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# Practice of the Future

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## Leading Urologist

**Featured Provider: George P.H. Young, MD**

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Featured Provider

## George P.H. Young, MD

Leading urologist Dr. George P.H. Young, MD of New York City speaks with us about the changing state of healthcare and patients' needs, and what a possible recession could mean to his practice.

Read full story inside:  
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# How to Prevent Physician Burnout

by Monica Rivera



According to the 2022 Medscape poll on physician burnout, overall physician burnout increased from 42 percent in 2020 to 47 percent in 2021. This poses a risk to not only physicians' health but also their ability to deliver care effectively. According to the American Academy of Family Physicians, the three main symptoms of burnout are exhaustion, depersonalization, and lack of efficacy.

## What are the top causes of physician burnout?

- 1. Administrative work:** An increase in patient volume and lack of technology implementation cause an excess of administrative work.
- 2. Less time with patients:** Less time with patients takes away from what physicians love to do most, which is keep their patients healthy.
- 3. Long hours:** Whether due to a lack of staff or excess in administrative data, physicians and residents often overwork themselves, leading them to burn out.
- 4. Keeping up with patient demand:** Patient demands are constantly evolving, and now convenience and accessibility are of utmost importance to patients.
- 5. Online reputation:** Negative reviews are damaging to the reputation of providers and repel potential patients looking for doctors.

## How can I avoid burning out?

- 1. Delegate tasks:** Don't spend time doing things that someone else can do. Consider a medical assistant to help you with notetaking, data entry, and other administrative work.
- 2. Automation:** Implementing easy-to-use software can help cut down on administrative tasks. Although it takes time to implement and train staff, you are ensuring that your practice is running at peak efficiency.
- 3. Patient engagement:** Patients don't want to spend time filling out forms in the waiting room or waiting over a month to be billed for a 15-minute visit. Tools such as those from BillFlash are responsible for getting physicians paid more, faster. Patients conveniently receive their bill and are given online payment options right from their mobile device.
- 4. Online reputation:** Negative reviews are disheartening. Unfortunately, a patient is more likely to leave a review when they have a negative experience. Take the initiative and send your patients automated requests to review your business.

The impact of physician burnout is felt not just by doctors, but also by patients, staff, and their own families. There are many symptoms of burnout, and each is detrimental to all involved. Burnout comes from a buildup of different factors and should be treated before it becomes a major problem for both the physician and the patient. Companies such as Microwize assess the problem areas within your practice and provide suggested solutions that would improve overall production and efficiency. Let us help you treat the condition and not just the symptoms!

## Letter from the (Research) Editor

I've always been a fanatic of shows like "CSI," "Law and Order," and "Criminal Minds." Understanding the terrible things people did and why they did them is something that has endlessly piqued my interest. However, it wasn't until I took a psychology class in high school that I discovered something even more interesting to me than psychology.

One day during class, we were learning about subliminal messaging. My teacher explained to us that subliminal messaging was a tactic used in advertising to get consumers to purchase the desired product while being unaware that they were being advertised to. The example she gave dealt with a study conducted in a movie theater. Apparently, a researcher inserted images into a movie for 1/3000th of a second, urging moviegoers to buy popcorn and a

Coca-Cola. As a result, Coke sales increased by more than 18%, and popcorn sales by more than 57%! Malicious use of this tactic led to the ban of subliminal messaging, and it is now illegal in the UK, US, and Australia. The concept of images barely perceivable by the naked eye influencing the desires of a person was something extremely fascinating to me and made me ask more questions. If images affect the mind, how might colors, lights, and sounds affect the mind?

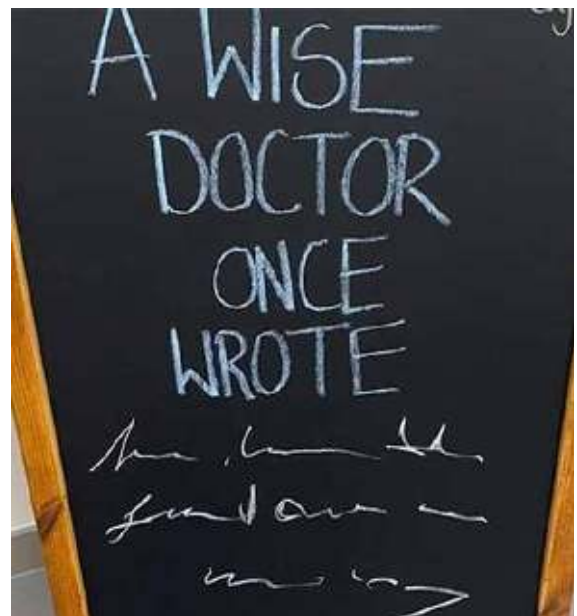
What I discovered that day is that there is an underlying psychology to advertising, and there were teams of people constantly trying to figure out how to reach and increase their customer base. There is much more to advertising than just pretty colors and cool pictures. So now I work as a marketing analyst, studying the chang-



ing habits of consumers, industry trends, analyzing the impact of different marketing activities, and coming up with different strategies to reach potential customers. There's always something new to learn, new to uncover, and that's my favorite part about my work—and life in general!

