PRACTICE BOOSTER® CODING ADVISOR
READY TO LAUNCH SEPTEMBER 15TH

Have you ever wished you could find the correct dental code for a new procedure with just a quick touch of a button? Do you wish you knew how to write narratives for the dental procedures that typically require them? Would it be helpful to know which procedure codes are likely to have frequency limitations and/or receive an alternate benefit? Perhaps you would like to view a short clinical video clip to better understand certain services that are performed in your practice. Or maybe you would like to be notified when major dental carriers change processing policies that will affect reimbursement. Wouldn’t it be nice to have access to all of this information 24/7? We have been listening to you. The Practice Booster® Coding Advisor launches September 15th, and we think you are going to love it.

Insurance Solutions Newsletter and Dr. Charles Blair have joined forces to bring you the Practice Booster® Coding Advisor—a powerful new web-based solution that provides answers to all your coding and billing questions any hour of the day, any day of the week. With the Practice Booster® Coding Advisor, coding dental procedures and writing narratives has never been easier. Its powerful search engine allows you to quickly find dental codes for any service performed by a dentist, as well as commonly used products and materials such as Arestin®, OraVerse®, OralCDx®, ViziLite®, Valplast®, Lava®, etc.

Simply enter a key term to find a code, review our experts’ comments and warnings, and click on any one of an assortment of icons that allow you to view additional tips, narratives, images, video clips, flowcharts, and/or articles—all related to that code.

Dr. Blair—one of dentistry’s leading authorities on practice profitability, fee analysis, and insurance coding strategies—and the staff of Insurance Solutions Newsletter have combined and organized their collective knowledge and research into a single web-based portal to bring you the most extensive dental coding and billing toolbox at your fingertips 24 hours a day, seven days a week.

As an Insurance Solutions Newsletter subscriber, you will be among the first to be offered a Practice Booster® membership. You can preview the new website at www.practicebooster.com. If you find it as helpful as we think you will, you may transfer the balance of your current newsletter subscription over to a Practice Booster® membership. Those who subscribe to Practice Booster® will continue to receive Insurance Solutions Newsletter by

DEADLINE APPROACHES
FOR CODE REQUESTS

Surprisingly few code requests have been received thus far by the ADA’s Code Revision Committee for dentistry’s next code set. The deadline for submitting code requests for CDT 2013-2014 is October 1, 2011.

Instructions, evaluation criteria, and forms for requesting new or revised CDT codes (or deletions) are available online at www.ada.org/3835.aspx. Questions about the code revision process can be sent to dentalcode@ada.org or call 312-440-2500.
mail and will also enjoy the following Practice Booster® Coding Advisor features:

- A single portal where users can obtain expert guidance for reporting CDT procedure codes, review common dental plan limitations, and receive tips for reducing coding errors and improving reimbursement
- A powerful search engine to look up codes for dental procedures and commonly used products and materials
- Sample narratives plus quick tips for constructing meaningful narratives customized for each patient
- Video clips and images to ensure that all staff understand and are confident in reporting dental procedure codes
- Flowcharts to help staff understand common sequencing of treatment and procedure codes
- Decision trees to help staff troubleshoot administrative billing issues such as refund requests, prompt payment laws, Medicare participation, etc.
- Late-breaking news alerts and quick links to helpful articles on coding and other administrative and billing issues such as HIPAA, HITECH, Medicare, Workers’ Comp, etc.
- PPO write-off calculator—helping staff calculate patient responsibility and provider write-offs when patients have multiple dental and/or medical plans
- Easy-to-use discussion forum—allowing subscribers across the country to share their knowledge, experiences, and questions
- Comprehensive index of frequently asked questions and helpful coding articles
- State laws pertaining to coordination of benefits, prompt payment, insurance refunds, record keeping, dental practice acts, etc.

All of this information is available 24/7 and can be accessed from any web-enabled computer, I-Pad, etc.

