CPPM Ch 12 Review Questions

1. What is the most effective source of building business in an established primary care setting?
   a. Direct mail marketing
   b. Word of mouth referrals
   c. TV and radio ads
   d. Holding a health fair in your community

2. When is it important to build a good relationship with a local hospital?
   a. Only when a physician is employed by the hospital
   b. When looking for kickbacks on office space
   c. When establishing a presence in a medical community
   d. When you have violated a HIPAA privacy policy

3. Your clinic is re-designing the waiting room. Which set-up would add to improving customer satisfaction?
   a. Nice, warm art that is relaxing and uplifting, theatre seats so all patients waiting can see the television.
   b. Seats set up in several nice straight rows to maximize space and appear neat and organized.
   c. Subway seating with clean and up-to-date magazines and/or books.
   d. Family room typesetting with clean and up-to-date magazines and/or books.

4. A SWOT analysis stands for
   a. Strengths, Weaknesses, Options, Tasks
   b. Substantial Waste of Time
   c. Soundness, Weaknesses, Options, Teamwork
   d. Strengths, Weaknesses, Opportunities, Threats

5. A large family practice office currently provides mammograms in the office. The revenue on the mammograms is break even at best. The office is trying to determine if the mammogram is worth keeping as a benefit to the patients. As the manager, which option below would be the best next step to take?
   a. Work with an independent moderator and a focus group to determine the perception of the added value to the clinic
   b. Ask the physician's to vote
   c. Conduct patient satisfaction surveys in a controlled and effective environment
   d. Have the employees take a poll from the patients
6. After reviewing the costs of supplies in the practice, the physician's have asked you to determine if the costs are reasonable, or if they can/should be lowered. Of the options below, what step should you take to possibly lower prices on supplies?

a. Agree to advertise for local supply companies in return for free supplies.
b. Put a request out to several vendors for price quotes on a list of supplies.
c. Compare your cost of supplies to other local physician offices.
d. Ask the supply company to write off your remaining balance due.

7. Which statement best describes an effective marketing plan?

a. Creating a service that is of interest to patients and then effectively communicating these services to them
b. Advertising your physician or clinic to as many people as possible
c. Build it and they will come
d. Provide the best service available and then advertise it everywhere you can

8. The most important thing to consider before instituting a patient satisfaction survey is:

a. Instill a culture of quality within your practice
b. Determine how many questions will be on the survey
c. Decide which patients you will distribute the survey to
d. Will it be valuable for the future of medical practices

9. Which of the following are important aspects of a good purchasing process?

a. Select one medical assistant to oversee all purchases
b. Allow open access for making purchases to enhance team involvement
c. Identify what supplies and equipment are needed to provide the necessary services for your clinic
d. Order an abundance of supplies so the practice does not run out

10. Which of the following is the best way to increase quality of care as well as increase revenue flows?

a. Increase the fee schedule on a quarterly basis
b. Consider providing ancillary services in the clinic
c. Verify all clinical staff is properly trained for their jobs
d. Invest in a good patient satisfaction survey

11. As the manager of a practice, you have been asked to work on a marketing plan. Where do you start?

a. Visit events in the local community and hand out a product (such as hand sanitizer) with the practice’s logo on it to create brand awareness.
b. Verify the practice has the right people and culture, has good processes and systems, and provides quality services desired by the surrounding community.
c. Train the receptionist on people skills to warmly welcome new patients.
d. Place an ad in the local paper.
12. You are managing a practice that is looking at adding a CT Scanner in an attempt to increase revenue for the practice and quality of care for patients. What laws does the practice need to consider before adding the CT Scan equipment?

a. HIPAA and Anti-kickback
b. Stark and Anti-kickback
c. OSHA and HIPAA
d. OSHA and Stark

13. What is an effective way for a practice to create brand development?

a. Providing satisfaction surveys to patients for improved satisfaction.
b. Creating an interactive website for patient’s to schedule their own appointments.
c. Make sure your name is listed on each insurance panel you are contract with.
d. Develop a logo and be consistent with using the logo through every aspect of your practice including stationary, print ads, signage, etc.

