



Welcome to our first edition of the *Spice It Up e-Newsletter*.

The most rewarding part of our job is when we can help an office solve a problem or provide them with a new technique to improve their collections. But we also realize you're busy and it's not always convenient for you to sit down with us and talk about best practices. So we have spent the last few months working on a better way to provide educational information to our clients on a regular basis. Here's what we have done:

1. We wrote a book on collections. It's called *Spice It Up! 9 Red Hot Ingredients To Fire Up Your A/R Collections In Just 30 Minutes A Week*. We give you our top 9 tips to help you get paid quickly and easily. The 9 ingredients are part of the recipe we've used with our clients for decades at CDA so we know they're proven to work. Like any recipe use as little or as much of the ingredients as you like. The most important thing is to keep working the recipe. You can get your book by going to SpiceItUpwithCDA.com.

The book cover features the title "Spice it Up!" in red at the top. Below it is a stylized graphic of a red and yellow ribbon forming a loop. The subtitle "9 RED HOT INGREDIENTS TO FIRE UP YOUR A/R COLLECTIONS IN JUST 30 MINUTES A WEEK" is written in orange and black. The authors' names, "Tony Muscato and Dave Schmitz", are at the bottom in yellow.

Get more money coming back to you with CDAC's 9 PROVEN strategies.

Click for a **FREE** copy.

2. We developed a library of forms like Patient Information Forms, Financial Policy, Past Due Letters and many more that you can use in your office. You can customize them any way you want. [Go here](#) to to access the library.

3. We developed this monthly e-Newsletter to keep you up to date on the latest trends, best practices, and legislative issues. Also, we want to provide a little entertainment when we can. For those of you that know Dave, you know he loves to cook. Dave will be submitting his "recipe of the month" for your enjoyment. If you have a recipe that you want to share, feel free to send it to us. We will compile the recipes and post a CDA Cookbook on line a couple of times a year. Bon Appetit!

**Full Access to our
NEW! Document Library**



Download *Patient Information Forms, Credit Card Authorization Forms, Collection Scripts, Past Due Letters* and much, much more...

Click for immediate access.

THIS MONTH'S COLLECTION TIP

A "no-fuss, no-mess" method to get critical patient information

I'm man enough to admit that I'm a geek when it comes to doctors' offices.

I look at everything - from how the layout to the magazines (anything older than 2005 is a pet peeve!) and from the channel selection on the TV or radio to how the staff talks with each other behind the desk.

That's why I was so impressed when I took my teenage daughter to the orthodontist (not a client of ours ... yet) for the first time to get fitted for braces. At least, I was impressed at first...

The office was newly decorated. They had beautifully framed artwork, a plasma TV that ran a demo DVD on products that they used, comfortable leather chairs, plenty of current magazines were placed in oak racks, and the color scheme was very warm and welcoming. The working part of the office was fitted with new computers and modern office furniture. If Better Homes and Gardens had a contest for medical offices, this one would be a finalist. The office staff was very well trained as well. We were greeted warmly and informed of what my daughter could expect from her visit that day. The waiting room was full, but nobody waited very long. They were executing

their patient flow plan flawlessly. I could tell that they had gone to great lengths to make the patient experience a great one and it was....until the receptionist handed me the "paperwork".

I wasn't prepared to fill out the paperwork. I know this is going to sound bad, but I figured my wife had already taken care of it. I knew that my wife had already talked to someone in the office a couple of weeks ago when she made the appointment because they informed us of our financial responsibility like a well trained office should. I just figured she handled filling out the patient information forms either on line, over the phone, or maybe the office had mailed out a welcome kit.

So there I sat in the comfortable chair trying to remember my wife's social security number.

Good thing that I had recently had my eyeglasses RX increased! It was that hard to read. It was a copy of a copy of a copy from 10 years ago. My patient experience rating was starting to decrease along with the odds that I was going to provide accurate information. Not that I didn't want to, but I didn't have all the information with me and my wife could not be reached by phone at that time.