Monica Rivera, Research Editor

## Humerus Corner



# Maximize Revenue Collection Efforts with BillFlash

by Jacqueline Martinez



**Strategic partnerships are the ideal solution to maximize revenue collection efforts with a pending recession looming.**

Many financial analysts have debated whether we are currently in a recession or if one is on the horizon. In a recent article published by Time Magazine (2022), the real gross domestic product (GDP) decreased by an average rate of 0.9% in Q2, following a 1.6% decrease in Q1. Traditionally, two consecutive quarters of negative economic growth are considered signs of a recession. Still, many financial analysts cite unprecedented economic circumstances that make it difficult to ascertain whether we are currently experiencing a recession, are positioned to enter one, or will narrowly miss another recessive period.

While many companies are still recovering from the economic impacts of the COVID-19 pandemic, consumers have certainly not remained unscathed. American families continue to feel the financial implications of a recovering economy and the rise of inflation which has created additional demands on already stretched budgets. As a result, many are left trying to figure out how and when they pay their bills, including medical expenses. Additionally, with the recent Federal Reserve rate hikes, many consumers are affected by the higher interest rates making eligibility to borrow money more difficult and more expensive. In preparation for a looming recession, many financial experts indicate it is normal for consumers to experience anxiety and fear during economic uncertainty but encourage consumers to pay down debt and create an emergency fund (Time, 2022).

Many CFOs and VPs from large healthcare organizations and physician groups share the same concerns and anxieties experienced by consumers. Supply chain issues have challenged the financial health of many organizations; labor shortages persist, healthcare costs continue to rise while margins continue to shrink, and lack of reimbursements from insurance carriers, Medicare, and patients only compounds the issue (Fierce Healthcare, 2022).

***...many financial analysts cite unprecedented economic circumstances that make it difficult to ascertain whether we are currently experiencing a recession, are positioned to enter one, or will narrowly miss another recessive period.***

In a recent survey conducted by Fierce Healthcare (2022), over 90% of respondents indicated they are experiencing a labor shortage within their RCM operations, causing more than half to be behind on 2022 revenue goals. With these challenges, about one-third of CFOs and VPs indicated they would focus on finding a strategic RCM partner to help streamline processes. With a recession possibly here already or looming, finding a partner that offers solutions not only for the practice but also to maximize the patient experience is crucial.

**Microwize** is proud to partner with **BillFlash**, a leader in helping practices maximize revenue cycle management with various solutions. With supply chain and labor issues affecting many, BillFlash is the ideal solution to reduce production costs associated with patient billing while offering patients highly desired payment options. BillFlash is an all-in-one solution to help facilitate billing, payments, and integrated collection within a single platform, helping to maximize revenue generation, rather than selecting multiple vendors to help with revenue collection.

What makes BillFlash's integrated collection service different than partnering with a third-party collection agency? The answer is simple: YOU are in control! Consider BillFlash's collections recovery team an extension of your practice by having a dedicated team working hard to maximize collection efforts.

As many practices are impacted by labor shortages and high accounts receivable balances, BillFlash's integrated collection service is the ideal solution that provides complete transparency throughout the collections process. For example, you determine the rules that flag accounts for collections; you can approve or disapprove the account before it is sent to collections; you maintain visibility into collections activities on all accounts; you receive notifications of payment offers by patients; you can establish payment plans; and best of all, payments are deposited directly into your account as soon as payment is collected.

Payers are treated respectfully by our 50-state licensed recovery team, who receive ongoing compliance training, courtesy coaching, and are 75% bilingual. Best of all, practices can track everything on the BillFlash portal they already use for patient statements.

With the ability to customize messaging on patient statements, eBills, text notifications, flexible payment options, integrated collections, and so much more, YOU are in the driver's seat. At the same time, BillFlash optimizes your revenue collection potential! For more information about automated patient statements, patient payment options, and integrated collection solutions, contact Microwize at 800.955.0321 or visit <https://microwize.com/billflash>.



