



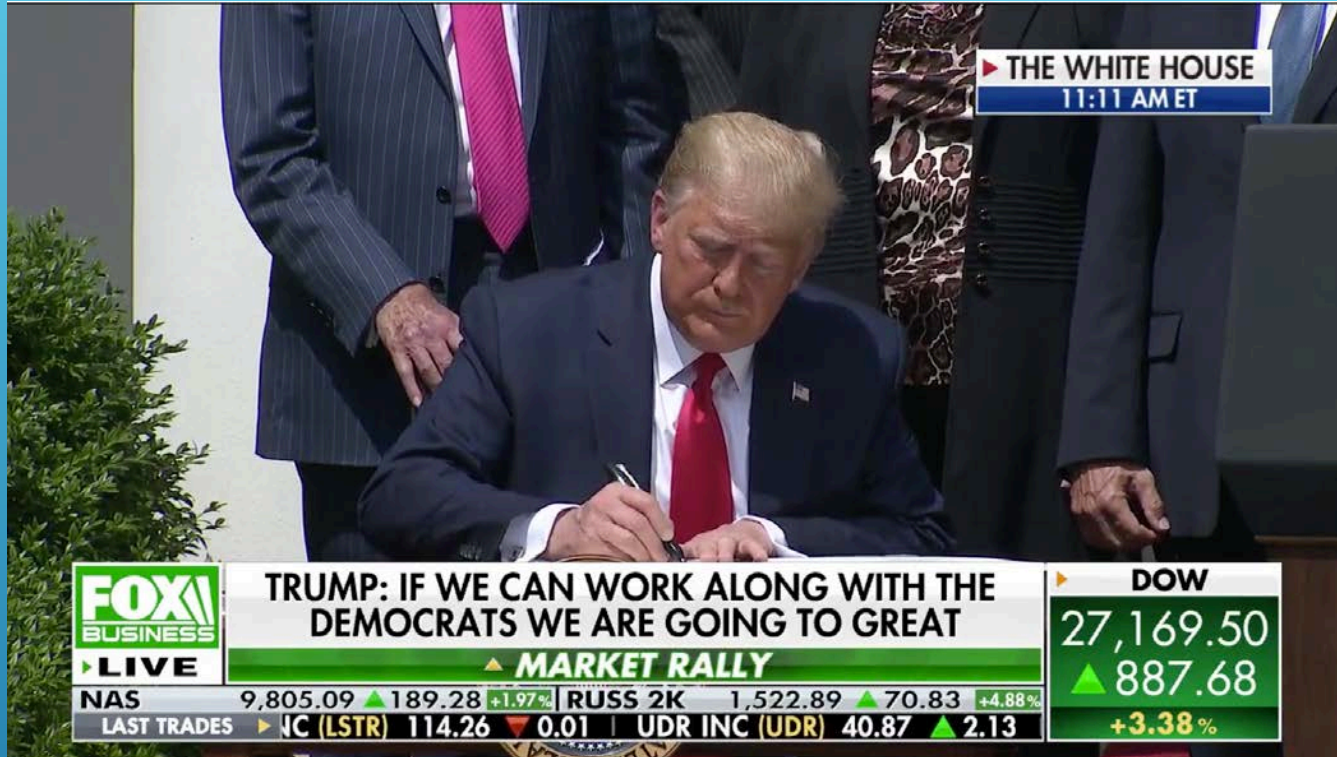
June 8th, 2020 webinar
Hosted by Cindy Pezza, PMAC



WELCOME TO
WEEK 13 OF OUR
COPING WITH
COVID-19
DISCUSSIONS

- ▶ Many of you have started to implement positive changes and taking steps towards a brighter future
- ▶ Virtual/Dedicated Distant Assistants and Scribes
- ▶ New Patient Coordinators
- ▶ More streamlined ways of managing practices