14. Which option would be an appropriate question to ask on a patient satisfaction survey?

a. What did you see your physician for today?
b. Did you like the color of the walls in the waiting room?
c. Overall, how are you satisfied with your physician?
d. Do you have an outstanding balance with us?

15. What is an SEO and why is it useful?

a. Safe equipment option. OSHA requires it.
b. Search engine optimization. It increases traffic to your website.
c. Senior executive officer. Provides direction for the clinic.
d. Strong emotional organizational support. Helps the clinic make it through difficult times.
1. What is the most effective source of building business in an established primary care setting?

b. Word of mouth referrals

Rationale: Customer (patient) satisfaction. For primary care offices, over 70 percent of new business comes from word of mouth referrals. This means that above all else, a clinic needs to take efforts to provide a great experience for every patient. Word of mouth referrals are not only very effective but are free.

2. When is it important to build a good relationship with a local hospital?

c. When establishing a presence in a medical community

Rationale: Even if employment by a hospital system is not an option for your clinic, good relationships enable you to take advantage of being part of these networks and the associated referral patterns. Being an active partner with your local hospital is also a great way to stay integrated in the local medical community.

3. Your clinic is re-designing the waiting room. Which set-up would add to improving customer satisfaction?

d. Family room typesetting with clean and up-to-date magazines and/or books.

Rationale: A nice looking office providing a comfortable and clean atmosphere can go a long way to improving patient satisfaction. Your registration area is the first impression (after a positive phone call) your clinic will have on a patient and will be the first impression every visit thereafter. Ideas for a comfortable reception area include nice furniture arranged in family room type seating rather than subway seating, nice art, clean and up to date magazines, mission statement, peaceful music or television, Wi-Fi, and a small coffee or snack bar.

4. A SWOT analysis stands for

d. Strengths, Weaknesses, Opportunities, Threats

Rationale: A SWOT Analysis identifies the Strengths, Weaknesses, Opportunities, and Threats to your practice. Examining strengths helps identify characteristics of your practice that give you a competitive advantage over competitors in your market and provide opportunities to create a message setting your clinic apart from others. Identifying external factors such as opportunities and threats illuminates competition for similar services in your area as well as awareness of your environment, such as socioeconomic status, demographics, transportation issues, and others affecting your marketing strategy. Threats might include numerous competitors in your specialty, an economic downturn that affects preventive health spending, or a construction project that will make access to your clinic more difficult.
5. A large family practice office currently provides mammograms in the office. The revenue on the mammograms is break even at best. The office is trying to determine if the mammogram is worth keeping as a benefit to the patients. As the manager, which option below would be the best next step to take?

a. Work with an independent moderator and a focus group to determine the perception of the added value to the clinic

Rationale: A Focus Group helps you gather opinion and feedback from potential consumers on a particular service or product. This is accomplished by bringing a group of people together to ask about their perceptions, opinion, and attitudes toward a product or service. This valuable feedback is then used to determine how—or if—an organization will proceed with providing a service or product. Focus groups can be particularly valuable when evaluating a new product or service, a new logo or slogan, or other new ventures that are central to the success of your organization. Participants in the focus group should include a mix of individuals who would be potential purchasers of the service or product and can give open and honest feedback. Because it is important to get honest and candid feedback, focus groups are usually conducted by an independent moderator to prevent influence.

6. After reviewing the costs of supplies in the practice, the physician's have asked you to determine if the costs are reasonable, or if they can/should be lowered. Of the options below, what step should you take to possibly lower prices on supplies?

b. Put a request out to several vendors for price quotes on a list of supplies.

Rationale: Negotiate the best price possible for all supplies. This may include putting out a request to several vendors to provide a price quote on the list of supplies you will need.

