

Medical

PROFESSIONALS

October 2018

PHOENIX



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from the PUBLISHER

Phoenix Medical Professionals Family,

October is a special month. It is that magical time when we Phoenixians start getting our healthy doses of Vitamin D as we come out of heat hibernation and begin to enjoy the great outdoors again. As we embark on Breast Cancer Awareness month, the golden Fall expressions are sprinkled with bursts of pink everywhere as we honor this very important time of year.

I could think of no one greater to feature on the cover of this month's edition than Dr. Connie Jones. Dr. Jones has been a pioneer in breast health through her dedication to radiology and the publishing of her book; *The Breast Test Book: A Woman's Guide to Mammography and Beyond*. We also had the great honor of introducing Holly Rose and her fantastic organization; *Don't be a Chump, Check for a Lump!* – a local, non-profit making a difference in our breast

cancer community by providing education and assistance, where 100% of the funds raised are invested back into our community.

We are thrilled to introduce you to Dr. Wyatt Wood, an amazing Orthodontist who is really impacting the North Valley with his community minded approach. Dr. Wood is my son's orthodontist, so I can attest first-hand what an incredible practitioner he is.

Dr. Paul Pannozzo is another trailblazer, with a surgical center in the north valley, Dr. Pannozzo was the first to offer Nevro high frequency spinal cord stimulation in Arizona and he continues to lead the way in new technology and treatment programs.

Please take a moment to get to know Greg Coury, President of Mountain View Funeral Home and Cemetery, our featured

sponsor for October. This family owned business is a strong supporter of Phoenix Medical Professionals and are committed to total care for the passing of loved ones.

It was great seeing many of you at our Launch Party in September. Keep your eyes peeled for the next party where we will honor the doctors featured in Phoenix Medical Professionals. If you would like to be featured, please contact me at Denise.Thompson@n2pub.com. ✘

In health & happiness,
Denise Thompson /
Publisher
denise.thompson@n2pub.com
480-316-3369

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PUBLISHER
Denise Thompson
denise.thompson@n2pub.com

BUSINESS MANAGER
Brien Thompson
brien.thompson@n2pub.com

MEDICAL CONNECTOR
Jodi Towns
joditowns@gmail.com

AD MANAGER
Dan Allsup
Dan.Allsup@n2pub.com



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PUBLISHER
DENISE THOMPSON
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Denise.thompson@n2pub.com

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meet DR. CONNIE JONES,

Author & Radiologist with
Solis Mammography



Photo Credits: Glenn Mire, Mire Images

The Phoenix metropolitan area has several radiologists who are either fellowship trained or dedicated breast imagers. It has been proven in studies that radiologists who spend 70% of their time or more in mammography and breast imaging have a higher accuracy and higher cancer detection rate compared to general radiologists. However, our 5 subspecialty breast radiologists at Solis Mammography are unique. We are clinically oriented - our physicians see ALL diagnostic patients and explain their results at the time of the evaluation.

This makes the evaluation more accurate, because assessments are made with more than just imaging results. Direct history is gathered to help clarify the reasons for the examination. A physical examination is done as needed which is a remarkable advantage in determining if the area of concern is suspicious for cancer.

We quite simply have more information than most radiologists have when making their final decision about a particular problem. To some degree, we take on the role of a primary care provider as it pertains to breast symptoms. That in combination with expert interpretation skills leads to more accurate evaluations. Additionally, because all our radiologists read 90-100% breast imaging, our cancer detection rates are

higher than the national average and our recall rates are much lower than the national average.

The practice operates through a model of collaboration. My leadership style is based on the demonstration and expectation of excellence, whether it's another physician or clerical staff. I do not expect those I work with to do more or work harder than I am willing to do myself. I am not loud or boisterous, but there are clearly defined consequences for substandard performance or disruptive personality attributes. More importantly, there is a culture of giving positive feedback on daily basis.

One of the best ways I've found to keep my staff engaged is to help them understand how their part in the process is needed, how it improves the overall patient experience and ultimately, how it improves the assessment for the patient (our ultimate goal).

It is truly a trickle down model from scheduling, to appointment check-in, to the overall exam delivery which ultimately helps our team better serve our patients. Issues with any of these steps could lead to a poor patient experience, or more importantly, an incomplete work up.

At Solis Mammography there is a concerted effort to improve staff fitness by offering fitness incentives with FREE Fitbit options. Burnout is real in our profession, but I have a strong faith in God and depend on his grace to help me in times of stress. Additionally, I also have a very strong and active family life including a college age son, my husband (a retired phoenix detective) and our fur babies (three horses, a baby mule named Ginger, two dogs and a German Shepard puppy named Bella). Our 10-acre ranch in northern Arizona is a retreat from the busyness of my hectic work life.

