

How does YOUR salary compare  
to what your colleagues and peers  
at other hospitals are earning?

Are you making more than they do? the same? less?

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See inside for FREE 1992 Salary  
Survey Results for admitting  
managers nationwide....

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## **The Role of the Admitting Professional in the 1990's is Changing Rapidly — How Will You Meet The Challenge?**

**Turn to the publication thousands of your  
colleagues have come to rely on for cutting edge  
information in the admitting field . . .**

## **HOSPITAL ADMITTING MONTHLY**

**Send for your 1992 Salary Survey and the bonus report,  
*Proven Strategies for Effective Hospital Billing and  
Collecting* — FREE — without risk or obligation.**

**Read on for details.**

Dear Colleague:

There's no doubt about it, admissions management has always been challenging. You're coping with problems in reimbursement, patient relations, staffing, computer systems, and a host of other complex issues.

But as hospitals are faced with the financial realities of skyrocketing health care costs and tighter reimbursements, your responsibilities today are greater than ever. You're facing new issues, learning new disciplines, becoming involved in new areas that go beyond the "traditional" domain of the admitting manager.

But there's help. Only one publication is designed to give you the most practical, comprehensive, and accurate coverage on the full spectrum of admissions management challenges you face — and keep you abreast of new developments impacting the dynamic, expanding role of the admitting director.

### **Introducing Hospital Admitting Monthly: The Indispensable Information Resource for the Admitting Professional**

Every issue of **Hospital Admitting Monthly** provides timely and practical information for admitting directors in one quick-reading, targeted, yet comprehensive source. You'll get up-to-the minute news, analysis and advice on issues and challenges you must face daily — from quality improvement and physician relations to staffing, regulations, reimbursement, and much more.

*(Over, please . . .)*



And now, I want to send you a free issue of **Hospital Admitting Monthly** and two special bonus reports — the 1992 Admitting Salary Survey, and *Proven Strategies for Effective Hospital Billing and Collecting* — absolutely free. More on these special bonuses later — but first let me show you some exciting features you'll find in **Hospital Admitting Monthly**.

### **Hospital Admitting Monthly Covers the Key Management Issues and Challenges You Face**

**Hospital Admitting Monthly** brings you proven, detailed strategies and sophisticated advice — all designed to be immediately useful to you and your hospital. Our reporters dig up the best programs and ideas from grass-roots professionals nationwide so you can share in their successes . . . and learn from their failures. We'll deliver a powerful array of editorial features — designed to keep you current and help you strengthen your efforts in vital areas such as:

- \* Reimbursement. Computerized Patient Records. Billing. Collecting. Accounts receivables management. Patient screening. Medicare. HMOs. Dealing with self-pays. Cutting paperwork. Regulations. Maximizing cash flow. Credit-card programs. Prepayment plans.
- \* Physician and Patient Relations. Inpatient. Outpatient. Emergency room. Satellite clinics. Physician bonding. Documentation. Mediation techniques. Handling involuntary admissions. Customer service. Preadmissions procedures. Coping with cyclical patient loads. Anticipating complaints. Maximizing satisfaction.
- \* Quality Improvement. Integrating CQI. The 7 QI tools. Improving efficiencies. Enhancing productivity. Reducing costs. Benchmarking. Systematic problem solving. Maximizing resources. Service improvement. Breaking department barriers. Building leadership.
- \* Staffing. Recruiting. Hiring. Compensation and benefits. Motivation. Performance appraisals. Pay raises. Training. Scheduling. Incentives. Communication. Discipline. Termination. Equal opportunity. Legal issues. Teamwork.
- \* Plus: Regulations, laws, and guidelines. Computer systems and software. EDI. Preadmitting. Admitting office design. Integrating admitting with other departments/activities. Disaster/contingency planning. Bed allocation and tracking. And much, much more....

### **Get the Inside Story on What Admitting Managers at Other Hospitals Are Doing — and How You Can Profit From Their Experience**

**Hospital Admitting Monthly** is a leading-edge resource for admitting professionals. But it's not just theory. Far from it. Sure, you'll find a lot of new concepts and ideas. But each issue is also loaded with pragmatic advice — based on "real-world" experience. In the next 12 monthly issues, you'll peek over the shoulders of successful admitting managers and get an inside look at:

- ... How a physician incentive program at one hospital helped collect \$474,000 in past-due receivables in 6 weeks.
- ... "Beds R Us" — Riverside Methodist Hospital's innovative TQM program for streamlining bed control.
- ... How Elizabeth Hospital's "Doctor of the Month" award enhances physician-admissions relations.



