospital or others online instead of in person? Would anyone actually do it?

The Bigger Picture with Pamela Moore

Editor's Note with Bob Keaveney

Noteworthy — Stats, quotables, surveys, news, tips, entrepreneurship, & more!

Letters — Our readers respond

The Great Practice Makeover — Practices ask us to solve their ugliest management problems

Trendspotter — Expert analysis and insight on tomorrow's trends that physicians need to know about today

Physicians Practice Pearls — Top excerpts from our popular weekly e-mail newsletter

Ask the Experts — Practice management Q&As

Coding — Answers to your toughest coding questions

Solved! — Our readers' toughest questions are no match for our experts.

As of 6/4/09. All articles subject to change. For an archive of articles, expert Q & As, tools, and more, visit www.physicianspractice.com. For more information, e-mail physicianspractice-info@cmpmedica.com.

SEPTEMBER 2009
EDITORIAL CALENDAR

FEATURES

Cover Story: MANAGEMENT (CME) — Your Toughest Practice Management Issues SOLVED: We'll tackle everything from scheduling to billing to patient satisfaction to fixing your lousy phone system. Got a problem? We've got solutions.

TECHNOLOGY — The 2009 Physicians Practice Technology Survey: Which tech tools are physicians *really* using in their practices? Who's doing how much of what and why? We give you the real scoop, based on our readers' responses.

PATIENT RELATIONS — Managing Referral Relationships: Whether you're doing the referring or you're the referred-to physician, managing those relationships is crucial to patient satisfaction and the health of your practice.

COLUMNS

Physician Writer's Search — "How I solved a relationship challenge with a colleague, employee, or partner"

Your Money — **Digging out of the quagmire of med school loans** — Will you ever be out of debt?

Physician Beware — Rules on payer take-backs

The List — Underrated vacation spots for docs

Administrator's Desk — **What data do you need to give the docs?** Where to draw the line between giving them all the financial info they need without burying them in data overload.

The Tech Doctor — **Quarterly IT Checkups:** Are you a small office just skating by on IT? Here's why paying for a quarterly IT checkup might save you big bucks in the long run.

The Bigger Picture with Pamela Moore

Editor's Note with Bob Keaveney

Noteworthy — Stats, quotables, surveys, news, tips, entrepreneurship, & more!

Letters — Our readers respond

The Great Practice Makeover — Practices ask us to solve their ugliest management problems

Trendspotter — Expert analysis and insight on tomorrow's trends that physicians need to know about today

Physicians Practice Pearls — Top excerpts from our popular weekly e-mail newsletter

Ask the Experts — Practice management Q&As

Coding — Answers to your toughest coding questions

Solved! — Our readers' toughest questions are no match for our experts.

As of 6/4/09. All articles subject to change. For an archive of articles, expert Q & As, tools, and more, visit www.physicianspractice.com. For more information, e-mail physicianspractice-info@cmpmedica.com.

OCTOBER 2009
EDITORIAL CALENDAR

FEATURES

Cover Story — THE AMERICAN DOCTOR: Great American Physician Survey: The American physician community is changing fast: Politically, economically, and personally. Finally, someone has compiled a comprehensive, data-based analysis of the modern American doctor.

TECHNOLOGY: Bandwidth-Hungry Healthcare: As your in-office technology increases, so does your need for bandwidth. Don't let your productivity suffer by hobbling useful technology with inadequate access to the Web.

IN BALANCE — Creative Call-Sharing: Many physicians are experimenting with call-sharing arrangements with doctors outside their practice in an effort to balance life and work. Is this right for you?

COLUMNS

Physician Writer's Search — "What happened when I had to fire someone"

Your Money — What's your house worth now? So, the real estate collapse seems to have abated and prices have stabilized. Where does that leave you, now that the dust has settled?

Physician Beware — Who's stealing from the sample closet?

The List: Responses to angry patients

Administrator's Desk — Veteran administrators dish: We asked the sages of practice administration, What's your secret to success?

The Tech Doctor — Super IT Guy: In a small office, often just one IT staffer holds the keys to the kingdom. What happens if he or she decides to quit tomorrow ... or worse, holds you hostage?

The Bigger Picture with Pamela Moore

Editor's Note with Bob Keaveney

Noteworthy — Stats, quotables, surveys, news, tips, entrepreneurship, & more!

Letters — Our readers respond

The Great Practice Makeover — Practices ask us to solve their ugliest management problems

Trendspotter — Expert analysis and insight on tomorrow's trends that physicians need to know about today

Physicians Practice Pearls — Top excerpts from our popular weekly e-mail newsletter

Ask the Experts — Practice management Q&As

Coding — Answers to your toughest coding questions

Solved! — Our readers' toughest questions are no match for our experts.

As of 6/4/09. All articles subject to change. For an archive of articles, expert Q & As, tools, and more, visit www.physicianspractice.com. For more information, e-mail physicianspractice-info@cmpmedica.com.

**NOVEMBER/DECEMBER 2009
EDITORIAL CALENDAR**

FEATURES

Cover Story — GETTING PAID (CME) Physician Compensation Survey: Are you making what you're worth? Our compensation survey will help you answer that question.

IN PRACTICE: Best States to Practice Medicine: Which states are the most physician-friendly? We'll look at hard data on business and malpractice climate, cost-of-living, and other key factors to reveal where the happiest docs are.

TECHNOLOGY — Trick Out Your Website: With patients becoming more tech-savvy, it's not enough anymore to have a barebones Web site. Here's how to add a little pizzazz to your Web presence.

PATIENT RELATIONS — Religion and Patient Care: You don't usually want to delve deeply into your patients' religious beliefs but these can sometimes explain their behavior, which can have health-related implications. How to handle the subject sensitively.

COLUMNS

Physician Writer's Search — "The patient I wish I'd never met"

Your Money: Financial ramifications of partnership — There's an opportunity to become a partner at your practice. Should you take it? It would mean more income, presumably — but also more risk.

Physician Beware — The nickel & dime leakage that's costing you big

The List — Easy ways to DIY

Administrator's Desk — Hiring your replacement If you're ready to retire or are leaving on good terms, chances are your physicians will ask you to help recruit your successor. Here's what to look for and how to bring them up to speed.

The Tech Doctor — Laptop Encryption: If you're going to have protected health information contained on laptops, you'd better use encryption technology in case the laptop is stolen. Lost a laptop containing PHI? Not to worry ... technologies that protect you and your patient's data are now affordable, and easy to use.

The Bigger Picture with Pamela Moore

Editor's Note with Bob Keaveney

Noteworthy — Stats, quotables, surveys, news, tips, entrepreneurship, & more!

Letters — Our readers respond

The Great Practice Makeover — Practices ask us to solve their ugliest management problems

Trendspotter — Expert analysis and insight on tomorrow's trends that physicians need to know about today

Physicians Practice Pearls — Top excerpts from our popular weekly e-mail newsletter

Ask the Experts — Practice management Q&As

Coding — Answers to your toughest coding questions

Solved! — Our readers' toughest questions are no match for our experts.

As of 6/4/09. All articles subject to change. For an archive of articles, expert Q & As, tools, and more, visit www.physicianspractice.com. For more information, e-mail physicianspractice-info@cmpmedica.com.