I did not go into medicine thinking that I would be in breast imaging or even radiology, but as I went through my training it became obvious to me that breast radiology provided the intellectual stimulation and patient contact that was right for my personality. Radiology literally changes at the speed of technology, so it allows for constant learning and keeps the job interesting and exciting.

Younger physicians need to know that there are many subspecialties and niches within medicine, so it's important to be open minded, because what you think you might like isn't necessarily what fits your personality or skill set best.

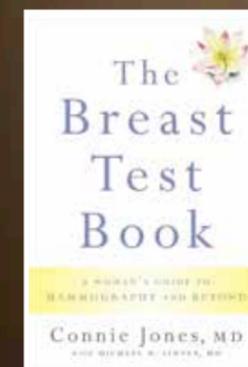
I currently supervise and participate in a free second opinion conference for women newly diagnosed with breast cancer called the Peace of Mind Conference. The board



members are physicians in breast radiology, breast surgery, medical oncology, radiation oncology and plastic surgery. All these physicians volunteer their time to review cases and give expert recommendations about treatment planning before the patient has treatment, so that she is aware of all of her options before making a life altering decision. Unique to this conference is that patients attend and ask questions directly of board members, so they can get better clarification and understanding of their choices.

In January 2019 I will be relocating to northern Arizona and will serve as the medical director of breast imaging for Northern Arizona Radiology. Unlike the Phoenix metropolitan area there are no dedicated breast imagers who service the northern Arizona community. It is my goal to develop a world class breast imaging department and provide high quality state of the art services to the women of northern Arizona.

Dr. Connie Jones is author of 'The Breast Test Book: A Woman's Guide to Mammography and Beyond.'



GETTING TO KNOW

Dr. Wyatt Wood

WITH WOOD ORTHODONTICS

I was born in California and then we moved through a couple of states while my dad was in school before settling in northern Utah where I completed high school. A year after high school, I met my wife Bobbi while coaching the high school girl's tennis team. We dated and were married 3 years later. I attended Utah State University and played on their tennis team while I was studying to enter dental school.

Bobbi and I had our oldest daughter, Chanel, as we were leaving for dental school at the University of Nebraska. We had our daughter Erika and son Jackson while we were in Lincoln and the Cornhuskers collected a national football championship.

We had a short, 1-year stint in Idaho to be close to family while I underwent treatment for cancer. We have been very fortunate that I have been in remission ever since. While in Idaho, I worked in a group dental practice and applied for an orthodontic residency. We were lucky enough to get in The Ohio State University program,

so we spent the next 3 years in Columbus where we had our youngest son, Easton.

Even though we enjoyed our time in the Midwest, we wanted to get out of the humidity and move somewhere sunny. On our scouting trip to Arizona to find a job and place to live, we fell in love with Anthem and decided to make it our home. We got here in 2004 and in 2005 I opened Wood Orthodontics in Anthem.

The community has been good to us and a great place to raise our family and we have tried to give back as much as we can through sponsoring local sports teams, schools, theaters, clubs etc.

When Dr Sheppard, of Sheppard Pediatric Dentistry and I were close to the end of our 10 year leases in the John C Lincoln buildings, we were presented a new lease that we signed only to have them change their minds, so we decided to look for new locations and ended up completing a new building together in December 2015 that gives us a new view, more room to take

care of our patients and an opportunity to own our offices.

We currently have Sheppard Pediatric Dentistry, Wood Orthodontics and Back to Health of Anthem (Dr Brian Hester) in the building long term. Angel Pediatrics is in the process of building out their office in the remainder of our building. Wood Orthodontics prides itself in providing good customer service in addition to great orthodontic results. We want to treat people the way we would want to be treated and my team is excellent at carrying out that vision. Almost all our team resides in the Anthem area and have families integrated into the many local activities provided here. We welcome feedback to help us in this customer service goal.

A unique characteristic of Wood Orthodontics is that it's our one and only location, so we are here to serve people 5 days a week and easy to reach on the weekend if an emergency were to ever arise.



In general, most children will not need any orthodontic treatment until they are either close to or have all their permanent teeth erupted. Having said that, the best time for an initial consultation is when the front 4 teeth on top and bottom are coming or trying to come in.

