



# Elements of ClaimTek

The Art&Science Behind a Successful  
Medical Billing Start-Up Business.

1  
**Mb**  
Medical Billing.

3  
**Ad**  
Automatic Debit

11  
**Sw**  
Software

12  
**Tr**  
Training

5  
**Mk**  
Marketing

8  
**Sc**  
Soft Collections.

4  
**Ds**  
Digital Scanning.

20  
**Pm**  
Practice Mgt.

10  
**Wc**  
Well-Care

5  
**Sp**  
Support

19  
**Rb**  
Remote Backup

30  
**Re**  
Resources

34  
**Rs**  
Reseller



Booklet Presentation

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*Welcome to*



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## **Welcome To ClaimTek's Medical Billing Business Opportunity**

**Dear Entrepreneur,**

I am proud and honored to be able to offer you the most comprehensive and professional Medical Billing System you can find anywhere. Our ClaimTek program took years to perfect. It is designed to give you everything you need to become a successful independent medical billing and practice management company in the exciting and rewarding electronic medical billing business. You will become a professional who offers a variety of billing and practice management services in great demand among doctors and other health care providers.

**ClaimTek Systems has become the leader in this most lucrative  
industry of Electronic Medical Billing.**

The health care industry is undergoing unparalleled growth. On one hand, the nation's 60 million baby boomers are moving quickly toward retirement. Their aging will be the largest rise in Medicare-covered patients since its founding. On the other hand, the Affordable Care Act is helping to add millions of people into the health care system. Combined, these two factors will create a huge demand for medical billers who are knowledgeable, professional, and able to help doctors deal with a complex insurance system of health care reimbursements and payments.

Physicians are overwhelmed with paperwork because of the numerous ever-growing health care plans. It is extremely expensive for them to have a full-time staff. According to industry reports, in-house billers cannot keep up with the constant changes in insurance rules about billing, and their other office responsibilities often detract from their time at billing. This means they often fall behind in billing, or they make an enormous number of errors. Such delays and errors are costly to physicians, who cannot stay in business without proper and speedy reimbursements from insurers.

Doctors are in desperate need of accurate, professional claims processing to manage their cash flow and they are willing to pay well for it! In fact, they're happy to pay good money for a biller who knows how to get them paid quickly and correctly.

As a professional medical billing and practice management consultant, you will be in high demand. It doesn't take long for a professional biller to have more business than he or she can handle. Between your own marketing, and referrals from your first clients, you could soon build up a billing practice with 5, 7, 10, or even more doctors!

**ClaimTek provides you with step-by-step guidance and counseling all the way. We train, guide and monitor your development as a top-notch Electronic Medical Billing Professional.**

We put together our exclusive business opportunity system to provide you with the four key elements to learn medical billing and succeed in this industry faster than any other program you can find on the market:

1. **State-of-the-Art Medical Billing Software** – You will receive our advanced full-featured exclusive billing software, *MedOffice®*, as well as comprehensive medical coding, cost analysis software, and much more. No other company can offer you such exceptional software that gives you the flexibility to run it off you desktop, on a laptop, or in the clouds off a server. You may hear about “internet based software” but this type of setup has many limitations compared to MedOffice’s features and flexibility.
2. **Advanced Private Training** – We provide you with comprehensive and detailed one-on-one hands-on training right on YOUR own computer via phone and teleconferencing. We walk you through every aspect of learning to use MedOffice and how to market your business.
3. **Professional Marketing Campaign & Materials** – We provide you with hundreds of pre-written and designed Marketing tools created by top marketing professionals. Our materials—such as brochures, flyers, postcard mailers, and More—help you win clients and get your business up and running quickly.
4. **Extensive Support** – Our Toll-Free support is provided on all aspects of our program. Any question you have, we are a call away. *You’re never alone.*

**Plus, you get our highly respected exclusive certification!**

We will train you up to the level of a professional medical management consultant. You will be in a position to provide physicians with valuable services in the most professional capacity. Furthermore, your investment is very modest in light of everything you receive from us – software, marketing materials, training, and more! You simply cannot start a business...a real, well-paying business...for less money!

I hope this information in this booklet answers many of your questions about the medical billing. We are confident that our exclusive ClaimTek System can help you develop a profitable business of which you can be rightfully proud. All of us at ClaimTek will do everything possible to make sure you are personally and totally satisfied in this business. We look forward to working with you to become successful.

Sincerely Yours,



Kyle Farhat, Founder & CEO

# ***Why Medical Billing is In Demand***

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## ***Medical Billing Services Are in Demand!***

### **The Right Business Opportunity at the Right Time**

There are more opportunities than ever before in the exciting medical billing business. *Why?*

Simply put, because the health care industry is growing fast! In fact, it is one of the only industries with a clear growth projection going into the future, creating many new opportunities for jobs and income.

Medical billing is one of the key areas of growth with over 60 million aging baby boomers starting to enroll in Medicare over the next 18 years, plus literally millions more Americans gaining access to health insurance, thanks to the Affordable Care Act. This means that our great American health care system is swamped with medical claims. Every time a patient sees a doctor or dentist, it generates a claim to Medicare or an insurance company! Someone has to process all those claims for doctors, dentists, durable medical equipment companies, and other health care providers. It could be YOU!



Consider that there are over 1500 health care plans, and you can see how our system of insurance claims and doctor billing is complex. The amount of documentation generated in a single day by an average physician is staggering! To make matters worse, when a doctor uses a biller as part of his or her full-time staff, error rates tend to rise. Industry reports state that 37 percent of the average full-time staff billers make errors that cause payments to be delayed for up to 90 days.

If you can offer doctors a reliable and professional medical billing service that puts money in their pockets faster, wouldn't they love you for it? Of course! Physicians need accurate medical billing professionals who will get their cash flow going and stay on top of claims and patient billing. They're more than willing to pay for a billing service that gets them paid as much as possible on every single claim. With a professional electronic medical billing business system, you will be in high demand. You'll be an independent agent, in business for yourself. You can start your medical billing business from home or a small office.