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# Health Benefits of Red Wine

by Monica Rivera



The question of whether red wine has health benefits is still a debatable issue. Several studies have shown that drinking moderate amounts of red wine—which has an alcohol content of 12% - 15%—daily can help prevent heart disease. However, it's important to remember that alcohol can be dangerous when consumed in excess.

## 7 Health Benefits of Red Wine

Red wines, which are prepared by crushing and fermenting whole dark-colored grapes, offer many health benefits. Some of the most popular red wines include Merlot, Pinot Noir, Cabernet Sauvignon, and Shiraz.

- 1. Rich in antioxidants:** Red wine contains antioxidants called polyphenols that may help protect the lining of blood vessels in the heart. Resveratrol is one such polyphenol and has received much attention for its health benefits.
- 2. Lowers bad cholesterol:** According to a study, the Tempranillo grape—used to make certain varieties of red wines such as Rioja—lowers bad cholesterol levels.
- 3. Keeps heart healthy:** Red wine contains polyphenols, antioxidants that keep the blood vessels flexible by preventing unwanted clotting. However, it should be remembered that heavy drinking damages the heart.
- 4. Regulates blood sugar:** Resveratrol, the compound found in grape skins, lowers blood sugar levels in diabetic people. A recent study shows that taking 250 mg of resveratrol supplements daily for three months lowers glucose levels in the blood more than not taking it at all. Resveratrol also controls cholesterol levels and systolic blood pressure.
- 5. Helps treat common cold:** Because red wines contain antioxidants that protect against free radicals, they may help treat common colds and other ailments.
- 6. Keeps memory sharp:** You can keep your memory sharp by enjoying red wine on a regular basis, according to research. That same resveratrol inhibits the formation of beta-amyloid protein, a key ingredient in the plaque of the brains of people with Alzheimer's.



- 7. Keeps you slim:** You might be pleased to know that resveratrol helps keep your weight down, too. The chemical compound piceatannol, which is made from resveratrol, reduces fat cells in the body. Research has shown that piceatannol speeds up the activity of insulin receptors on fat cells, blocking the pathways required for immature fat cells to grow.

We all know that excessive drinking can have a number of negative effects on the body, which include liver cirrhosis, weight gain, etc. It can even pose a threat to life. But that doesn't mean you cannot indulge in drinking your favorite red wine once in a while. Ideally, it shouldn't be more than 1-2 glasses a day, with breaks of at least 1-2 days in between.

There are other ways to consume wine in order to get its health benefits, such as preparing a red wine sauce to go with your dinner. Red wine can also be beneficial in other ways, such as treating headaches and reducing calorie intake by killing appetite. However, always remember that consuming too much alcohol can have an adverse effect to your health, so be sure to consume in moderation! Cheers!

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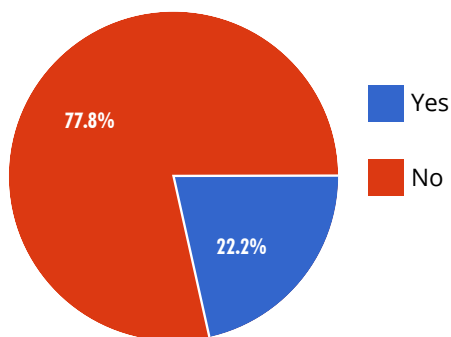
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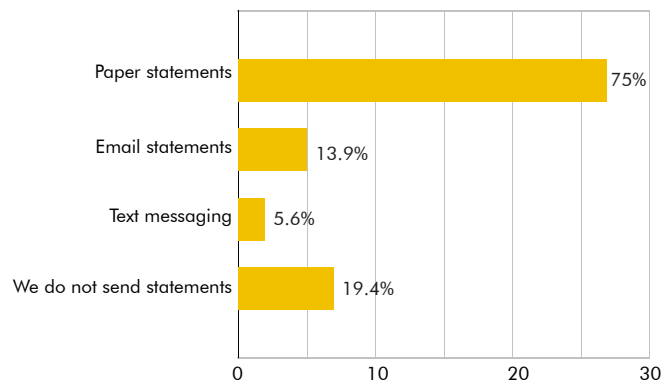
# 5 Questions About Your Accounts Receivable