As the oldest child in my family, my parents couldn't afford braces while I was home, so I had my braces as an adult. It is never too late to have the smile you deserve and probably 20-25% of our patients are adults. Besides braces, Invisalign, a technological breakthrough, allows a person to wear a series of clear aligners to sequentially straighten their teeth. With 3D scanning technology, we don't even have to take molds of the teeth to do many of the things we do now including Invisalign.

Orthodontists used to think that retainers only needed to be worn for a limited amount of time or until growth is complete, but it has been shown that teeth will

shift, even if they've been held in place for 5 or 10 years. A majority of my adult Invisalign patients had braces as a child and no longer were wearing retainers, so they are back to straighten their teeth again.

If I were to offer advice to young medical/dental providers, it would be to treat people the way you want to be treated.

Years from now, I hope to still be in my same location, with hopefully many of my same employees, providing the highest quality of care possible. I want to continue to help church youth groups and have coached many of the sports teams when my children were younger. I've organized several other businesses to help donate homework folders to all the local K-8 schools. 🙌

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Meet HEALab Advisory
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Wendy
Bruno
Thomson,

MBA

Wendy Bruno Thomson, MBA, formed TTTG Advisors, LLC (TTG), a robust national healthcare consulting company, in 2009. TTTG's mission is to analyze, optimize and increase profits of medical practices and facilities by introducing operational efficiencies and financial analysis and routines.

Thomson's career in healthcare began in 1998 at Northwest Hospital in Seattle. Following her tenure in Washington, and completion of her MBA, Thomson relocated to her native state of Arizona. She strengthened her business administration, financial, strategic and management skills as a C-level executive for a Fortune 100 financial institution.

TTG was formed in 2009 after Thomson helped several physicians evaluate

their practice performance. Upon discovery of inefficiencies and financial mishandling, Thomson became an advocate for promoting and optimizing healthcare practices.

Thomson has facilitated the reformation of hundreds of medical practices across the country. Services included in TTTG's repertoire include: recruiting, analysis, auditing, revenue cycle management monitoring

and operational analysis and optimization. Thomson is well versed in all areas, particularly forensic accounting and analysis.

Along with serving on the Board of Directors for ASU's HEALab, Thomson serves on the board of Directors for Positive Paths, an organization that mentors and supports low-income women. She also serves on several political and community boards committed to improving

the lives of the underprivileged. As a proud mother of two, Thomson plans to begin her Doctorate in Behavioral Health Management at Arizona State University in early 2019. Thomson's business acumen is well-respected and widely known throughout the healthcare industry.

TTG is based in Chandler, Ariz., and supports medical practices and facilities across the country. ✘



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Audiologists have come to realize that the single most important factor to treating hearing loss is a patient's Physician. Currently, over 30 million individuals in the United States have a form of treatable hearing loss. If these individuals are going to receive help for their hearing loss, it will be due to their Physician for the following reasons:

#1. Individuals with hearing loss turn to their Physician first

The Physician is the first person that individuals with hearing loss turn to for help. Patients often rely on a referral from their Physician to point them in the right direction for hearing treatment.

#2. Physicians are the first medical professionals to identify hearing loss.

If patients are unaware of their hearing difficulty, their Physician is often the first medical professional to identify it. Physicians often notice hearing loss when dealing with its co-morbidities such as Diabetes, Dementia, and Heart Disease.

#3. Patients trust their Physician's recommendation

Patients are more likely to have a hearing evaluation when it is recommended by their trusted Physician. The only thing more powerful than a Physician recommendation for a hearing test is a recommendation from an angry spouse.

If the hearing loss epidemic ever has a chance of coming to an end, it will be because Physicians and Audiologists work together. At Applied Hearing Solutions, Audiologist Dr. Clifford Olson understands that the care he provides directly reflects on the Physician who referred the patient. This is why he is committed to following Best Practices which only 30% of hearing care providers utilize. Dr. Olson is always happy to provide Lunch & Learns for Physicians and their staff.



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The **IMPACT** of Patient Collections TO YOUR **PROFITABILITY**



By **Wendy Bruno Thomson, MBA, LHA, TTG Advisors**

If you have an independent medical practice, you likely know, all too well, that the healthcare environment is challenging. You know that the success of your practice is not just about being a phenomenal Physician.

In a climate where Physicians are worried about maintaining independence, our research still indicates that Specialists are far more profitable independently than as employed Physicians. However, to survive (or grow) your profitability, we have five challenges for you that we'll feature over the upcoming months. The first challenge is to understand the value of your patient collections.