REOPENING CONTINUES AND THE
NEW NORMAL IS UPON US



IN CASE YOU MISSED IT THIS MORNING

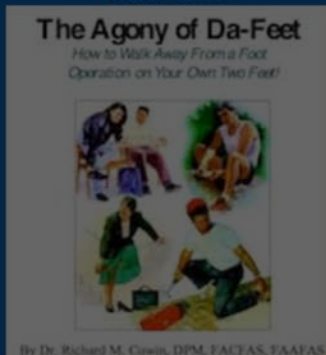
- ▶ Loan recipients are now only required to spend 60 % on maintaining payroll, rather than the previous 75 % rule
- ▶ The money that can be spent on operating costs like rent and utilities increased to 40 % from 25 %
- ▶ Extended the timeline for businesses to spend the money from two months to 24 weeks. However, if businesses choose to get the loan forgiven after eight weeks, they are still able to do so. **
- ▶ Gives businesses until Dec. 31 to rehire workers in order for their salaries to count toward forgiveness; previously, they had until June 30
- ▶ The employee salary eligible for forgiveness is still capped at \$100,000.
- ▶ The law also eased rehiring requirements for businesses. For instance, if a small business owner is unable to rehire an individual who was an employee on or before Feb. 15, or is able to prove they were unable to hire a similarly qualified candidate, their loan may still be eligible for forgiveness.
- ▶ If the loans are not forgiven, a business will have five years at 1 percent interest to repay the loan, rather than the initial two years.

CHANGES TO PPP LOAN FORGIVENESS INCLUDE:

Se habla español

Get Dr. Cowin's FREE* E-Book

To Get Instant Access to Dr.
Cowin's E-Book "The Agony of
Da Feet"



Other State-of-the-Art Services

LET'S KEEP MOVING FORWARD AND EXPLORE ANOTHER "OUTSIDE THE BOX" "CONCEPT" (THAT SO MANY DOCTORS HAVE CONSIDERED WITHOUT KNOWING WHERE TO START)

OUR GUEST SPEAKER: DR. RICHARD COWIN



EPAA "Shock Wave"
Treatment



Heel Pain



Ethyl Alcohol
Injection



7932 W. Sand Lake Rd.
Suite 106
Orlando, FL 32819
(407) 965-2881

Consultation

New Patient Special
(Value \$175)

[CLICK HERE](#)

To get an instant FREE*
\$175

Podiatry Exam &

[Request an
Appointment](#)

HOW TO THRIVE, NOT SURVIVE, IN PODIATRY

Richard M. Cowin, DPM, JD

Cindy Pezza, PMAC
President and CEO
Pinnacle Practice Achievement, LLC

MY SINCERE THANKS:

Several thin, parallel white lines of varying lengths and orientations are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

- ▶ 1980: Graduate of Illinois College of Podiatric Medicine
- ▶ 1980-81: Trained in MIS and Traditional Foot Surgery in Chicago and met my lovely wife 😊
- ▶ 1981: Opened my first podiatry practice in Skokie, IL
- ▶ 1983: Diplomate, American Board of Ambulatory Foot Surgery and married Sarai Perez
- ▶ 1984: Diplomate, American Board of Podiatric Surgery and moved to larger office in Libertyville, IL
- ▶ 1986: First daughter was born
- ▶ 1988: Second daughter was born

MY STORY

- ▶ 1980-1993: Numerous trips to Orlando, FL
- ▶ 1992: "Burnout" and The Dr. Wayne Dyer cassette tape and the trip to Florida that changed my life
- ▶ 1993: Moved to Orlando and Opened 1st Florida Office
- ▶ 1999: "The Villages" called and I answered
- ▶ 2004: Opened The Center for Advanced Foot & Ankle Surgery and Advanced Surgery Center
- ▶ 2007: Medicare Changes Their Mind
- ▶ 2008: Enrolled in Florida A & M University College of Law

MY STORY CONTINUES...

- ▶ 2012: “Honey, you’re not going to believe this, but I miss doing foot surgery, BUT...”
- ▶ Her response: “I knew that!”
- ▶ Mediation offers a flexible schedule and a back-up career.
- ▶ However, there are some challenges in re-entering podiatry.

THE BIG DECISION: MEDICINE OR LAW?

- ▶ Have you had enough?
- ▶ Do you believe that Medicare is like the Hotel California where you can check in, but you can never leave?

TWO GREAT QUESTIONS POSED BY
LAWRENCE R. HUNTOON, M.D, PH.D.TO
THOSE CONSIDERING OPTING OUT OF
MEDICARE

- ▶ A PARTICIPATING PHYSICIAN is an enrolled physician who signs an agreement with Medicare agreeing to accept assignment on all Medicare patients and who accepts the allowed amount by Medicare as payment in full for *medically necessary* covered services as defined by Medicare

WHAT ARE YOUR MEDICARE PAYMENT OPTIONS?