## Q1: Are you using a patient collections service?

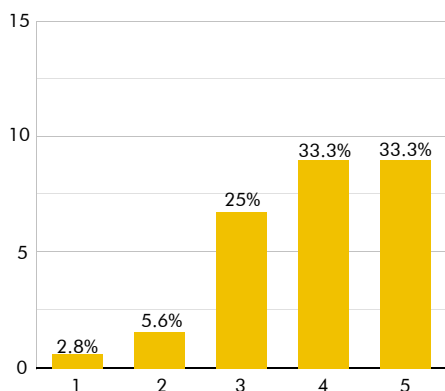


**77%** of healthcare providers aren't using a patient collections service

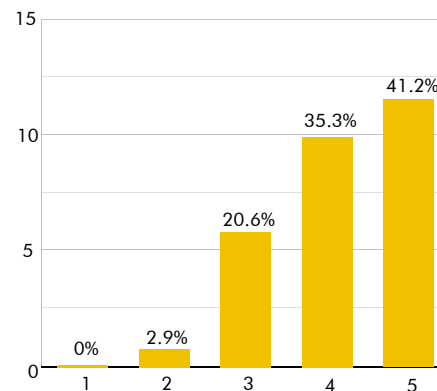
## Q2: How do you send statements to patients?



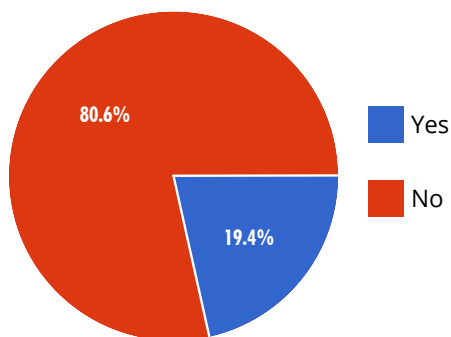
## Q3: On a scale of 1 to 5, how satisfied are you with your current practice management / billing software?



## Q4: On a scale of 1 to 5, how satisfied are you with your current clearinghouse?



## Q5: Are you doing anything to prepare your business for a possible recession?



**81%** of healthcare providers aren't doing anything to prepare their business for a possible recession

Despite ongoing speculation regarding whether or not a recession is looming, it appears that the majority of healthcare practices and billing services don't feel a need to prepare. In fact, less than a quarter are using a collections service, and almost one out of five don't even send statements to patients. Regardless of how the economy fares in the short term, making sure your office is efficiently following up on accounts receivable is just good business sense.

# Ransomware-as-a-Service Concerns FBI/CISA

by Andersen Silva

The FBI and Cybersecurity and Infrastructure Security Agency (CISA) warned last month of an increasing ransomware-as-a-service (RaaS) threat against healthcare organizations. The joint alert by the two agencies came as Congress requested a cybersecurity briefing from the Department of Health and Human Services.

## Zeppelin Ransomware-as-a-Service

Zeppelin ransomware, derived from the Delphi-based malware family known as Vega, is being used to target “especially organizations in the healthcare and medical industries.” Ransomware-as-a-service makes it simple for the less tech-savvy to engage in cybercrime without needing to develop their own malware. Bad actors often obtain “sensitive company data files to sell or publish” before encrypting the data “in the event the victim refuses to pay the ransom.” Phishing, RDP exploitation, and SonicWall firewall vulnerabilities have allowed these cybercriminals to access networks.

Ransoms are generally demanded to be paid in Bitcoin by the Zeppelin ransomware-as-a-service actors. Paying from thousands to more than a million US dollars is no guarantee that one’s troubles will end there, however. Multiple instances of Zeppelin have been seen on a single network, requiring multiple decryption keys. Cybercriminals have also been known to hit the same victim again later. Exfiltrated data may be sold or otherwise exposed even after a ransom payment. And while it doesn’t happen often, a bad actor could simply decide not to release the data after receiving payment. Of course, the FBI, CISA, and other federal law enforcement continue to recommend not paying ransoms.

## #StopRansomware

The FBI and CISA strongly encourage healthcare and other organizations to mitigate and reduce the risks of attacks, by ransomware-as-a-service and other malware. Recommendations include a recovery plan including multiple encrypted backups in a “physically separate, segmented, and secure location.” Longer, complex passwords with “hints” and reusable passwords disabled, and multifactor authentication (MFA) are also recommended. Updating and patching all software, firmware, and operating systems can be time-consuming, but it is an effective and efficient way of closing security loopholes; this step can also be outsourced to a Managed Services Provider (MSP) that can handle updates without downtime for your organization. As mentioned above, known vulnerabilities with SonicWall firewalls and other systems continue to be exploited and should be patched immediately.

