

Welcome to STAT, a joint publication of D&Y and Psychiatrists Only.

STAT was created as a forum for the discussion of issues faced by healthcare industry professionals. It's a way of keeping our clients informed about industry trends and an avenue where we can provide support for you in your recruiting efforts. Let us know what you think.

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News Flash...We bug recruiters!

Sean Suttles, Director of Sales

D&Y representatives Dana Hill and Lisa Brady attended this year's ASPR convention and had the opportunity to speak to many of the attendees. They heard 2 things loud and clear:

1. Physician Recruiters are inundated with calls from Staffing marketers making promises.
2. A lot of time is wasted sifting through CV's that are not qualified or do not have the right availability.

We hear you and we recognize this also! How do you reduce or eliminate calls while still having ready access to a staffing company that can help?

Here is what we recommend...

- Choose two or three Locums companies to work with. (I wish I could tell everyone "Work with us and only us!")
- You need the flexibility of working with more than one agency, but more than 3 creates more work for you without the equal increase in unique candidates presented.
- Be up front. Tell the agency how you manage your day and when you set aside time to manage Locums. They need to work around that. (Otherwise, you'll keep getting phone calls.)
- Tell them about your organization's mission, vision, and values. Then ask them how they will mirror those expectations. If you don't like their answer, maybe they are not a suitable match for you.
- Take time to talk about the practice or program needing a temporary physician. Handwritten questionnaires are fine. Ultimately, they are the ones who will be on the phone to sell it to the physician who is the right fit.
- If a Locums agency keeps falling short or making the same mistakes, you have two options. Work with them to improve or fire them if they can't meet your expectations.

As a recruiter, your job is not to manage Locums companies. Partner with the right agency. Take the time to cover everything in **one call**. We will make it our number **one job** to find that **one perfect doctor!**

Are you a Medicare Provider? Did you know...

Michell Allen, Team Lead, External Credentials

On August 10, 2011, the Center for Medicare & Medicaid Services (CMS) announced that they would be sending individual enrollment revalidation applications to more than 1.4 million health professionals and suppliers. This initiative is part of the Health System



Reform Law's major anti-fraud objective to deactivate those health care professionals or health care suppliers who should not have billing privileges. Ongoing until March 23, 2013, the revalidation application is only being sent to those professionals and suppliers who enrolled prior to March 25, 2011.

The application to become a Medicare provider or supplier is time-consuming, to say the least, and the CMS is doing its best to simplify the process for those who will be going through it. Below are some tips to help you and your colleagues through the process.

The application will be issued from your Medicare Administrative Contractor (MAC) and can only be completed after you have received it from them. Be aware that you only have 60 days from receipt to complete and return it or you could lose your Medicare billing privileges. Two options are available to complete the revalidation paperwork:

1. The internet-based Provider Enrollment, Chain and Ownership System (PECOS), or
2. The paper enrollment application process, CMS 855A

Once completed, you must sign the certification statement and submit the \$505 fee (if applicable) through pay.gov. If you completed the application on-line, you only need to submit the supporting documents and certification statement to your MAC, letting them know you completed the other portion on-line. If you completed the 855, submit all supporting documents, the certification statement and paper application to your MAC for processing.

If you have questions, be sure to contact your MAC. Incomplete applications or errors could cause a delay in your revalidation being processed or result in the application being rejected. Either could lead to delays in your ability to bill for Medicare services or complete loss of billing privileges. Click [here](#) if you need more information to assist with the completion process.

New Age Effective Communication Skills

J. Craig Honaman, FACHE, CRC, H & H Consulting Partners, LLC

Twitter. Facebook. Linked-In. Plaxo. The list is growing and in the new social media space, methods of communication are changing daily. And while the game continues to change in the communication space, it is critical that you invest time to utilize the tools and techniques that enable relationship growth. Written, verbal, visual and listening skills all contribute to successful relationships.

Written Communication

When initial impressions are formed in the first 60-90 seconds, it is essential to communicate a message that is clear, concise and directive. Actions to consider:



- Grammar and Spelling count. Spelling and grammar are the first reason documents are filed in the trash can. Check documents for spelling errors. Failure to properly capitalize, punctuate, and use proper English composition is an easy way to get your message rejected.
- Hand write thank-you notes. Differentiate yourself from your competition-Take time to write thank you notes and notes of recognition. People will remember you for it.

Verbal Communication

The most frequent cause of misunderstanding in relationship development of clients/ customers or a person not moving forward in a transaction process is that they talk too much and say very little of consequence. Several thoughts to consider:

- Phone interactions are the “second” first impression. After written material, your phone connections are your second first impression. Offer a smile on the phone.
- In-person interactions are where deals are won and lost. Preparation is the key to success in face-to-face interactions. The ability to communicate relevant information in a clear and concise fashion represents your ability to get a point across. Be succinct. Do not use verbal fillers such as “you know”, “OK”, or “Um”.

Listening

Listening still exists as one of the most powerful communication skills of a leader. Consider the following in developing your skills in this area:

- Ask for feedback from your audience to validate the information is understood.
- Focus on the communicator vs. thinking about what you are going to next say in an exchange.
- Write down what you are hearing so that you don't forget key points of the message.
- Be patient in responding and ensure the speaker has completed their thought before responding with answers, ideas or perspectives. Do not talk over the person.

Preparation and practice are essential to maintaining strong communication skills. Careers and business development are made or broken based on an individual's ability to communicate effectively. Invest time in yourself and make communication skills a priority.