Now let me give you a much better experience...

A few weeks ago I made an appointment with a new dermatology office for a skin cancer screening. I was informed over the phone that a welcome package was being mailed to me and that I should expect it in 2-3 days. I was asked to fill it out completely. I was reminded to specifically to look at their Credit Card Authorization Form.

They would prefer me to pay by credit card for my co-pay and self-pay portion after insurance. Nice!! I got my wife to fill out the paperwork (if you met my wife you know that I was just kidding...she has trained me well). Actually, I filled out the paperwork one night after helping my wife do the dishes.

Which one of the above scenarios do you think produce the most complete and accurate paperwork? And even though the dermatologist's office was not decorated as nice as the orthodontist's office, I had a better patient experience there. I came in, gave the receptionist my filled out forms, handed her my driver's license and credit card, and sat down to read a magazine. After I met with the doctor, I went back to the desk and made a follow-up appointment and was on my way. They already had my credit card

in their system so there was no need to write a check for my co-pay. No stress and no mess!

What's the moral of the story?

If you want good information that you can use to help you in the collection process, (**FOLLOW INGREDIENT #1 IN YOUR SPICE IT UP E BOOK**) send out a welcome package or consider an on-line option to obtain accurate patient information. See our on-line library to download a free Patient Information Form that you can customize for your office.

COLLECTION INDUSTRY NEWS

Cell phone users want to put auto dialers on hold

Over 30% of households in the U.S. no longer have a traditional telephone (land line) in their homes. There have been a growing number of lawsuits against collection agencies for having their auto dialers call consumers cellular phones, which is currently a violation of the Telephone Consumer Protection Act (TCPA).

The original intent of the TCPA legislation was to prevent auto dialers from "randomly" dialing consumer's cellular phones. The collection industry, along with other industries, has long argued that we are not "randomly" calling consumers and that an auto dialer is a viable and cost effective tool to contact consumers.

The consumer's complaint has been that auto dialer's are program to call frequently, therefore, use up their minutes which cost them extra money. Legislation introduced by Congressmen Lee Terry (R-NE) and Edolphus Towns (D-NY) called the Mobile Informational Act of 2011 would try to make sure consumers get time-sensitive information, while also protecting them from unwanted telemarketing calls. We'll keep you updated.

FROM CHEF DAVE'S KITCHEN (pic of Dave in an apron & chefs hat)

Almost-famous Dave's Meatballs

Here's the recipe for Dave meatballs. These are delicious and easy to make. Great for the upcoming Holidays:

- 1 lb ground beef
- 1 lb ground pork

- 1 medium diced onion
- 1 1/2 cups romano cheese
- 2/3 cups seasoned bread crumbs
- 2 eggs
- 4 tablespoons ketchup
- 5 cloves garlic pressed
- 1/2 teaspoon red pepper flakes
- salt & black pepper to taste
- 1/4" cubes of fresh mozzarella cheese

Mix together to make balls, take finger & make hole. Put 1/4" mozzarella cheese cubes in holes. Seal meat around hole & set in pan with the holes up. Bake at 400 degrees - Don't over cook.

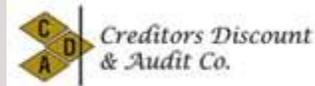
Got a recipe you want to share? Send it to us and we'd be glad to share it with the rest of the offices and we may even include it in our upcoming cookbook!

Enjoy! Look for the next e-Newsletter around November 15th.

Tony

*Tony Muscato, Vice President
Creditors' Audit & Discount Company*

*Creditors' Audit & Discount Company
415 E. Main St. Streator, IL 61364
Phone: 815-672-3176
www.CDAC.biz*



If you no longer wish to receive our emails, click the link below:

[Unsubscribe](#)

Creditors' Discount & Audit Company P.O. Box 213 Streator, Illinois 61364 United States (815) 672-3176 x235