



Your practice is your business. Although one, there is a dividing line between medical practice and business that is often overlooked. Introducing **SmartMed!**

They have a *unique* viewpoint to not only find that line but seamlessly integrate the two as they provide various services to the independent physician practice. As independent doctors you are under constant overload with ever increasing pressures from regulators and medical payers. Often realizing it after the fact and its impact to your staff and reimbursement. *SmartMed is unique because they were born from within the physician practice itself, beginning* within clinical management at Vascular Vein Centers and giving it the tools to grow into a 7-facility practice across greater Central Florida in 6 counties. To keep up with the ever-increasing compliance and diligence necessary for a physician practice to thrive beyond patient encounters, SmartMed' s organic development will help you overcome hurdles that often gounrealized. These hurdles can reduce your cashflow, compliance, credentialling and clinical efficiency to medical-payer policy.

- With its heritage in the detail of clinical practice, SmartMed began with a primary mission of *continuity of care*. As such its goals are well defined from those granular roots and include creating opportunities to
 - work together to reduce unnecessary types of encounters and improve outcomes
 - reduce medical expenses and other costs to the provider
 - integrate patient services documentation with medical payer policy to reduce days outstanding of medical billing (receivables) and ensure that is clearly defined
 - Evaluate medical billing age, collections, and denials
 - As importantly, to know the *amounts not collected and why*
 - Intense and immediate denied claims management
 - EHR management to recognize payer policy language.
 - Compliance management including MACRA and *credentialing* of medical providers
 - Create more efficient time-management of the practice's human resources.

Most practices, and for that matter medical management or billing company's, don't have the concomitant experience SmartMed provides from the marriage of establishing clinical efficiency and the detail of practice management into your business. *Its direct association with its separate sister company, VVC, lends to its unique vantage point.* Especially for providers that want to remain independent from hospital or institutional medicine. SmartMed is passionate about helping doctors set up conditions to do these things well and thrive as independent physicians. Please reach out to speak with them, at no cost, to find how they can help your practice achieve its goals and long-term viability.

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