# ***Why Medical Billing Is In Demand***

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***Healthcare is one of the fastest growing elements of our nation's economy, as shown in the chart below.***

***What are  
the fastest  
growing  
industries in  
the  
country?  
→→→***



***Times are  
Changing...  
Creating Confusion  
and Paperwork***

Doctors today also are facing a myriad of new rules and regulations from the federal government that affect their daily business. There are new rules about insurance, fees they can charge Medicare, and new code set they must begin using for medical claims. The federal government is also increasingly calling for doctors to use Electronic Medical Records software that integrates into their billing system. Learning all this can be very time consuming for doctors who went into medicine to treat patients, not run an office. A professional medical billing company can solve these challenges for doctors, further highlighting the demand for billers like you!

***Why It's a Smart &  
Needed Business***

All in all, health care providers are coming to depend more and more on outside companies to file their medical claims electronically and manage their cash flow. As an electronic medical billing professional, you receive the patient transaction information directly from the provider. You enter the claims information into our state-of-the-art proprietary medical billing software program, MedOffice. Then simply push a button to submit the claims electronically to Medicare or to the various private medical insurance companies, which process the claims and send payments back to the doctor.

ECP (Electronic Claims Processing) dramatically reduces the



# ***Why Medical Billing is In Demand***

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error rate on filed claims. Mistakes are caught by the software before the claims get processed so they can be corrected fast and resubmitted. The whole electronic process greatly shortens the turnaround time on insurance payments back to the medical providers. In addition, your service helps do away with much of the paperwork generated by a doctor's practice, since most of it becomes electronic transactions.

## **Electronic Claims Have Fewer Errors and Get Priority from Insurers!**

On average, electronic claims take only 10 working days to get payment back to the doctor from Medicare and private insurers. Manually filed claims, on the other hand, can take up to 60 or even 90 days before payment is received. One reason is the inordinate amount of errors created when claims are processed manually by mail. Electronic processing reduces the rejection rate on claims from more than 35% to less than one percent.

But another reason is that insurance companies give priority to electronic claims—because ECP saves them money too. Because of errors and costs, Medicare says that electronic claims receive preference over manual claims.

As you can see, electronic medical billing is an immensely valuable service for doctors—and they are willing to pay a good billing company. According to the American Medical Association (AMA), the average number of claims generated per doctor is 440 claims per month. A new medical billing company can usually handle claims from four or five doctors at a time without hiring additional help. Just imagine the total number of claims you could find yourself processing each month! It could amount into the thousands!

## **How You Get Business**



This is your chance to get into a business that is genuinely needed. No matter your background, ClaimTek trains you on how to talk to doctors to earn their business. We show you how to make an appointment with doctors to discuss their billing and practice management needs, how to present your company to them, and how to bid on winning their business. We walk you through every step of the marketing and contracting process. We are there to counsel you when you get an appointment with a doctor to ensure you understand the unique billing issues related to their medical specialization. That way, when you walk in the door, you will feel confident, professional, and ready to convert a prospect into a paying client. Later in this report, we will discuss the two ways you can charge for your services – either on a “per claim” or “percentage of collection” basis.

# ***Why Medical Billing Is In Demand***

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## **Your Background Doesn't Matter...We Train You!**

The medical billing business opportunity is, without a doubt, the growth industry of the 21st century! You don't need a background in medical billing, medical terminology, or medical office work. All that is necessary is a commitment to learn billing and to be committed to growing your business. ClaimTek takes care of the rest!

## **Very Low Cost of Entry to Start Your Business**

What's even more important to know is that the cost of entry is low compared to most other businesses of this stature. You don't need to pay hundreds of thousands of dollars to buy the rights to a franchise, or pay royalties to some head office. You don't need to rent a commercial space or open a retail storefront.

You can get into medical billing working right from the comfort of your own home. You can be an independent business, working solely for yourself. You are your own boss.

With ClaimTek, your startup investment is very low when you consider all you receive with our packages. You'll have a business of your own that allows you to be the boss, set your own hours, set your own schedule, and earn as much as you want and need.

ClaimTek provides you with top-notch training and an extensive array of professional marketing tools that help assure your quick success. We show you how to get business from doctors, how to process claims, and how to grow your business to reach exceptional income goals. What more could you ask for in a business opportunity?

Starting your own business is an important investment in yourself—and we understand that. You are buying SECURITY FOR YOUR FAMILY AND YOUR FUTURE—and we do everything we can to help you succeed! No other business offers you this much without charging you a huge entry fee!

# Why Medical Billing is In Demand

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## **Only ClaimTek Helps You Offer Additional Services to Increase Your Income**



What's more, ClaimTek offers you the opportunity to generate additional revenues for your medical billing business by providing you with many cutting edge and unique services that you can sell to your doctor clients.

In addition to performing medical billing business functions (such as processing the claims, generating patient statements, monthly management reports, and handling patient billing questions), you can provide many advanced services like:

- **Electronic fund transfer of patient payables,**
- **Third-party collection service for delinquent payments,**
- **Patient Well-Care reminder services,**
- **Remote backup service, and**
- **Digital scanning of paper records.**

You won't get the opportunity to sell these services with any other company. Only ClaimTek makes it possible for you to grow your incomes by selling up to 15 additional and necessary services to doctors. These services can generate tens of thousands of dollars in additional income to you.

You'll be able to read about these services later on in this brochure.

## ***Business Is Only As Good As The Company It Keeps.***

## **Perfect Record with the Better Business Bureau**

ClaimTek is a company you can trust when you invest in our business packages. We are proud of our proven track record for nearly two decades now in business with a flawless grade from the Better Business Bureau (BBB) and the Business Consumer Alliance (BCA). Our Licensees appreciate our business ethics and their doctor clients respect our advanced software technology. It's a win-win for you and your clients. You can't do better than ClaimTek when it comes to investing in a business opportunity.

