



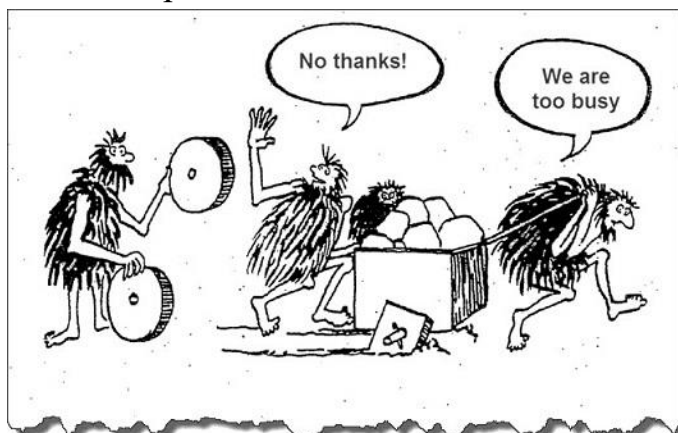
Introduction: Stop!!

Do not let your eyes glaze over! I am going to save you a lot of money!

Most of us know that there are two sides to a balance sheet ledger. There is a debit side and a credit side. As physicians, we are acutely aware of the credit side of the ledger. We have a handle on how many patients we see and we know how many procedures we do. We are directly involved in the ebb and flow of our patient visits. We keep a good handle on “collections”.

SHEET NO. _____		ACCOUNT NO. _____			
TERMS _____		NAME _____			
RATING _____		ADDRESS _____			
CREDIT LIMIT _____		BUSINESS _____			
DATE	ITEMS	POL/D ✓	DEBITS	CREDITS	BALANCE

Most physicians are simply not aware of the debit side of their business. This is a fact, Jack. The problem is that this is where physicians are most likely to be taken advantage. Many times we “pawn” this area off to business managers, office staff



or even try to take care of it ourselves. We simply do not have the time to look into cost savings in each area where we spend money. After all, we are too busy “saving lives” to get down and dirty with saving a few pennies here and there.

If you think about it, this is foolish, since the debit side of the equation counts just as much as the credit side. Spending tens of thousands of dollars unnecessarily affects the balance sheet as much as collecting tens of thousands of dollars. Many physicians’ offices are just flushing money down the drain!



This is where Private Practice Doctors come into play. We have been saving medical practices thousands of dollars every month simply by allowing them to get pricing otherwise not obtainable. For your own sake, please, please continue reading!

[How Three Letters Can Save You Big Time: GPO](#)

We can divide your expenditures into non-medical and medical. In this issue of the newsletter we will deal with non-medical expenses since your medical office is and will always be a business office.

A GPO is a group purchasing organization. Many doctors do not belong even to a GPO and are not getting even the minimal discounts. They are paying full retail for everything from cotton balls to toner. If you belong to a GPO don't start patting yourselves on the back just yet. There is another group of physicians that

do belong to GPO's and think they are getting the best discount available to them. But as in most other things, not all GPO's are created equally.

I am going to be generous and say that the standard GPO will save you 20% on the items listed, on average. Here is what PPD can do, assuming that same 20% percent markdown for your standard GPO!

Item Category	Retail - Discount	GPO - Discount	PPD - Discount
Consulting and Telecommunications	0%	Up to 20%	Up to 30%
Copiers and Multifunction Devices	0%	Up to 20%	Up to 40%
Document Shredding	0%	Up to 20%	Up to 25%
Housekeeping Management	0%	Up to 20%	Up to 40%
Integrated Waste Services	0%	Up to 20%	Up to 32%
IT Distribution	0%	Up to 20%	Up to 27%
Lined and Laundry	0%	Up to 20%	Up to 40%
Long and Short Term Disability	0%	Up to 20%	Up to 30%
Print and Internet Adverting	0%	Up to 20%	Up to 30%
Reusable Sharps Container	0%	Up to 20%	Up to 32%
Transcription and Dictation	0%	Up to 20%	Up to 30%
Vehicles	0%	Up to 20%	Up to 30%
Wireless Cell and Data	0%	Up to 20%	Up to 25%

This looks impressive, if you actually look at it. But the first response we get is that the list probably represents off brands and not quite up-to-date products. But this is not true.

Say you have a wireless phone, we offer discounts to members with AT&T, Verizon and Sprint. This discount is in the range of 20-25%. But you should also note that this discount is not only for you, it is for your family, as well as all your employees! Most likely your office savings from this feature alone would pay for your PPD membership, with everything else being massive additional savings. If you only joined PPD and we saved you 20-25% on your families cell phone bill of \$500 dollars, you would have already broken even.

What if you want to buy a copier? We offer Ricoh, Xerox, Konica and others.

I could list you all the manufacturers and service companies we provide you access to but this would go on for pages. How about some highlights?

- If you buy paper, ink, toner do you get massive discounts, we have an Office Depot discount that will knock your socks off.
- Do you need shredding of documents, we have discounts from American Shredding, Iron Mountain and many more.
- Do you need computers and supplies, how about discounts at such companies as CDWG and Dell.
- If you mail out brochures and advertise, how about discounts from 5 different services
- We have discounts from 6 different laundry services for gowns of doctors, nurses and patients.
- Waste management can be very expensive, let us extend to you our discount contracting.

