

Ensuring Clinical Success and Profitability with IM Home



Course Description:

This presentation will focus on the fundamentals of business planning for clinical success and profitability with IM Home. It will look at the components of the IM Home business model, including the target patient population, options for providing training to the patient, how to manage and track costs, how to price the IM Home, and how to bill, including cash and insurance billing. The presentation will include examples and case studies for a wide variety of clinics and providers.

***Contact hours are offered pending successful completion of a written exam at the end of the course.**

Target Audience:

This course welcomes the following professionals who have completed the Interactive Metronome Certification Course.

- Speech and Language Pathologist
- Speech and Language Pathology Asst
- Audiologist
- Occupational Therapist
- Certified Occupational Therapy Asst
- Physical Therapist
- Physical Therapy Asst
- Athletic Trainer
- Licensed Medical, Rehabilitation or Mental Health Professional
- Music Therapist

Instructional Level:

Introductory

Learning Outcomes:

Upon completion of this course, participants will be able to:

- Identify the components of smart business planning to ensure financial success with IM Home.
- Define the IM Home Business Model, including Client Patient segments, IM Home Delivery Model, IM Home Pricing and Billing, Cost Management and Profit Potential.
- Review the relationship between IM Pro and IM Home and show how each product can complement the other to achieve clinical outcomes while creating more business.
- Explore IM Home patient delivery options considering the provider's business structure and ultimate goal of achieving clinical success with patients.
- Address IM Home pricing factoring for market demand, provider credentials, geography, insurance reimbursement and competition.
- Review typical costs incurred in delivery so that estimated profitability can be calculated.
- Identify different insurance billing options, factoring for provider credentials, delivery, and coding.
- Define different cash pricing models including package pricing and "pay per visit."

***Note: This course covers information that pertains to licensed therapists and therapy assistants. COTA and PTA professionals must practice IM under the supervision of a licensed OT or PT.**

Specific Learning Outcomes for Speech-Language Pathologists & Audiologists:

Upon completion of this course, participants will be able to:

- Identify the components of smart business planning to ensure financial success with IM Home.
- Define the IM Home Business Model, including Client Patient segments, IM Home Delivery Model, IM Home Pricing and Billing, Cost Management and Profit Potential.
- Review the relationship between IM Pro and IM Home and show how each product can complement the other to achieve clinical outcomes while creating more business.
- Explore IM Home patient delivery options considering the provider's business structure and ultimate goal of achieving clinical success with patients.

- Address IM Home pricing factoring for market demand, provider credentials, geography, insurance reimbursement and competition.
- Review typical costs incurred in delivery of IM Home as part of speech-language pathology practice so that estimated cost and profitability can be calculated.
- Identify different insurance billing options, factoring for provider credentials, delivery, and coding for SLP practice.
- Define different cash pricing models including package pricing and “pay per visit.”

***Note: This course covers information that pertains to licensed therapists and therapy assistants. SLPA professionals must practice IM under the supervision of a licensed SLP.**

Instructors:

April Christopherson, OTR/L has been an Occupational Therapist for almost 20 years and has worked with diverse populations in a variety of settings – including home health, private clinic and in-patient rehabilitation. She is co-owner of Performance Advantage, LLC in Colorado Springs, CO where her current clientele range from pediatrics to adults to high performance athletes. She believes in a whole, team approach to the client – including various medical professionals and therapists plus the use of functional neurology and metabolic/nutrition counseling.

April was granted her BS degree in Occupational Therapy from St Ambrose University in Davenport, IA in 1991. She obtained a BA in Psychology at the same time. She has furthered her education by taking courses and reading materials that foster her knowledge in helping clients recover neurological functioning from the lowest level to the higher cognitive and executive levels (such as Boehme Approach to Treatment of the Baby, Sensory Integration Clinics (various), The Listening Program, Alert Program, Treating Drug Affected Children, OT in the Schools, Benbow’s Loops and Other Groups, Marriage and Family Counseling, Nutrition, Studies in Neurology, and various other certification classes.) She uses IM as an intensive neurological treatment option for qualified clients and as an introductory functional treatment option for pediatrics.