Network monitoring, real-time malware detection, and disabling of E-mail hyperlinks and unused ports are also suggested. It is critical for all businesses, healthcare-oriented and otherwise, to heed these warnings, remain vigilant, and fend off cyberattacks by ransomware-as-a-service and other types of malware, which continue to evolve and try to elude detection.

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# Leading Urologist

Featured Provider: George P.H. Young, MD

**Q: What is the differentiating factor that has made you successful in your specialty of care?**

A: Some practices can seem like factories, pushing to see as many patients a day as possible. We always strive to treat our patients as if they were our own family members. Detailed attention is paid to each patient, and we are always there to answer any questions or concerns that they have. We would rather spend the extra time and put the patient's mind at ease.

**Q: What do you think your patients will need in the next 5-10 years?**

A: In the next 5-10 years, I believe patients will want to spend less time in physical office visits and more time in telemedicine or "virtual" visits. The COVID pandemic has made it clear that not everything needs to be done face-to-face, as many of us had to move to working, shopping, and even visiting the doctor online from home.

**Q: How do you stay current with the state of the healthcare industry to provide the best possible patient care?**

A: We are part of an Independent Physician Association (IPA) that has been trying to keep its members abreast of all the latest healthcare and regulatory updates and state requirements. IPAs help to promote the effective, efficient delivery of healthcare.

**Q: How does your practice optimize insurance reimbursement?**

A: The IPA also negotiates the reimbursement rates, but we do need to keep an eye on the reimbursement rate because insurance carriers don't always honor the contracted rate. We need to stay on top of the insurance and manage our claims to make sure we get paid fairly for our services.

**Q: Are you doing anything to prepare your business for a possible recession?**

I think there is a constant demand for more providers in our current healthcare system. Patients are still struggling to find providers for their treatments. As a result, I feel our practice is well-positioned to weather any potential economic issues that may loom in the near future.



George P.H. Young, MD



# How to Choose Your Medical Billing Software

by Monica Rivera



Choosing medical billing software that meets all your needs can be a daunting task. A good medical billing application doesn't just send a claim. It gives you convenience and insight and facilitates an efficient workflow. It allows healthcare staff to focus on clinical processes and medical treatment, while increasing patient satisfaction. So what are the main things you should be looking for in a medical billing application?

## What to Look for in Medical Billing Software:

- 1. Reporting:** Reporting is not a luxury, it is a necessity for efficient business management. Basic reports such as A/R and demographics reports are essential. But always consider your unique needs. Are there adequate reporting options? Does the system alert you to any issues with patient insurance coverage? Are reports easily customizable?
- 2. Updates and upgrades:** The industry is constantly changing, and there are new requirements more frequently than you may be able to keep up with, from big changes like the emergence of ICD-10 with a brand new code set, to smaller changes like the American Medical Association's (AMA) requirement for a license in order to use CPT codes. You want to select a software company that not only keeps the software up-to-date with these changes, but also stays ahead of them for you.
- 3. A reputable support company:** You want a responsive staff that is knowledgeable enough to answer your questions and solve your problems. An experienced team can help you learn how to make the most of your software and create a more efficient medical billing cycle. A good software company will build a relationship with your practice and know you by name when you call. When you have the right team to guide and support you, your problems are more easily and quickly resolved.
- 4. Features and add-ons:** There will come a point in time where you will want to take the use of your software to another level, typically when your patient volume gets high. Automation tools will help you keep up and

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stay organized without feeling overwhelmed or adding unnecessary manual labor. Look for applications with integrated third party add-ons for features like electronic patient statements, patient reminders, patient intake, OCR scanning, and mobile access.

- 5. Clearinghouse:** A clearinghouse facilitates arguably the most important function of medical billing software – sending claims electronically to insurance companies, receiving electronic remittance reports, and checking patient eligibility electronically. Your medical billing software should make it easy to send claims to the clearinghouse and provide you with supporting features, such as claim scrubbing to reduce denials due to errors from data entry.
- 6. User interface/friendliness:** You are going to be spending hours working in the software. It may feel more like your home than your physical location. You need to be able to get around quickly, and not get lost, especially with pressures from patients asking questions about their bills.

You want a medical billing application that is right for you, and that means one with the right set of features and reports. The ideal software will integrate with the practice's existing workflows, allowing you to focus on your patients and clinical responsibilities, fulfill regulatory requirements, and maximize collections. For more assistance in choosing the right software for your practice, call 800-955-0321 or visit [microwize.com](https://microwize.com) today to get in touch with a healthcare technology consultant.

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