COURSE DESCRIPTION

Upper level students will continue learning the competencies and information required for successful post-graduate clinical practice. Topics include follow-up care, final review, and functional outcome measures; prognosis and future medical care; case management for injured workers; insurance including Medicare and Medicaid; knowledge of use of CPT and ICD-10 billing codes; risk management and insurance issues; role of Qualified Medical Examiners; medical report writing; medical testimony and independent medical review; special care; and seriously ill patients, including emergency procedures; the ability to practice in interdisciplinary medical settings, including hospitals.

LEARNING OBJECTIVES

This course will enable students:

a. To understand the synergistic nature of the professional, ethical, financial and marketing skills necessary to run a primary health care practice in the USA in the 21st Century.

b. To understand how to set up, run, and/or maintain a viable practice.

c. To understand first hand the inner workings of an acupuncture office.

d. To understand the ins and outs of managed care.

e. To develop skills and tools for self-promotion and promotion of AOM within the integrative medical and western medical healthcare system.

COURSE PREREQUISITIES

Mid-Curriculum Examination, Practice Management I

REQUIRED TEXTS

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

RECOMMENDED TEXTS

**Think and Grow Rich**

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.

CLASS GRADE:

Attendance and Participation - 20%

Classroom Speech Presentation - 80%

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 given ½ absence towards attendance. 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 earn an F in that class and/or be referred to the Academic Dean for professionalism.

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

OCTOBER 2

Read section One in Points for Profit
Managing Post-graduate clinical practice
Discussion: Expectations and Goals for my practice
Effective & Ineffective Marketing Methods
Present & Future: Where has the Acupuncture Profession been, where is it headed?

Introduction to the Class Presentation Requirement

CLASS TWO

OCTOBER 9

GUEST SPEAKER PRESENTATION - Electronic Health Records

EHR vs. Paper Medical Records
Patient Records Privacy Protection
Business Associate Agreements

CLASS THREE

OCTOBER 16

What is a Qualified Medical Examiner
Standards and Formats of Medical Report Writing
Medical Report Writing in Integrative Settings
Medical Testimony
Independent Medical Review

Read section two in Points for Profit for next week

CLASS FOUR

OCTOBER 23

RISK MANAGEMENT

Legal types and business structures for Professional Acupuncturists
Business set-up, checking account, business location(s)
Buy, Lease or Rent Office Space?
Contracts

CLASS FIVE

OCTOBER 30

RISK MANAGEMENT
EMPEROR’S COLLEGE
MTOM COURSE SYLLABUS
PRACTICE MANAGEMENT II

Course Code: WS502
3 Units
30 Hours

Allen, Marilyn
Kim, Jin
Fall 2019

At Risk Practices
Proper & Legal Practice Forms
Record Keeping
Accounting & Finances

CLASS SIX
NOVEMBER 6

RISK MANAGEMENT

Brief Intro to HIPAA requirements

Herbal Supplements and Neutaceuticals Dispensary Practice Guidelines
Vetting Your Sources
FDA and Guidelines

Insurance- Read section three in Points for Profit for next week

CLASS SEVEN
NOVEMBER 13

GUEST SPEAKER PRESENTATION - Insurance and Insurance Billing and Processing

Understanding Health Insurance
Proper Billing and Scope of Practice
Billing Codes - CPT & ICD 10
Preparation for ICD-11
Risk Management and Insurance
Common reasons for, and how to manage payment denials

CLASS EIGHT
NOVEMBER 20

Insurance and Insurance Billing and Processing, Continued from Last week

In-network/Out-of-network
Patient Prognosis & Future Follow-Up Medical Care
Proper Referrals, Public Health & Other Agencies, Specialty Care Referrals
Case Management for Injured Workers
Medicare, Medicaid
The Veterans Administration
Workers Compensation

Class Presentation/Business Plan/Communications

CLASS NINE
NOVEMBER 27

Workers Compensation, Cont.

How to Apply to Insurance Carriers as a Healthcare Provider
Applying for an NPI Number
Speeches to other medical providers; relationships with Medical Doctors
Importance of speaking "Western Medicine"
Referral Methodologies
Practice in Interdisciplinary Settings, Including Hospitals

Class Presentation/Business Plan/Communications

CLASS TEN
DECEMBER 4

Course Review

Final Week Class Presentation/Business Plan/Communications

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.