### ***Proof of our A+ Rating at the Better Business Bureau as of April 2014:***

#### **BBB BUSINESS REVIEW**

**Overview** BBB Accreditation Complaints Customer Reviews Request a Quote

BBB ACCREDITED BUSINESS SINCE 11/21/2005

**ClaimTek LLC**

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<http://www.claimtek.com>

 **ACCREDITED  
BUSINESS**

 **A+**

On a scale of A+ to F  
Reason for Rating  
BBB Ratings System  
Overview

# *Why Medical Billing Is In Demand*

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## *What the Media Says about the Healthcare Industry*

With more than one million healthcare providers in the United States filing over one trillion claims, here's what some of the industry leaders and national publications are saying:

<b>Entrepreneur Magazine</b>	"Listing medical claims processing as "One of the top 15 home-based computer businesses..... medical claims processing, though it barely existed 10 years ago, has become a multimillion dollar industry by helping patients and doctors file their insurance claims efficiently."
<b>Physicians Financial News</b>	"The push for electronic medical claims processing is quickly gaining steam and momentum. Several groups have now laid proposals on the table. The goal: All medical claims are to be processed electronically by the end of the decade."
<b>The Wall Street Journal</b>	"The U.S. health-insurance industry is stepping up efforts to solve one of the most intractable problems in the war on health costs: the processing of medical claims. Spurred by political and competitive forces, private insurance carriers are aiming to replace the morass of paper choking the nation's healthcare system with the sort of electronic transaction technology used by banks and airlines."
<b>Medical Economics</b>	"Nearly every doctor who uses the service agrees that electronic claims filing reduces paperwork, cuts staff and time costs, and improves communications with insurance carriers. Most importantly, payment is dramatically faster."
<b>Dallas Morning Star</b>	"Medical claims processing services is one of the top home-based businesses."
<b>Northern California Medicine</b>	"Electronic insurance claim processing is a quick, easy method of transferring information directly to insurance carriers. The average turnaround is 14 to 30 days, depending upon the carrier, and errors are virtually eliminated. Best of all, the medical practice will realize a nearly immediate cash flow increase."
<b>Small Business Development Catalog</b>	"Medical claims processing is listed on the ten hottest businesses list. With referrals from doctors and hospitals, your company can grow quickly. One billing center owner says, "he'll make a quarter million dollars on his claims processing this year."
<b>Small Business Opportunities</b>	"The dramatic rise in the number of people who work at home in some capacity is one of the most notable changes of the 20 <sup>th</sup> century. According to recent research conducted by LINK Resources Corporation, a New York based research and consulting company, that number is expected to rise significantly."
<b>Business Start-Ups</b>	"Though it sounds prohibitively technical to the average entrepreneur, getting into the medical billing industry doesn't require a degree in medical terminology or a fancy office."
<b>Small Business Opportunities Magazine</b>	"In order to slow the rise in administrative costs of handling medical claims, Medicare will require that all claims filed with them be filed electronically sometime in the near future. This will increase the demand for electronic claims filing. Many states, like Iowa, are trying to pass legislation mandating electronic filing."

# *The Medical Billing Revenue Cycle*

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## **Manual Medical Billing is the Old Way Electronic Medical Billing is the Only Way**

***To understand the cycle of running a Medical Billing business for doctors,  
you need to become familiar with how medical claims are filed.  
The following sections will help you.***

### **Manual Billing**

MANUAL CLAIMS PROCESSING is the old way of handling claims, involving typing them out on paper and mailing them to insurance companies. It takes a lengthy series of steps that require more than 2 months of processing time before the doctor is paid. And if the claim is rejected, it can take three to six months as the claim needs to be corrected before the doctor receives payment. In today's age of computers, there is no reason to use manual claims processing anymore. This opens the door for you to get clients who still use paper claims, not realizing how much faster they can get paid using electronic claims processing.

**Here's are the steps to manual claims filing and processing:**



**Claims Processed By Mail Could Take Up To 90 Days.**

As mentioned, doctors who employ an in-house person to do their billing also tend to experience a far greater percentage of mistakes on their claims. Typically their staff person has other duties in the office that take away from their concentration to prepare the claims correctly and on time. This situation opens the door for a professional outside billing service to show the doctor how you can get their payments faster, more reliably, and with fewer errors, using electronic claims processing.

# *The Medical Billing Revenue Cycle*

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## **Electronic Billing**

ELECTRONIC CLAIMS PROCESSING (ECP) can best be described as the digital processing of claims for health care providers via computers and software. Electronic claims are no different than filling out a form on your computer and emailing it to someone.

You begin by using ClaimTek's advanced claims processing software, MedOffice. For each doctor-client you have, you maintain a list of their patients. Each time a patient sees the doctor, he or she sends you a "superbill" form that contains the patient's diagnosis codes and the procedures that the doctor performed. You use MedOffice to enter that information into the claim form on screen. Usually you enter a day's worth of patients at a time and when done, you simply push a few keys and the electronic claims are forwarded directly to Medicare or to a "clearinghouse" that checks them for errors and forwards them to the various insurance companies of the patients for payments.

Because you are using ClaimTek's highly advanced electronic medical billing software, the possibilities of making mistakes are few. You will find that, after filing your first 25-50 claims, you'll know exactly what to look for in proofing each claim before you submit it to the clearinghouse.

And if errors are found, no worries. The clearinghouse notifies you electronically within 24-48 hours. You can then correct the errors and resubmit to the clearinghouse for final processing, with little impact on getting your doctor paid fast!

The advantages of ECP over manual paper claims are evident:

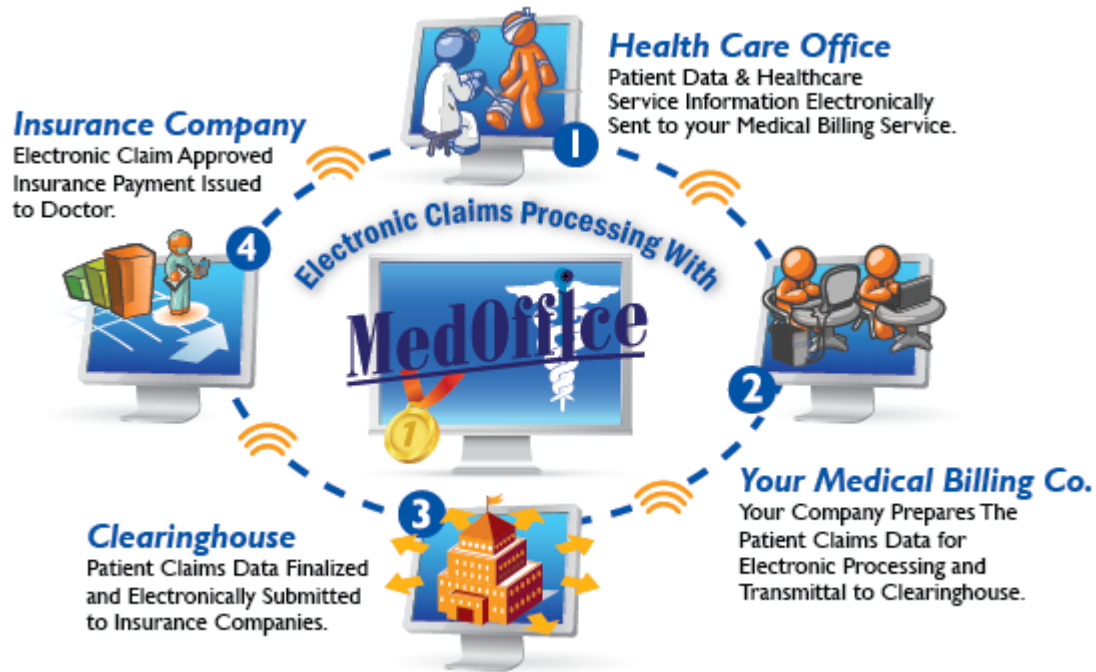
- ECP excels at ensuring that keyboard errors do not happen when filling out claim forms, significantly reducing rejection rates.
- Clearinghouses serve as double-checks for errors, again reducing rejection rates.
- ECP delivers the claims to Medicare and insurance companies within hours, in electronic format, so they can be approved and paid within days.

## **Doctors will pay for your knowledge and abilities as a professional billing agency**

Not only do you offer doctors the advantages and speed of electronic claims processing so they get paid faster, but you will also be a professional specialist in billing who has greater capabilities to help doctors than in-house staff billers. Unfortunately, most medical office personnel are inexperienced in claims processing and accounting which, in addition to familiarity with insurance rules and regulations, requires accuracy, attention to detail, and timeliness. In contrast, as a trained medical claims specialist, you will have the knowledge and skills needed to manage your doctors' billing in the most professional way possible.

# The Medical Billing Revenue Cycle

**ClaimTek's Electronic Medical Billing Software shortens processing time from 7-20 days!  
And, some insurance companies allow you to transmit directly to them, bypassing the clearinghouse and saving even more time.**



## Manual Medical Billing

- Just 70% of Claims Paid
- 45-120 day wait for Payment
- High Costs of preparation
- 20-25% Rejection Rate
- Extensive Follow-Up needed
- Manual Posting of Payments
- Manual Processing of Statement

## Electronic Medical Billing

- Over 99% Paid
- 7-21 Days to Payment
- Low Costs
- 1% Rejection Rate
- Little or No Follow-Up
- Electronic Posting of Payments' Information\*
- Electronic Processing of Patient Statements\*

## ClaimTek's Marketing Materials Help You Win Over Doctors

Most healthcare providers have very little exposure to the benefits of hiring an outside service to do their electronic medical billing. Medical professionals seldom understand the tremendous cost savings, efficiency, and improved cash flow that an independent professional medical biller using electronic claims processing can offer them.

When you work with ClaimTek, we provide you with extensive pre-written and designed promotional literature for doctors that targets precisely the benefits of your services. Our brochures and flyers explain the many advantages you can offer them in language the doctor can quickly understand. All full color, high quality, pre-printed brochures and mailers have been prepared with you and your needs in mind. They are designed to help you succeed in getting as many new accounts as you are prepared to handle.

# *The Medical Billing Revenue Cycle*

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## ***Reasons Why Most Healthcare Providers Do Not File Electronically***

- Time Constraints*** Day-to-day business operations in a medical office are full of bustling and an array of healthcare services. But most medical offices are limited in the time they have for administrative tasks, since their primary focus is on taking care of patients. As such, a conversion from paper to electronic usually requires a significant effort and expense for the practice. This is a change that they are reluctant to make, and would rather hire an outside service.
- Budget Constraints*** As with any business, one of the keys is to keep overhead costs to a minimum and extend the useful life of all capital assets. To process claims electronically in-house, the practice would need to acquire new software, perhaps additional hardware, and spend a large dollar amount for training on the conversion.
- Strict Processing Guidelines*** Claims filing must adhere to strict guidelines established by insurance companies and government agencies. Failure to comply with these strict guidelines results in claims being rejected, which in turn has an adverse effect on a doctor's cash flow. Some health care providers may be unwilling to take the chance to transfer their claims to an outside agency, but one of the advantages of working with ClaimTek is that we give you the opportunity to share the MedOffice software with the doctor's office so they can review files and monitor their cash flow. This adds a level of confidence to hiring you instead of insisting on doing it themselves.
- Limited Exposure To The Benefits Of ECP*** Most health care providers are vaguely familiar with electronic claims processing but are unsure how the process may impact their cash flow. With limited knowledge, they do not realize the tremendous potential in cost savings, efficiency and improved cash flow that electronic claims processing can provide. ClaimTek gives you marketing tools that show doctors precisely how you can help them.
- Most Doctors Are Not Trained For Business*** Health care providers spend 10-15 years in their medical studies. They are not business people. Even while they are practicing medicine, they have to stay active in medical research and development. They rely heavily on their office staff to take care of their business, but once they realize their staff is falling behind in billing or encountering many errors and rejections, they will be open to hearing about your services and hiring you.



# *The Medical Billing Revenue Cycle*

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## ***Reasons Why Healthcare Providers Need to File Electronically***

### ***ECP is a Sound Business Decision***

It's a fact that filing electronically helps a doctor's office to improve cash flow and reduce receivables. With your electronic medical billing service, doctors will receive their insurance company payments in as little as 7 to 20 days and not the average of 60 to 77 days. Equally important, the cost per claim for the doctor is lower. It is estimated that each paper claim costs a provider from \$8 to \$12 in direct expenses, between salary & benefits for the in-house biller, office space, equipment, and paper/postage. With electronic medical billing, this cost is cut to less than \$4 because ECP is more automated, faster, and more efficient.