Challenge #1: Calculate, and collect, patient financial responsibility in advance of performing services. According to data pulled from 50 practices and surgery centers of various sizes, locations, and Specialties - In 2013, patient responsibility was 5.25% of the total income. In 2018, we are trending at 16.2%. In 2019, we expect up to 13%.

This amount is largely uncollected income and missed opportunities for you. An individual Specialist may bring in about \$55,000.00/month and is likely not collecting close to \$9,000.00/month if the below protocols are not in place.

Monthly Income:	Apx. Patient Responsibility
\$55,000	\$8,910
\$100,000	\$16,200
\$500,000	\$81,000
\$1,000,000	\$162,000

If the patient leaves your practice or facility, without paying, there is a very small likelihood you will receive that payment. It's not due to sheer negligence from the patient. Patient statements are confusing, often inconsistent, and most billing teams do not have the capacity to chase these payments down after the service is provided.

Implement the following into your practice, immediately:

1. Deductible Collections: designate a team member to check insurance benefits, deductible amount available and used. Educate the patient on the status of their deductible and the amount due for services. If it's over \$100, we recommend calling the patient in advance to make sure they are aware.

This applies to office, surgical and facility services. Collect this deductible amount before services are offered. Or, set up a payment plan where 50% is collected up front and the balance at the post op/ follow up visit.

2. Co-Insurance Collections: most plans do not cover 100% of services. Calculate an estimate of what amount will be due that is patient responsibility. In most cases, it is an estimate but, aim to collect 75% of this amount up front.

3. Past Due Collections: ask the check in team to check for patient past due balances when they check in and collect for past due at the time of service.

4. Patient Co-Pays: Most practices are collecting co-pays. The amount collected may not always be the right amount but, copays are not the reason for the collection shortage. If you're one of the few that aren't enforcing this, please do. It's a contractual obligation for most insurance companies and a very fair expectation.

Please don't rely on your billing company, or department, to collect the patient responsibility after services are rendered. Pre-collecting is easy with the right tools and messaging. Keep in mind, with very minimal effort, a solo Physician may be leaving \$9,000/month on the table. If you have multiple providers, this amount grows exponentially.

Be deliberate in the roll out of the efforts, provide great tools for your front desk and incredible due diligence after rollout. You'll have enough financial reprieve to reduce financial stress and enjoy the patient care you are so passionate about providing. ✖



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labor. He has always wanted to be an entrepreneur. Working with his father solidified his belief in his grandfather and what he did for the entire family. In the future he hopes to continue the family business while growing it and creating new opportunities and ventures.

Greg is from a very large family, many of whom live in Arizona. His grandfather moved here from a small Catholic town in Lebanon when he was in third grade. His hard work and many accomplishments encouraged his children to work hard and many of his kids were natural entrepreneurs.

His father was in the cold food storage industry and he spent many days and hours working full time during summers and after college. He is the youngest of four children, all born in Mesa, AZ and raised in Gilbert.

Greg was born with a heart condition, so when he was young, he spent a lot of time in hospitals and doctor offices. He had multiple open and closed heart surgeries growing up. During those challenging times, his family was a huge support. He learned quickly to do his best and be happy with the life God chose for his while counting his blessings.

Greg grew up going to private catholic schools and attended Arizona State University. After college, he opened a frozen food warehouse in New Mexico for his father's company. Shortly after moving back to Arizona, he got married and now has 3 kids of his own. When his father purchased Mountain View Funeral Home and Cemetery, he partnered with him to continue growing our family business. ✦

To learn more please contact:
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is family owned and has been serving the community since 1951. They proudly serve three locations: Mountain View Funeral Home and Cemetery in Mesa, San Tan Mountain View Funeral Home in Queen Creek and Superstition Cremation and Funeral Services in Apache Junction.

They are a full-service funeral home and have two on-site crematories. When a loved one passes on they never leave our care. At Mountain View, they're all about family so they make sure families are treated with respect, dignity, and compassion. They have a fully licensed staff and serve all faiths.

They love educating people on the importance of preplanning their funeral or cremation. They never want to see a family struggling to make decisions for loved ones. It can be emotionally and financially draining on them.

You will see them at expos and community event. Not only will you see them out at community events, but they often hold their own events for the public to attend. Some of the events they hold are: Quarterly Bingo night, Valentine's Day Luncheon for widows, Toiletry Drive for Homeless Veterans, Blanket Making Event for the Homeless, Annual Memorial Day Program, Blessing of the Animals in October, Annual Tree of Remembrance Service, Blood Drives, Quartermania Fundraising Event, and our End of Summer Extravaganza at San Tan Mountain View. If interested in learning more about these events, please like them on Facebook: Mountain View Funeral Home and Cemetery, San Tan Mountain View Funeral Home, and Superstition Cremation and Funeral Services.