7. Which statement best describes an effective marketing plan?

a. Creating a service that is of interest to patients and then effectively communicating these services to them

Rationale: There are many tools and suggestions for effective marketing, but the bottom line is a medical practice will need to create a service that potential patients are aware of and want to purchase.

8. The most important thing to consider before instituting a patient satisfaction survey is:

a. Instill a culture of quality within your practice

Rationale: The first thing to consider before instituting an effective survey is to instill a culture of quality within your clinic where efforts are made by everyone to provide quality services to the patient. If effort is going to be made to measure quality, then it only makes sense to have processes, efforts, and leadership that encourages quality so that everyone’s efforts are in harmony and the survey can be most effective.
9. Which of the following are important aspects of a good purchasing process?

c. Identify what supplies and equipment are needed to provide the necessary services for your clinic

Rationale: Important aspects of an effective purchasing process include:

- Identify what supplies, equipment, and services will need to be purchased for effective operations.
- Identify possible vendors for providing supplies and services.
- Negotiate the best price possible for all supplies. This may include putting out a request to several vendors to provide a price quote on the list of supplies you will need.
- Establish procedures for ordering that are documented and understood by everyone involved in the purchasing process. Identify the levels of authorization that will be needed for purchases of supplies and equipment. If multiple employees will be submitting orders, each person authorized for purchases should be assigned a purchase order number or identification to easily identify who authorized each purchase.
- Verification that supplies and services are received as ordered and that proper payment is made.
- Know which supplies are billable and which are not.

10. Which of the following is the best way to increase quality of care as well as increase revenue flows?

b. Consider providing ancillary services in the clinic

Rationale: Many practices offer diagnostic ancillary services as a way to increase revenue to the clinic and also to offer more complete quality care for their patients

11. As the manager of a practice, you have been asked to work on a marketing plan. Where do you start?

b. Verify the practice has the right people and culture, has good processes and systems, and provides quality services desired by the surrounding community.

Rationale: Before engaging in promotional efforts, spend adequate time verifying the practice has the right people and culture, has good processes and systems, and provides quality services desired by the surrounding community. There can be nothing more damaging than spending a lot of time and money promoting your practice only to deliver poor services and negative outcomes when patients come to your clinic. When this happens, you pay a lot of money to get patients into your clinic, who may go out and tell others not to come. This is a sure fire way to stunt the growth of your practice.

12. You are managing a practice that is looking at adding a CT Scanner in an attempt to increase revenue for the practice and quality of care for patients. What laws does the practice need to consider before adding the CT Scan equipment?

b. Stark and Anti-kickback
Rationale: Make sure you understand how the Stark and Anti-kickback laws may apply to the service and if there appears to be any violation potential. Confer with an attorney before entering into any agreements to be a part of such a service.

13. What is an effective way for a practice to create brand development?

d. Develop a logo and be consistent with using the logo through every aspect of your practice including stationary, print ads, signage, etc.

Rationale: Brand Development involves creating a service and image defining who you are and standing out in the minds of your patients. You must purposely show and tell the public what you want them to know and remember about your organization, creating an emotional tie to your services. To have an effective brand, there should be a distinct graphic or slogan that comes to mind when your practice is mentioned.

14. Which option would be an appropriate question to ask on a patient satisfaction survey?

c. Overall, how are you satisfied with your physician?

Rationale: Remember to ask the essential question, “Overall, how satisfied are you with your physician?” or “How satisfied were you with your overall experience?” Don’t get so carried away in different questions that you forget to ask for their overall satisfaction with their experience at your clinic or with their physician.

15. What is an SEO and why is it useful?

b. Search engine optimization. It increases traffic to your website.

Rationale: Consider search engine optimization (SEO) to increase the traffic to your Web site. SEO involves the process of identifying how to increase your Web sites visibility when users search for topics on the Web. The goal would be to have your Web site appear first on a list of search results for services that you provide. Because SEO can be complicated and—if not done correctly—harmful to your practice, use consultants or professionals with SEO experience to help.