Your ClaimTek professional presentation materials include software that demonstrates and proves this cost savings to doctors. You will be able to show doctors, with color graphics and comparison charts and tables, just how much money they can save by converting to using your electronic medical billing service.

### ***ECP Improves Claims Accuracy***

With ECP, getting notified about basic errors on claims takes just a few minutes and thus lowers the rate of rejections due to errors on claims from 30% to less than 1%. Notification is made to the billing center within minutes, so corrections can be made and claims can be refiled immediately.

### ***ECP is a Guaranteed Delivery System***

We all know that mail is lost in the US Postal service from time to time. In fact, it is estimated that about 15% of paper claims are "lost in the mail." In contrast, electronic claims are digitally transmitted and can be easily tracked through electronic tracers and clearinghouse reports. Claims are never lost with ECP. ClaimTek's professional electronic medical billing software keeps track of all claims you process and receive back from insurers and Medicare.

### ***ECP Results in the Reduction of Clutter and Paper Files***

Electronic medical billing eliminates the mess and office clutter of paper claims. Doctors will not need as much space to file paper documents in their office as they used to. Creating a fully automated, paperless environment is the trend of the future. Higher office administrative efficiency allows physicians and staff to be far more productive and satisfied because they can do what they do best: attend to their patients' healthcare needs.

# ***The Medical Billing Revenue Cycle***

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## ***The Most Common Prospects for Your Services***

***With over one million healthcare providers across the nation,  
and over \$1.3 trillion in claims filed per year,  
your business prospects are everywhere.  
These are many of the health care providers  
you can approach for your business.***

Allergy Specialists	Gynecologists	Osteopaths
Ambulance Companies	Home Health Agencies	Otorhinolaryngologists
Anesthesiologists	Hospitals – Medicare Part-B	Optometrists
Cardiologists	Laboratories	Pathologists
Chiropractors	Internal Medicine Practices	Pediatricians
Dentists/Orthodontists	Managed Care Groups	Physical Therapists
Dermatologists	Mental Health Programs	Plastic Surgeons
DME Facilities (Durable	Mental Health Facilities	Podiatrists
Medical Equipment)	(county, state or	Psychiatrists
Drug & Alcohol Rehab	metropolitan)	Pulmonologists
Centers	Neurosurgeons	Public Health Labs
Emergency Care Centers	Nursing Homes	Radiologists
Endocrinologists	Nuclear Medicine	Urologists
Family Practice Physicians	Obstetricians	X-Ray Labs
General Practitioners	Ophthalmologists	
General Surgery Practices	Orthopedists	

# Our Advanced MedOffice Software

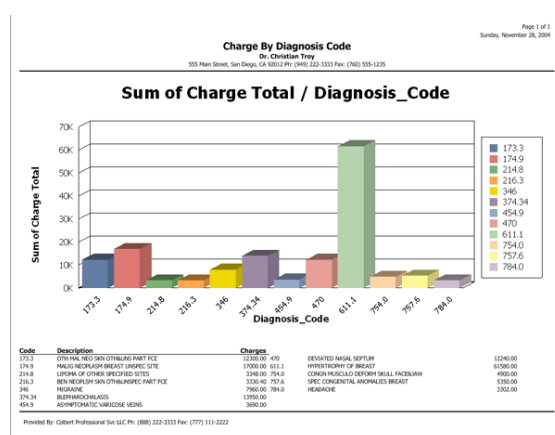
**MedOffice® has been smartly designed by billing & healthcare professionals with years of expertise.**  
**No other billing software can compare!**

ClaimTek's MedOffice® software (for Medical Billing) & DentOffice® software (for Dental Billing) are some of the most advanced professional health care billing programs on the marketplace. They're design is pleasing to the eye and easy to learn to use. We'll discuss MedOffice® in the following sections to avoid repetition. Features and screenshots of DentOffice® are available online at the ClaimTek website.

You use MedOffice® to generate insurance claims, submit them electronically, and prepare tracking records. You also use when insurers return payments to the doctor so you can record the payments and manage the doctor's receivables. More and more insurance companies are using electronic reimbursement so even recording the payments is becoming simpler and faster.

MedOffice® simplifies the claims filing process and ensures accuracy in medical claims filing and patient billing. You can submit claims electronically to clearinghouses, Medicare, Medicaid, Blue Cross, Blue Shield, and all commercial insurance carriers. MedOffice has the capability to process both the CMS 1500 form (for Medicare and doctors) and the CMS-1450 form (for hospital claims).

In addition to processing claims, MedOffice® allows you to provide a range of services for doctors including: printing and mailing patient statements, generating referring physician analysis reports, performing soft collections, tracking and comparing managed care payments with fee schedules, preparing and printing patient and insurance "aging" reports that show the number of unpaid claims, creating sophisticated practice management reports for your providers, producing mailing labels, creating and updating management and financial reports -- and much more! MedOffice® includes over 100 reports and hundreds of sub-reports! It offers additional flexibility for you to design custom reports and forms for your clients.



**MedOffice® was built with the latest technologies.**

It was designed based on Microsoft's .NET framework along with the powerful MS SQL database engine and Crystal reports! What does this mean? It means that you get feature-rich solid performance ready for the future of your business! MedOffice® features

# ***Our Advanced MedOffice Software***

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an attractive interface with colorful graphics, beautiful icons, and easy navigations that makes it simple and enjoyable for you to work with from your home office or through remote access from anywhere in the world!