Reid Christopherson, MBA, MA has over 25 years of broad business experience leading the successful start-up of several businesses, including being the managing partner for two successful management consulting firms. He spent a number of years with a Fortune 50 corporation as well as serving in leadership roles with an industry leading manufacturing company. He served in academia as a university business professor, teaching courses in the areas of strategy, leadership and management, and organizational behavior. Reid has years of experience in the areas of operations, finance, marketing and human resources. As a certified Business Process Kaizen facilitator, he is trained to help organizations identify operational and process inefficiencies and create solutions to provide thousands of dollars in immediate savings. He has worked with many companies large and small to help them overcome their unique challenges including, but not limited to lack of growth, limited profitability, the trials of new business start-up, hiring and managing staff, and ineffective processes and systems. In the last several years Reid has specialized in the area of healthcare, helping a variety of clinic and practice owners with the many difficult challenges they face.

Disclosures:

April Christopherson, OTR/L:

Instructor Financial Disclosure(s): April is the author of course materials that focus on the clinical application of Interactive Metronome technology, for which she has received honoraria from Interactive Metronome, Inc. She does not receive royalties or any other form of compensation for the continued publication and use of educational materials she has authored. April is also an instructor for Interactive Metronome, for which she receives a fee for teaching each course and reimbursement of travel expenses from Interactive Metronome, Inc. April does not sell or receive compensation for the sale of Interactive Metronome products.

Instructor Nonfinancial Disclosure(s): April periodically contributes blog posts to www.interactivemetronome.com that are clinical in nature. She does not receive compensation for this. April is the owner of MaxAchieve, Inc and uses Interactive Metronome regularly in clinical practice.

Reid Christopherson, MBA, MA:

Instructor Financial Disclosure(s): Reid received an honorarium for the development and presentation of this course from Interactive Metronome, Inc. He does not receive royalties or any other form of compensation for the continued publication and use of educational materials she has authored. Reid does not sell or receive compensation for the sale of Interactive Metronome products.

Instructor Nonfinancial Disclosure(s): Reid is married to April who uses Interactive Metronome in clinical practice at MaxAchieve, Inc.

Course Content Disclosure:

The Interactive Metronome, Inc. has developed and patented a licensed technology trademarked as the Interactive Metronome®. (U.S. Patents #4,919,030; #5,529,498; #5,743,744; #6,719,690; other U.S. and foreign patents pending) Interactive Metronome, Inc. is the sole source of the following products: Interactive Metronome®, Gait Mate® and IM Home®. The purpose of this course is solely educational. Because there are no other like-kind products available, this course will only cover information that pertains to the effective and safe use of the above-named products and is not intended to promote the business or product in any way.

Agenda (60 minutes):

- Speaker introduction & disclosure
- Keys to Clinical and Business Success
- Smart Business Planning
- Components of the Business Model
- Client Base
- Delivery Models
- Revenue Models
- Cost Structure Models
- Profit Structure Models
- Open Forum Q & A
- Online post-test & course evaluation

Instructional Methods:

- Lecture
- PPT

CEUs Offered for:

0.1 ASHA (SLP)

0.1 AOTA; 1.25 NBCOT PDUs (OT/COTA)

PT/PTA & Other Disciplines Not Listed Above: If your discipline or state is not listed above, you may submit paperwork to your state board or association for CEUs if they allow you to do so. Please check with your state board/association prior to registering for this course.

This is not a co-sponsored or cooperative course offering. Interactive Metronome, Inc. is the organization responsible for creating the content & awarding ASHA & AOTA CEUs.



Interactive Metronome is approved by the Continuing Education Board of the American Speech-Language-Hearing Association (ASHA) to provide continuing education activities in speech-language pathology and audiology. **See course information for number of ASHA CEUs, instructional level and content area.** ASHA CE Provider approval does not imply endorsement of course content, specific products or clinical procedures.

This course is offered for 0.1 ASHA CEU (Introductory level, Related area).

Effective July 1, 2011, individuals must meet at least one of the following conditions in order to be eligible to earn ASHA CEUs.

- ASHA Member (includes Life member and International affiliates)
- ASHA Certificate of Clinical Competence (CCC) Holder
- Licensed by a state or provincial regulatory agency to practice speech-language pathology (SLP) or audiology
- Credentialed by a state regulatory agency to practice SLP or audiology
- Credentialed by a national regulatory agency to practice SLP or audiology
- Currently enrolled in a masters or doctoral program in SLP or audiology



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