What does it cost?
The Practice Booster® Coding Advisor will be available beginning September 15th for a $359 annual membership.

As mentioned earlier, current Insurance Solutions subscribers who wish to upgrade to the Practice Booster® Coding Advisor can transfer the balance of their remaining newsletter subscription toward their Practice Booster® membership. Practice Booster® members will continue to receive Insurance Solutions newsletters by mail in addition to having access to all of the features that Practice Booster® has to offer. Be sure to visit our website at www.practicebooster.com for additional information about obtaining a Practice Booster® membership beginning September 15th.

The Practice Booster® Coding Advisor is coming September 15th, and we think you are going to love it.

THE NEW CODING ADVISOR

- Improves cash flow by expediting reimbursements
- Reduces time-consuming and potentially litigious coding errors
- Improves documentation on claims resulting in quicker payment
- Highlights common dental benefit limitations so staff can proactively prepare patients for their financial responsibility
- Provides videos and flow charts to help business staff better understand clinical procedures and common treatment sequencing
ENJOY CONTINUING EDUCATION, A TAX DEDUCTION, & A TAN

The Insurance Solutions Newsletter and the Academy of Dental CPAs are pleased to offer an exceptional continuing education program for dentists in 2012.

Join us in St. Maarten (January 15-22) or Kauai (June 16-23) for “The Business of Dentistry.” Choose from a variety of two-hour learning modules offered from 8 am to 12 pm daily:

Manage by the Numbers
- Are you running the office, or is it running you?
- Cut the fat but not the muscle—and know the difference

Optimize Insurance Administration
- How to write narratives
- Fee positioning
- PPO analysis and strategies

Top Coding Errors
- Are you leaving money on the table?
- What you don’t know can hurt you
- Tips to clean up your coding

Advanced Tax Strategies
- Top 10 strategies for 2012 to help you keep more of what you make
- Estate tax steps before 2013

Preparing for Retirement
- How much do you really need for financial freedom?
- Are you on the right track? Can you even see the track?

Investing Mistakes to Avoid
- Invest like your retirement depends on it
- The top 5 mistakes to avoid

Transition Options
- Maximize the value of your practice
- Minimize Uncle Sam’s share of your practice sale

Avoid Embezzlement
- Recognize the early warning signs
- How to prevent fraud and embezzlement

Register Today for Significant Savings!
Early bird registration discounts end October 1, 2011 for St. Maarten and February 16, 2012 for Kauai

For Additional Information
Call 877-643-7087 or visit www.adcpa.org/getaways

IT’S TIME TO IMPLEMENT YOUR “FALL-BACK” PLAN
(Continued from page 15)

- Be aware of the cost of running utilities. If you do not have a timer on your thermostat, invest in one. Those that have it, make use of it. There is no need to run the air conditioner or turn up the heat during the night or when the office is closed. What are your costs for computers and phone lines? Most phone companies are now equipped to also provide internet services as a value-added service at a considerable cost savings.

- Review your large overhead expenses:
  - Lab costs – When was the last time you negotiated lab costs or compared prices for different labs?
  - Dental supplies – Do you buy in bulk? Does your office receive incentives or bulk pricing?

Don’t let the economy cause practice paralysis. Most dental practices are small independent businesses. The strength of a small business is that it has the ability to react quickly to market conditions. Be profitable even in these difficult times by being proactive and involving your entire team in the process of reactivating patients, increasing efficiency, and reducing overhead. Everyone will benefit—you, your team, and your patients.

About the Author
Harlene S. Stevens, CPA, is a leader of the Nisivoccia LLP Healthcare Segment, which concentrates in providing services to physician and dental practices. Nisivoccia LLP offers traditional tax, accounting, audit, and business advisory services and has offices in Mt. Arlington and Newton, New Jersey. Ms. Stevens can be reached at hstevens@nisivoccia.com or 973-328-1825.

About This Newsletter
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