

HBP Services "Great Wall Strategy" for Pathology Groups

Generating Financial Incentives	Set-up and Contribute to a Department Fund	Obtain Donor Support for Lab Improvements	Participate in Hospital Fundraising	
Maximizing Operational Efficiency	Outsource Billing for Clinical TC Services	Coordinate Compliance Efforts for TC & PC		100% Charge Control for TC & PC
Achieving Economy of Scale	Alliances with Hospitals and Commercial Labs		Develop Regional Histo/Cyto Lab	Set-Up Local Buying Co-op
Expanding New Business Opportunities	Marketing and Sales Staff		Commission Plan to Motivate Sales Staff	Coordination with Hospital Sales Efforts
	Marketing Outside Traditional Catchment Area		Develop Effective Marketing Materials	Pathology Practice & Department Website
Enhancing Professional Expertise	Subspecialty Training	Strong GI & GU Relationships		Develop A Derm Division
Defining Future Direction	Molecular Testing			
	SWOT Analysis	Annual Planning Retreat	3-5 Year Strategic Plan	Goals & Objectives (Align with Hospital)
Developing Relationships	Leadership Position in Medical Staff		Join Hospital Committees	Interface with Accountable Care Organizations (ACO)
	Active Role in StatePath Society	Input to State and National Legislation	Sit on Third Party Advisory Boards	Volunteer for Local Charities
Assuring Part A Support	Use PA Staff to Support Part A	Customize Time Studies	Prepare Quarterly Time Studies	Dialogue with Department Managers
Strong Financial Foundation	Prepare a Fact Book with Performance Incentives			
	Professional Component Billing	Global Billing for Outreach Services	Professional Component Clinical Billing (PCCP)	

HBP Services

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