Community is a large part of their business and we feel very strongly about giving back!

Greg joined the family business after spending his entire life watching the great things his father and grandfather accomplished and witnessing the fruits of their

DR. PAUL PANNOZZO

with The PainMDs Ambulatory Surgical Center

I have been the medical director for The PainMDs Ambulatory Surgical Center since 2012. I got started in pain management, because of my father. He was a pain doctor before there was a discipline called pain management. I was exposed to the field from my earliest days and its basic tenets appeal to me. I was hurt many times over the years and my dad would help me, so I saw first-hand the good results that are possible.

Through The PainMDs, I have been able to be on the vanguard of some exciting new technologies. We offer a very broad range of diagnostic and treatment services. Physical examinations integrated with in-house radiology and electrodiagnostics yield the proper diagnosis and treatment programs run from basic exercise programs and physical therapy to injections to neuromodulation. We also offer limited detoxification programs and weight management programs to help people get where they need to be.

I was the first to offer Nevro high frequency spinal cord stimulation in Arizona after it became FDA approved, and I was the first to implant the fully MRI-compatible spinal cord stimulation system and first WaveWriter platform



from Boston Scientific. These are neat and exciting technologies to offer patients for their chronic pain conditions that can be absolutely life changing.

I believe I have instilled a patient-centric attitude to the practice. I have seen plenty of things in medicine that I do not agree with, so I make sure we do the exact opposite. In my practice there is always someone there to answer the phone, because I really dislike the automated menus that people normally encounter. I

*** I believe optimal health maintenance starts with our own personal decisions. I try to lead by example for my employees, so my words and actions suggest keeping a healthy weight while choosing good health habits.**

do not have a "clinic day" and "procedure day" because patients want to get some relief for their complaints when they come. I do not have a mid-level, because patients want to see the physician for their

pain issue. I believe there is a solution for almost every pain complaint and providing quality care means reaching the treatment goal without any adverse outcome. Maybe one day quality care will be more

it's helpful for them to know I have empathy for what they must contend with every day.

Recently, I began to close early on Fridays to help prevent burn out of my staff and my-

healthy weight while choosing good health habits.

Outside of work, I am involved in my kids' school and church activities. As my kids get older we will do more volunteer



visits, especially when they go see a specialist. We make sure we get the authorizations for medications or procedures and do whatever appeal is necessary. We will never change these core concepts.

From my perspective, I believe that patient quality care is helping resolve their

along the lines of what I think instead of checking boxes on the computer screen.

In terms of my staff, I keep them engaged by showing them my appreciation for their work. We all work as a team and I could not do what I do without them. The work and obstacles can be stressful and

self and that's been a big help. I try to stay active and fit with regular exercise and biking and hiking as well.

I believe optimal health maintenance starts with our own personal decisions. I try to lead by example for my employees, so my words and actions suggest keeping a

activities as well. I think it's important to show the benefits of community service.

If I could offer advice to younger physicians, it would be this: Happiness rests in being able to work the way you want. Don't be afraid to strike out on your own and see what you can do. Aim high and do not compromise. ✖

Don't be a Chump! CHECK FOR A LUMP!

By Holly Rose

Don't be a Chump! Check for a Lump! is a local, non-profit making a difference in our breast cancer community by providing education and assistance with free wigs and mammograms. 100% of the funds raised are invested back into our community.

Founder, Holly Rose, discovered breast cancer through a self-ex-

am at age 39 after her friend posted a breast self-exam reminder on Facebook. Following treatment, Mrs. Rose created Don't be a Chump! Check for a Lump! to remind women to perform breast self-exams and timely mammograms to help save lives. They offer free breast health magazines and wellness workshops to empower women with the facts, screening

guidelines, and prevention tips. Don't be a Chump! Check for a Lump! also offers a wig assistance program to breast cancer patients undergoing chemotherapy treatment, providing women with a free, new wig. They have assisted over 1,155 women since inception.

Due to Komen leaving Arizona in 2017 and the new giant deficit in

breast health resources for mammograms and treatment, Don't be a Chump! Check for a Lump! has jumped in to help fill this gap and raise funds for free mammograms and treatment.

Support local. Donate, sponsor or volunteer for Don't be a Chump! Check for a Lump! Together we can make a difference in the fight against breast cancer. ✚



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