## **Some of MedOffice®'s Advanced Features:**

- Intuitive Data Entry
- Robust Claim Entry
- Dynamic Search Forms
- Versatile A/R Module
- Dynamic Claim & Statement Processing
- Point-of-Sale
- Superbill Generator
- Extensive Reports
- Stunning Graphics
- HIPAA & Security
- Access to Digital Files
- Advanced Scheduling
- Credit Card Processing
- Remote Synchronization
- QuickBooks Integration
- Insurance Narratives
- Tasks & Journal
- Email Capabilities
- Data Export
- Code Import
- Backup & Restore
- Advanced Technologies

***Please visit  
ClaimTek's web site***

@ [www.claimtek.com](http://www.claimtek.com)

*Go to the Advanced  
Software section, then  
choose Medical Billing  
Software to get details  
about every one of  
these features and  
much more.*

### **All Choices Are Yours! Don't Settle For Less When You Choose the Right Software for Your Business!**

As you explore the profession of medical billing, you are going to encounter many types of software and assertions about "web-based" software. Don't take these at face value, because most of our competitors have not developed their own software and are simply reselling you some 3rd-party software that has limited usefulness and value which they did not develop themselves. Such companies do not tell you the full story about web-based software.

**At ClaimTek, we take medical billing software seriously...**and believe that you need to truly understand the differences among how software can be set up and the differences in software capabilities. This decision is critical to your choice of companies to work with so we encourage you to consider this closely. There are three important distinctions about software set ups that you should know:

1. *Desktop Setup* – This type of software runs on your own computer. It is fast, efficient & under your complete control. You can also have multiple windows open at a time, and quickly jump from function to function, no different than programs like MS Word or Excel.
2. *Web-Based (Browser) Based* – This type of software runs from a web site that you access using Internet Explorer, Google Chrome, or other browser. Their Functionality is limited to one-page at a time, which is cumbersome when you are trying to medical billing and you have to wait for "pages to load." Think about it, do you want to wait for a page to load when you are trying to earn an income?
3. *Server-Based and Internet Accessible Setup* – A server is just like a desktop computer, but it can be accessed from anywhere in the world with just a click from another

# *Our Advanced MedOffice Software*

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desktop or your laptop or even your iPad or tablet. The software on servers performs and acts with its full feature-rich capacity & multi-tasking just like if it were running on your own desktop. You just connect to the server through Remote Desktop Connection, also known as RDP, which comes free with your Operating System. One of the advantages of a server is that many people can access the same software all at once, no matter where they are in the world and still enjoy multi-tasking.

Web-based (browser) billing software and server-based billing software are both “Internet accessible” software. Both work over the Internet. **However, web-based systems require you to access them with a browser**, which has many complications and disadvantages.

## **DON'T BE MISLED BY COMPETITORS OF BROWSER-BASED SOFTWARE**

Our competitors frequently offer you such web-based billing software and pretend it is as functional and useful as MedOffice. But it is not. You get stuck running your business using only the Internet and a web browser, which is slow, limits your functionality, and can be very expensive as you add more accounts. This can limit your business growth. Web-based systems come in different complexities. Some of our competitors offer a web-based application that's severely limited in features. Make sure you check it out.

**Example:** Imagine someone is selling you Microsoft Office or Adobe Publishing products and the version they want to sell you only works by accessing the program using a browser on the Internet. Do you truly want to use Word, Excel, PowerPoint, Adobe Photoshop or Illustrator all day over the Internet? Think about how many times you've been on the Internet using a browser and it freezes, closes, crashes, or stops working. You are working as a professional biller, trying to earn your income and you can't afford that. You must be able to run your medical billing software right on your desktop or from a server directly accessed remotely in which the software operates just like it would on your desktop and does not require a browser. These are the only two types of medical billing software set ups that guarantee you a secure, stable, effective, flexible, and professional operation. MedOffice gives you both of these types of set-up—Desktop and Remote Server.

***But yes, there may be times when you need or want to access your MedOffice software online –and we provide for that, too!***

Let's say you are on vacation, or simply away from your office for the afternoon—and you need to check something for a client, or process a few claims. We know that you may occasionally want mobility, so we provide it. We have made MedOffice® medical billing software available online! **MedOffice Online** is more advanced than basic web-based applications promoted by our competitors. It provides all of the flexibility in terms of functionality, multiple screens, multi-tasking, accessibility, speed, security and control that desktop applications offer. Running MedOffice online makes it easy for you to do this – and you won't encounter any problems associated with using a browser! The system that you and your doctors will operate will always be available, without the risks of a browser performing slow, crashing or freezing.

# ***Our Advanced MedOffice Software***

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MedOffice Online allows you and your doctor clients to have access anytime from any computer in the world with ultimate ease! You can log onto the system to do some work or to check insurance claims status, print reports...and more.

## ***Summary of the 4 ways you can use MedOffice to operate your medical billing & practice management business.***

### **MedOffice for Desktop/Laptop**

Software runs on your own computer, PC (or MAC using Windows). Its feature-rich application is designed to handle the daily complexity of the professional medical billing operation filing claims and posting payables. It is efficient and under your complete control. It works with Windows and is fast, stable, and secure.



### **MedOffice®-Remote: A Version for Your Providers**

MedOffice®-Remote is a version of MedOffice for use at the doctor's office for clients who want to have access to the software you are using. It incorporates many useful features for doctors,, too, such as patient scheduling, point-of-sale, reports...etc. You can also limit its billing features such as processing claims or filing them electronically. Those functions can be reserved for you to do as the medical billing service.

MedOffice-Remote is a good choice to use with healthcare providers who wish to use software in their offices without being connected online. It allows you to exchange information between your office and the doctor's office on demand.



### **MedOffice Cloud (Online / ASP): Internet Access from Anywhere Worldwide!**

MedOffice® medical billing software is also available online! You, your employees, and your doctor clients can have access anytime! MedOffice online is more advanced than basic web-based applications promoted by competitors. It provides all of the flexibility in terms of functionality, multi-tasking, accessibility, speed, security and control that desktop applications offer.



### **MedOffice® & DentOffice for Resale**

This is a great service you can provide to doctors who choose to do their own billing. Although they may hire you in the future, you can sell them MedOffice to begin with as you build a relationship with them. ClaimTek offers you wholesale prices on the MedOffice software so you can resell it at a profit. We train you how to bid for accounts and how to price your training and support services. This reselling can be very lucrative, as today's typical on-site training session leader can charge between \$75 and \$125/ hour -- depending on your geographical location!