In addition to case studies, **Hospital Admitting Monthly** offers you dozens of practical tips and strategies you can put to work immediately:

- \*\* How to implement a winning morning admissions program
- \*\* What to do when a patient dies in the admitting office — and techniques for coping with other worst-case scenarios
- \*\* A blueprint for dramatic improvements in customer service
- \*\* Special admitting procedures and policies for rural hospitals
- \*\* Preadmitting programs that save time and enhance patient satisfaction

### **An Authoritative Source You Can Rely On**

**Hospital Admitting Monthly** is published by American Health Consultants, the world's leading medical newsletter publisher. More than 85,000 professionals and 85% of the nation's hospitals subscribe to one or more of our 40 authoritative newsletters including **Hospital Peer Review**, **QI/TQM**, **Physician Relations Advisor**, **Occupational Health Management**, **The Idea Letter for Health Care Managers**, and **Hospital Risk Management**.

### **Get These Two FREE Bonus Reports — If You Act Now**

If you request your FREE issue and no-risk trial subscription to **Hospital Admitting Monthly** within the next 30 days, I'll send you — at no cost or obligation — these two special Bonus Reports:

#### **\*\* Bonus Report #1: Hospital Admitting Monthly's 1992 Salary Survey Results**

Quite simply, this salary survey is the industry's most comprehensive and accurate picture of what admitting managers and professionals are earning nationwide. It shows you exactly how much money your colleagues and peers make — and how your salary compares. It includes salary breakdowns by title, level of education, age, sex, geography, size of facility, type of facility, years of experience, and much, much more.

See what your colleagues make . . . compare your salary and benefits . . . gauge your worth in today's job market and gain valuable ammunition for negotiating pay raises for you and your staff. This report is FREE — when you send in the New Subscriber Certificate enclosed in the next 30 days.

#### **\*\* Free Bonus Report #2: Proven Strategies for Effective Hospital Billing and Collecting**

This special volume will show you how to increase cash flow, reduce bad debt, and get paid the money you owe . . . without alienating patients or physicians. You'll discover proven strategies for improving billing efficiency and enhancing collection results.

Some of the topics you'll find include: How to improve cash flow in a bad economy . . . use of standardized insurance cards and medical credit cards . . . impact of EDI on receivables . . . the 3 most common billing mistakes to avoid . . . strategies for dealing with self-pays . . . using an outside collection agency . . . 10 of the most common reasons for claim denials . . . and more.

Remember, both of these valuable references are yours FREE just for giving **Hospital Admitting Monthly** a try.

*(Over, please . . .)*



## Try Hospital Admitting Monthly Risk-Free

To get your Free issue and begin your no-risk subscription to **Hospital Admitting Monthly**, simply complete and mail the enclosed New Subscriber Certificate. Or for faster service call us toll-free: 1-800-688-2421.

When your Free Preview Issue and Free Bonus Reports arrive, review them and judge the quality and value of the material for yourself.

If you are not 100% delighted, simply write "cancel" on your invoice and you'll owe nothing. If you've already paid, just notify us, and we'll send a full, prompt refund. The Free Preview Issue and two Bonus Reports are yours to keep ... our way of saying "thanks" for giving **Hospital Admitting Monthly** a try.

### **The Role of the Admitting Professional in the 1990's is Changing Rapidly. Are You Prepared to Meet the Challenge?**

The admitting professional's role has grown substantially over the last decade. The vast array of new duties ... and the importance of admitting as part of the hospital's management team ... have finally been recognized.

But with such recognition come higher standards — and greater responsibilities. **Hospital Admitting Monthly** is the source of monthly information, ideas, and advice designed to help you meet the challenges associated with your dynamic, expanding role ... efficiently, professionally, and successfully.

But please note: This is a limited-time offer. To receive your FREE Issue and 2 FREE Bonus Reports— "Salary Survey" and "Billing and Collecting Techniques" — you must act within 30 days.

I urge you to request your no-risk subscription today. You have everything to gain. And there's absolutely no risk. You can't lose.

Sincerely,



David Schwartz  
Publisher

P.S. Remember, this is a no-risk offer. You get to review your first FREE issue at your leisure, then decide. If you are not 100% delighted with **Hospital Admitting Monthly**, you pay us nothing. And you get to keep your FREE issue along with your 2 FREE Bonus Reports.