Remember, you may think you get discounts at the Big Box stores, but we give you access to discounts as if you had thousands of employees. All you have to do is ask!

Look around you as you sit in your office. Everything you have could have been purchased at a discount. This represents thousands of dollars and is a recurring cost each and every day of each and every year.

I know, I know, you need a discount on toothpicks because you need to hold your eyes open. But this is what retailers depend on. They want you to ignore savings and they want to pocket the difference.



Private Practice Doctors gives you a rare entry into national group buying. By individuals from around the country purchasing a product together, you get the maximum benefit. For example, here is the group buying to be done in the first quarter of this year.

Q1 2015 Group Buys	
Imaging Equipment	
<u>Bone Mineral Densitometry</u>	GE
<u>Cath Labs</u>	GE
<u>Computed Tomography</u>	GE
<u>Conventional Radiography</u>	GE
<u>Digital Mammography</u>	GE
<u>Digital Radiography</u>	Konica Minolta
<u>Digital Radiology</u>	GE
<u>Magnetic Resonance Imaging</u>	GE
<u>Nuclear Medicine</u>	GE
<u>PET-CT</u>	GE
<u>Radiography and Fluoroscopy</u>	GE
<u>Ultrasound</u>	GE
Medical Equipment	
<u>3D High-Definition Endoscopes</u>	Olympus
<u>Anesthesia</u>	Mindray
<u>OR Integration</u>	OASYS
<u>Refurbished Defibrillators</u>	US Med-Equip
<u>UV Sterilization</u>	TRU-D SMARTUVC
Laboratory	
<u>Temperature-Controlled Equipment</u>	Helmer

If you were considering buying anything from a bone density machine to a refurbished defibrillator, you would have had special buying power from a major manufacture.

Take my word for it, we realize that you are not going to get up right now and start marching around with a clipboard trying to find savings. Let PPD help you discover the savings available to you. Let us arrange for you and your team to meet with the GPO to maximize your savings.

The Great Credit Card Snafu

PPD gets you merchant credit card rates at interchange rates plus 10 cents. What the heck does this mean?

When you go to a restaurant or someone comes into a doctor's office, people pay using a credit card. Every time this happens the restaurant or the doctors office needs to pay for the "opportunity" to use the card. How Visa or MasterCard fixes their fees is highly secretative and you never know which rates apply. There is really little regulation would prevents them from making a tidy profit. But there is a difference in restaurants and doctors offices in terms of merchant accounts. If a restaurants incurs increased banking fees they can at least try to pass this on to the patron. Doctors offices, on a whole, have fixed fees. So every dollar more a doctor pay in fees, means one less dollar into your pocket. Some of the fees range

up to about 5% of the dollar cost of the amount and more! But it costs the banks pennies to process the transaction.



Now hold onto your horses. How on earth is this possible Your fees are most likely tiered or bundled. The vast majority of business owners and medical practices are on this type of plan. What's more, is that this is the most difficult to understand on your statement.

Tiered pricing divides your credit card transactions into three categories

- qualified,
- mid-qualified and
- non-qualified

Generally, qualified rates are the lowest, and the transaction rates increase for mid-qualified and are highest for non-qualified transactions. Some dubious merchant account processors will take advantage of this more complicated price plan to charge merchants excessive fees. You may end up paying a lot more than you want to with little way of determining exactly what you are paying for. This is because processors often fail to disclose which tiers the merchant's transactions are falling into, making it near impossible to determine the markup rates.

I could go on and on about fees, but I doubt you want to read about them, even though you are paying for them. Therefore, let me make it simple.

PPD members are eligible for interchange rates (the charge that the merchant bank charges a customers bank) plus 10 cents. That's it. You pay the lowest possible charge with no special tiers or mark-ups. If you save 1-2% on all your credit card payments of just \$10,000 per month, you will save \$1200-\$2400 dollars a year, just by switching to PPD. You do the math, for your own practice!



Private Practice Doctors: We Need You

Private Practice Doctors cost you just \$100-\$125 dollars a month depending on your practice. With this you get

- Amazing discounts of medical supplies through McKesson contracts that individual and small groups are not able to access
- Amazing discounts on non-medical supplies through MedAssets contracts that individual and small groups are not able to access
- Amazing merchant account rates that only the “Big Guys” are able to access!
- Monthly news and analysis for your practice and your office
- Most importantly, you are helping private practice survive. With your membership and procurements you help each and every private practice physician stay in practice by allowing all of us to make purchases at rates that only large groups, hospitals and universities have access. As our costs decrease, our businesses have a greater chance to survive and prosper.



WE WANT YOU

Ultimately, the survival of private practice is in your hands. Together, we can move forward in the way to best help the practice of medicine and our patients. If we continue to fail to support one another, the writing is on the wall. Benjamin Franklin, may have been speaking of the Revolutionary War, but the theme is true for medicine in a more colloquial manner. He said, “We must, indeed, all hang together or, most assuredly, we shall all hang separately.”

I ask you to Join PPD Today

Write me at reed.wilson@privatepracticedoctors.com