

MaxSurge Healthcare Solutions

Business Development & Practice Solutions

Starting your new practice should not be left to chance! As an authority in developing and managing successful dental and medical practices, MaxSurge Healthcare Solutions provides all the business tools necessary to become successful in every important detail. Although we strongly encourage you to let our professional team do the work we do so well for you, our services are also available "a la carte."

What price would you put on peace of mind? What price would you place on the best possible chance to maximize production in the shortest possible time or on having a highly trained team that will guide you through all the necessary steps for opening a successful practice with the highest standards?

Take advantage of MaxSurge Healthcare Solutions *comprehensive services* which will allow you to place the bulk of time-consuming responsibilities into the competent care of experienced, knowledgeable professionals.

Business Plan (One Doctor New Practice Set Up)

This well-defined business plan will establish your mission and vision statement, short and long term goals, business description, and objectives. The business plan includes a SWOT analysis and summary, management summary and personnel plan, organizational chart, projected cash flow and break even analysis, and business evaluation summary. The Business plan is professionally prepared, bound, and ready to hand to the lending institution (multiple copies included). MaxSurge Healthcare Solutions has worked with scores of oral surgeons nationwide. You can trust that the information in your business plan such as projected expenses, projected revenue and projected cash flow is based on real practices.

NOTE: Business Plan for new building construction ground up not included in this fee.

Regional Insurance Assessment (up to 12)

Before deciding whether you should participate in any major insurance contracts, let the MaxSurge Professional Team research your demographic area of choice, the major area employers/industry leaders and their insurance contracts (and fees when available). Our comprehensive research and contract recommendations will provide you with information that will allow you to make intelligent choices. An additional five consulting hours with our knowledgeable research team are available as well.

Documentation and Manuals

Includes all the professionally designed, customizable, personalized documentation needed to run an efficient and accredited practice and one-on-one training and consulting to ensure you know not only what each form is, but also how it's used.

Every document, form, log, manual, and handbook your office will need is included in this packet – and each one customized with your practice specifics, name and logo. Includes consent forms, business forms, administration forms, personalized employee handbook, interview and new hire forms, pre-op and post-op instruction forms, narcotic tracking log, pathology tracking log, emergency action plan as well as HIPAA Compliance and OSHA Compliance Manual and HIPAA and OSHA Staff Training PowerPoint presentations.

Software Code Assessment

MaxSurge provides addition training and loading of data (such as fees, corrections, up-to-date ICD-9, CPT codes and modifiers, provision of templates for treatment plans, narratives, pre-determination letters, letters of medical necessity, additional letter templates and other time-saving data into your software, saving you hundreds of man-hours and enabling your practice to be up and running sooner and more efficiently. This service may apply to other practice management software companies as well.

Practice Branding & Identity Package

MaxSurge professional marketing team provides you with a branding and identity packet which includes all of the following: the design of your business logo, business cards, stationery (letterhead & envelopes), referral forms, design and copy of a full-color practice informational brochure, appointment cards, website (up to 6 pages) and includes reserving domain name, hosting (1 year) and email. You will also receive the following printed materials delivered to your door: 1000 business cards, 1000 letterhead and 1000 envelopes, 1000 practice informational brochures, 1000 appointment cards, 500 referral sheets.

Strategic Marketing Plan & Consulting- Non-advertisement

An initial strategic marketing plan and assistance in setting up your estimated budget is only part of what the Marketing team can do for you. We also include a competitive analysis, specific and customized one-year marketing plan, a personalized monthly newsletter designed to be faxed to referring offices and contains useful tips and an optional section for your own local news, one-on-one monthly meeting with your appointed marketing coordinator and a MaxSurge marketing consultant (up to two consulting hours per month), an external survey to your referrals to assess how you're doing, marketing ideas specifically designed for the success and growth of your practice.

Training - Phase 1

Do not leave one of the most important investments of your life in the hands of untrained staff. The experienced MaxSurge consulting team knows and understands the importance of well-trained staff and offers a comprehensive curriculum designed specifically for running your practice in the most professional, efficient, effective way. The training includes check-in/check-out, scheduling for production, clinical duties, office duties, human resources and record keeping, customer service, scripting and HIPAA and OSHA Compliance. Also included is assistance in software set up, implementing checks & balances in when closing out the day. Two to three of our top-notch team members will spend four (4) intensive training days with your new hires either on site or at our training facility.

Training - Phase 2

This on-site training follow up includes three (3) days of observation with one or two of our most experienced trainers encouraging accurate follow-through, corrective training, conducting facility and compliance audits, chart audits, and front and back office audits. This phase of training is best scheduled three to six months after opening day or sooner if needed.

Information Technology Consulting

Available to full Practice Development clients, MaxSurge will provide up to 20 hours consulting to help you determine your IT needs and work with your local professional to ensure your complex IT needs are adequately fulfilled.

Accreditation Assistance (optional)

It takes a special practice to earn accreditation, and the MaxSurge professional team will set up your practice to be "accreditation-worthy" right from the start. Included in this service is a fully customizable policy & procedure manual actually used by other successful and accredited practices. Also Included is step-by-step, one-on-one consulting and guidance which will assure that standards for accreditation are soundly in place within your practice AND are documented in the manual.

Standards in the manual are presented by the Accreditation Association of Ambulatory Health Care (AAAHC) and include policies to meet the following standards: rights of patients, governance and administration of your practice, the quality of care provided, a quality management and improvement program which includes peer review, risk management and quality improvement, clinical records & health information, professional improvement, facilities and environment, anesthesia services, surgical and related services, dental services, emergency services, immediate/urgent care services, pharmaceutical services, pathology & medical laboratory services, diagnostic imaging services as well as other topics as applicable. All training, documents, forms and setting up of business and practice procedures are addressed in detail with the MaxSurge team. Training to meet and maintain accreditation is included through your MaxSurge Consultants.

Total cost to purchase the comprehensive package *INCLUDES* project implementation -

- Our comprehensive package is a step-by-step approach and includes a detailed timeline and consulting with the MaxSurge Professional team.
- The MaxSurge Professional team works tirelessly to ensure that you reach your opening day goal with *all* systems for business, office, clinical and marketing are soundly in place.
- Daily/weekly consulting and *total assistance* while completing every aspects of the hundreds of tasks on goal-oriented timeline
- Ongoing access to the MaxSurge Business and Practice Development Team up through opening day and beyond!
- The comprehensive service not only saves \$10,000 but includes our experienced staff *doing the work!*

For only 1/3 down, the MaxSurge team can start working to make *your dream* a reality and a success! Call us today! 877-MAX-SURGE <http://www.maxsurge.net>