# The Indispensable Resource for Admitting Professionals Who Want to Stay On the Cutting Edge

## Hospital Admitting Monthly

*Must reading for every hospital admitting professional*

In each and every issue of Hospital Admitting Monthly, you'll get the most practical, comprehensive, and accurate coverage on the full spectrum of the admitting management challenges you face — and stay abreast of new developments impacting the dynamic, expanding role of the admitting professional. Hospital Admitting Monthly will help you:

- Maximize Reimbursements
- Improve Physician and Patient Relations
- Stay Current in Computer Technology and Software
- Integrate Continuous Quality Improvement
- Streamline Admissions Systems
- Stay on Top of Changing Regulations
- Speed-Up Admissions Procedures
- Improve Billing and Collections
- Avoid Legal Hassles

And much more.



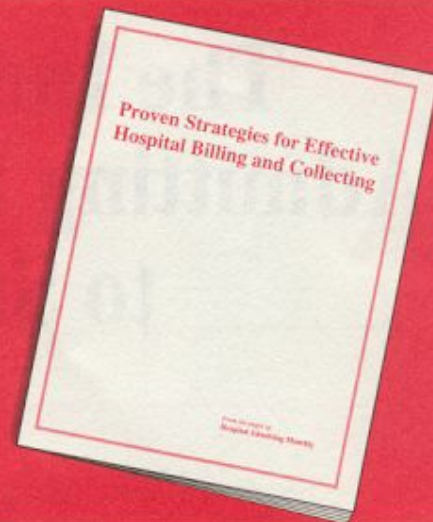
Request your free issue today, and get two valuable Bonus Reports — absolutely FREE!

See Reverse Side For Details





# An issue of **Hospital Admitting Monthly** and these two bonus reports are yours **FREE** — when you respond within the next 30 days



## Free Bonus Report #1

### "1992 SALARY SURVEY RESULTS"

The industry's most comprehensive and accurate survey of what admitting managers and professionals are earning nationwide. Learn how much money your colleagues and peers make — and how your and your staff's salary compare. Includes salary breakdowns by title, level of education, age, sex, geography, size of facility, type of facility, years of experience, and much, much more.

See what your colleagues make ... compare your salary and benefits ... gauge your worth in today's job market ... and gain valuable ammunition for negotiating raises for you and your staff.

## Free Bonus Report #2

### PROVEN STRATEGIES FOR EFFECTIVE HOSPITAL BILLING AND COLLECTING

Here's how to increase cash flow, reduce bad debt, and get paid the money you are owed ... without alienating patients or physicians. This report outlines proven strategies for improving billing efficiency and enhancing collection results.

Topics you'll find include: How to improve cash flow in a bad economy, impact of EDI on receivables, the 3 most common billing mistakes to avoid, strategies for dealing with self-pays, using outside collection agencies, 10 of the most common reasons for claims denials, and many more.

Here's just a sampling of the topics you'll see covered in **Hospital Admitting Monthly** over the coming year:

- How to reduce ineligible admissions
- How to design, build or renovate to create a state-of-the-art admitting office
- Tips for handling birth certificates and death certificates in admitting
- 5 ways to provide better customer service for your patients
- How to improve your transfer process
- Do physician/admitting computer links really speed up scheduling and reservations?
- Using flexible working hours and part-time help to handle cyclical patient loads
- 7 secrets of motivating admitters to their peak performance with affordable incentive programs
- Recent advances in bed placement technology
- How to screen patients for financial needs
- How to conduct effective performance reviews
- Proven suggestions for keeping patients' valuables safe and secure
- And many others....

## Start your No-Risk Subscription Today

You get a full year — 12 months — of **Hospital Admitting Monthly** plus your two FREE Bonus Reports completely without risk. Review the first issue. If you are not 100% satisfied, simply write "cancel" on your invoice and mail it back to us. Or, if you've paid in advance, simply notify us for a full and prompt refund — no questions asked. The first issue — and the free Bonus Reports — are yours to keep. That's our way of saying "thanks" for giving **Hospital Admitting Monthly** a try.

To order your **FREE** Issue of **Hospital Admitting Monthly** and get the 2 **FREE** Bonus Reports — "Salary Survey" and "Billing and Collecting Techniques" — mail the enclosed New Subscriber Certificate today! Or for fastest service call toll-free 1-800-688-2421.

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