# *Additional Services You Can Offer*

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## **ClaimTek's packages also give you the ability to sell multiple income-generating services to your medical billing clients.**

With ClaimTek, you don't have to restrict your business—or your income—only to medical billing. We offer you a wide array of impressive services that you can resell to your doctors and other healthcare providers. This puts you ahead of any competitor who simply sets up to do just medical billing. All these other services are valuable to doctors, who prefer to deal with one business anyway if it can provide comprehensive solutions to their problems. Being able to offer the following services makes you a one-stop shop for doctors, and gives you extra credibility as you start your new medical billing business. Some of these services you can also sell to any business, not just medical practices.

### **16 PROFITABLE BUSINESS SERVICES YOU CAN OFFER:**

#### **SERVICE #1: MEDICAL BILLING SERVICES**

*To learn more about this, see [www.claimtek.com](http://www.claimtek.com) and click on the Profitable Services tab, and choose Medical Billing Services.*

#### **Basic Medical Billing Services**

These are the services we have discussed so far:

- Electronic claims filing to Medicare and a patient's primary insurance company
- Posting insurance and patient payments
- Patient statement processing and mailing (either electronic delivery or snail mail)
- Secondary and tertiary insurance billing for patients who have more than one insurance company

#### **SERVICE #2: ADVANCED PRACTICE MANAGEMENT SERVICES**

*To learn more about this, see [www.claimtek.com](http://www.claimtek.com) and click on the Profitable Services tab, and choose Practice Management SVCs.*

#### **ClaimTek teaches you to handle all aspects of helping doctors manage their practice & cash flow!**

Most healthcare providers are challenged with the demands of caring for their patients while trying to maintain the day-to-day business aspects of their practice. ClaimTek has developed several sophisticated software systems that allow you to perform monthly, quarterly, or comprehensive annual analysis of your client's practice in order to help them determine where to cut costs or reduce overhead. This can help you offer doctors many additional services as part of your contract with them. You can perform such services as:

- Generate highly detailed reports with colorful analysis charts and graphics to help doctors track and understand their business and financial situation. These include a wide range of monthly reports – such as receivables and aging reports, transaction reports, day sheets, practice analysis, insurance reimbursement analysis, insurance charge analysis, managed care analysis reports and a host of other meaningful productivity reports.
- Provide Customized reports that some doctors prefer

# *Additional Services You Can Offer*

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to have. MedOffice includes a dynamic "Report Generator" that allows you to custom design any report as needed.

- Provide annual analysis & audit of medical codes that the doctor uses to ensure they are accurate.
- Provide annual analysis of billing costs (showing your client how much money your service is saving them every year!)

## **SERVICE #3: DENTAL BILLING SERVICES**

*To learn more about this, see [www.claimtek.com](http://www.claimtek.com) and click on the Profitable Services tab, and choose Dental Billing.*

## **Don't stop at medical doctors—why not do billing for dentists, too?**

Like doctors, more and more dentists today are choosing to outsource to a medical/dental billing & practice management business so they can better concentrate on their dental profession. Outsourcing is seen as a popular and beneficial business decision that simply speaking has become a necessity for many dentists as much as it for doctors. ClaimTek's Dental billing and practice management software allows you to file dental claims with the same ease as medical provider claims.

## **SERVICE #4: COLLECTION SERVICES**

*To learn more about this, see [www.claimtek.com](http://www.claimtek.com) and click on the Profitable Services tab, and choose Collection Solutions.*

## **Help Your Clients Recover Money Owed to Them**

As a successful billing service, you need a tool that can help you pursue and effectively resolve 100% of insurance claims – at a minimal cost to your doctor clients. ClaimTek's helps you accomplish this by setting you up to offer "soft" collection services to your doctors for both insurance companies and patients that are delinquent. This important service is designed to help you generate additional revenue for your business with minimum effort on your part.

## **SERVICE #5: ELECTRONIC FUND TRANSFER**

*To learn more about this, see [www.claimtek.com](http://www.claimtek.com) and click on the Profitable Services tab, and choose Electronic Fund Transfer.*

With EFT you provide your doctors with access to the electronic banking system. This allows them to collect funds from their patients' bank account and deposit them into their own bank account electronically. This is valuable when doctors have patients who are not prone to paying their bills on time. Rather than constantly billing the patient, the doctor can ask the patient to sign an agreement to have a set amount automatically deducted from their checking account each month and electronically transferred to the doctor's bank account. More and more doctors want to take advantage of this service to ensure their own cash flow.



# *Additional Services You Can Offer*

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## **SERVICE #6: MD AUDIT SHIELD (RAC)**

*To learn more about this, see [www.claimtek.com](http://www.claimtek.com) and click on the Profitable Services tab, and choose MD Audit Shield.*

## **Help doctors prepare for Medicare/Medicaid Audits!**

The U.S. government has put in place a new process by which doctor's offices will be audited using outside companies called Recovery Audit Contractors (RAC). Their job is to audit healthcare facilities that bill Medicare and verify that they conform with Medicare rules regarding diagnoses and procedures, and that no claims are fraudulent or have been overpaid.

As a ClaimTek licensee, you can help doctors prepare for such audits, should they occur. ClaimTek does the necessary work that prepares the office for the audit. Our specialized coders review the medical office's codes, spot-check past claims to ensure compliance, and provide the office with a formal report on their audit preparation. For each audit preparation you set up, you can earn a sizeable commission. No other work is required on your part, just set up the audit preparation appointment.

## **SERVICE #7: CODEMAXX – CODING SERVICES**

*To learn more about this, see [www.claimtek.com](http://www.claimtek.com) and click on the Profitable Services tab, and choose CodeMAXX.*

## **Sell this service to doctors who need to ensure they are using the correct coding.**

Coding can be one of the most challenging aspects of the busy mid to large-size medical office claims process. As a ClaimTek licensee, we set you up to offer such clinics a low-cost and straightforward solution to their coding problems - CodeMAXX.

CodeMAXX helps medical offices boost their confidence in having accurate coding, a critical need in today's environment in which all medical offices that do billing to Medicare are subject to audits. The application is simple to set up, customizable for multiple levels of access, and it tracks the coder's productivity. After scanning each medical chart, the data is captured and sent to our coders who process it for submission to a verification system.