- ▶ A NON-PARTICIPATING PHYSICIAN is an enrolled physician who does NOT sign a contract with Medicare who may choose to accept assignment or not accept assignment on a case by case basis for *medically necessary and covered services* as defined by Medicare. Non-Participating Physicians can charge no more than the limiting charge for covered services provided.

WHAT ARE YOUR MEDICARE PAYMENT OPTIONS?

- ▶ An OPTED OUT PHYSICIAN is an enrolled physician who chooses to Opt Out of Medicare by filing an affidavit with Medicare. Neither physician nor patient can submit a claim to Medicare (except for emergency services) for services provided by the Opt Out Physician during the Opt Out period and Medicare limiting charges do NOT apply.
- ▶ Opted Out physicians who have an NPI number can order tests and make referrals to other entities or physicians that are in the Medicare system and Medicare will pay as per Medicare policy.
- ▶ In case of an urgent or emergency situation, an Opt Out physician CAN file a claim with Medicare.

WHAT ARE YOUR MEDICARE PAYMENT OPTIONS?

- ▶ Recover Audit Contractors (RAC's): These are private "bounty hunters" who are rewarded with a "cut of the take."
- ▶ Zone Program Integrity Contractors (ZPIC's): Looking for crimes
- ▶ FBI Health Care Task Force: Jurisdiction over both federal and state insurance programs. FBI has 56 field offices.

PHYSICIANS WHO REMAIN IN THE
MEDICARE PROGRAM RISK PROSECUTION,
PRISON, AND RUINOUS FINES AND HAVE
THE "PLEASURE" OF DEALING WITH:

- ▶ Medicare contractors also have their own fraud units and work along with HHS OIG (Office of the Inspector General)
- ▶ Bunion surgery fee: 1980 vs. 2020
- ▶ ObamaCare Law added 1) increased federal sentencing guidelines by 20% to 50% for crimes over \$1 mil. in losses, 2) increased license checks and site visits for physicians deemed to be high risk for fraud and abuse, 3) CMS implemented advanced, predictive modeling technology to detect fraud, and 4) provided an additional \$350 mil. over 10 years to boost anti-fraud efforts.

IF THAT ISN'T ENOUGH...

- ▶ If you elect to stay in Medicare, you need to consider the cost of you and your staff keeping up with ever-changing Medicare rules and regulations AND the cost of handling Medicare claims and appeals.
- ▶ If you decide to Opt Out, it may be helpful (and in fact I believe it is *crucial*) to find “niche” services, to become highly knowledgeable and well-credentialed in these services, and to develop a marketing plan to inform patients of the benefits of these services as well as the benefits of seeing an Opt Out Physician.

FINANCIAL CONSIDERATIONS TO REMAINING AS A PAR OR NON-PAR PHYSICIAN

- ▶ The freedom and pleasure of practicing PODIATRY again.
- ▶ Positive patient experience and protecting patient privacy.
- ▶ No fear of ruinous fines or prison time for inadvertent coding errors or running afoul of some obtuse Medicare law, rule, or regulation.
- ▶ Simplification: NO billing staff, NO claims to file, NO collection problems or fees, and NO accounts receivable as you collect 100% of your fees at the time services are provided.
- ▶ More time to spend actually treating patients and with family and friends and enjoying your favorite hobbies.

NON-FINANCIAL CONSIDERATIONS TO BECOMING A MEDICARE (AND OTHER) OPT OUT PHYSICIAN

There's a certain comfort in dealing
With the devil, you know
The unknown is uncertain
So you embrace the status quo

But those who are brave
And principled at heart
Will receive FREEDOM as their reward
And that's very smart.

TO STAY OR NOT TO STAY IN MEDICARE:
THAT IS THE QUESTION



Dr. Rich Cowin

THANK YOU AND GOOD LUCK!!

IF YOU ARE INTERESTED IN A VIRTUAL
WORKSHOP

"OPENING YOUR OWN BOUTIQUE
PRACTICE"

PLEASE EMAIL:

ADMIN@PINNACLEPA.COM

THANK YOU FOR
JOINING!

Visit:

<https://pinnaclepa.com/practice-engagement-program-pep/>

for more information on how to
become a PEP member and stay
up to date on everything
PODIATRY!