As a ClaimTek licensee, you can sell this service to your medical providers with a portion of the profit going to you. This is yet an additional business that ClaimTek assists you in creating with your medical billing business.

## **SERVICE #8: PHYSICIAN CREDENTIALING SERVICES**

*To learn more about this, see [www.claimtek.com](http://www.claimtek.com) and click on the Profitable Services tab, and choose Physician Credentialing.*

## **Healthcare providers can be confused or too busy to apply for the correct credentialing they need. Help doctors get this important process done right!**

You can ensure that your doctor clients obtain their credentials accurately and on time. ClaimTek has the resources and experience to help you sell this process to your clients. Whether credentialing is being done for a

## ***Additional Services You Can Offer***

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universe of insurance payors or just one payor, doctors simply needs to fill out one application - and leave the rest of the work to us!

- Our professionals handle every detail for you.
- We contact you weekly to update you on progress until the every process is over.
- We provide you with written reports with our updates.
- We track all applications submitted and maintain accurate records.
- We guarantee complete security, confidentiality and accuracy.

As a ClaimTek licensee, you'll be able to provide credentialing services and earn extra money with each sign up you make.

### **SERVICE #9: PATIENT WELL-CARE SERVICES**

*To learn more about this, see [www.claimtek.com](http://www.claimtek.com) and click on the Profitable Services tab, and choose Well-Care Services.*

**One of the increasingly desirable (and often mandatory!) programs a doctor can provide patients is a well-care services program reminding them of appointments, vaccinations, and other important medical checkups.**

In order for medical professionals to maintain their role as the most trusted source of healthcare information, a proactive patient outreach service is necessary. However, most practices do not have the adequate staff, time, or training necessary for an effective well-care program. ClaimTek helps you fill this important need by providing the materials and training necessary to start your own well-care program service and add it to your existing service offerings to your clients. You can earn exceptional additional fees when doctors hire you to conduct their patient well-care programs.

### **SERVICE #10: PATIENT CUSTOM- WELLNESS PROGRAM**

*To learn more about this, see [www.claimtek.com](http://www.claimtek.com) and click on the Profitable Services tab, and choose Custom Wellness Program.*

**This program benefits both you and your doctors, as both of you make money from selling it.**

The patient custom wellness program involves two items that the doctor sells to patients:

1. A customized nutritional program tailored to the individual patient's needs; and
2. An elite business development system that patients with a suite of services that help track and manage all of their health and lifestyle information in one easy-to-use, collaborative online community. This includes an online medical concierge where patients can get instant access to

## ***Additional Services You Can Offer***

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doctors, health coaches and the best products 24/7. It is a vibrant online medical community that encourages interaction and dialogue between members, from patients to medical professionals to individuals, looking to lead a healthier lifestyle. Both you and the doctor receive referral fees and commissions from this program.

### **SERVICE #11: PATIENT ASSESSMENT SERVICES (P.A.S.)**

*To learn more about this, see [www.claimtek.com](http://www.claimtek.com) and click on the Profitable Services tab, and choose Patient Assessment SVCs.*

#### **P.A.S. is designed to create a new revenue stream for doctors while saving lives for Patients!**

This program is excellent for Family Physicians, Internists, Specialists, and Mental Health Professionals. The program involves an online psychological assessments that doctors can ask their patients to take in order to identify people suffering from serious psychological disorders. The assessments cost the doctor nothing to perform and nothing to obtain a report. There is a small fee charged for the assessment, but for which the doctor receives insurance or Medicare reimbursement.

The assessment takes only about three minutes for the patient to complete in a secure environment. At the end of the assessment, a report is made available to the doctor in the form of either a written or electronic report (or both) that the doctor can easily read and interpret. Upon evaluation of the patient, the doctor is eligible to bill Medicare or third-party insurance carriers for services. The billing typically is processed under specific CPT that's over 97% paid! Reimbursement is about \$50 on average. And while the doctor collects about \$50 per billing from the insurance company, he's charged only \$9.95 per assessment. You make 15%, which is about \$1.50 per assessment. An average of 10 assessments a day will net you about \$330 per doctor per month.

### **SERVICE #12: MEDICAL TRANSCRIPTION SERVICE**

*To learn more about this, see [www.claimtek.com](http://www.claimtek.com) and click on the Profitable Services tab, and choose Transcription Services.*

#### **As a ClaimTek licensee, you can provide medical transcription services to diverse healthcare providers, including individual physicians, nursing homes, and hospitals.**

Our transcription process is secure and provides the best service while minimizing costs. You'll be able to provide your clients a variety of types of transcription services:

- Emergency room transcription
- Acute care transcription
- Admission note transcription
- Surgical report transcription
- H&P transcription

## ***Additional Services You Can Offer***

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- Discharge summary transcription

Our transcriptionists can produce many different kinds of common transcription reports:

- Progress reports
- Physical examination reports
- Pathology reports
- Radiology reports
- Autopsy reports
- Labor and delivery reports
- Consultation reports

You can make a fee on every transcription provided to your clients.

### **SERVICE #13: DOCUMENT MANAGEMENT SERVICES**

*To learn more about this, see  
[www.claimtek.com](http://www.claimtek.com) and click on the  
Profitable Services tab, and choose  
Document Management*

### **Solve Records Storage Problems With ClaimTek's DigiStore Services...Electronic Scanning & Archiving**

The limitations and disadvantages of paper records are becoming quickly apparent with the demands of today's medical community. Filing paper documents, finding them for requests for information, re-filing and re-finding for multiple requests, lost records, and paper deterioration are all examples of why electronic records are becoming the preferred standard.

Our Digistore Services enables medical offices to convert their paper medical records to digital media through scanning. We can scan and store the records or teach your staff to scan a doctor's records in-house. We can help you convert paper records into digital data that can be easily accessed at any time! Our Digistore service allows fast retrieval of any requested chart or X-ray, and it eliminates record loss. The service can include a predetermined number of regularly scheduled pickups and deliveries, or on an "as needed" basis.

You can sell this service to your doctors and make a fee on every sale.

### **SERVICE #14: REMOTE BACKUP SERVICES**

*To learn more about this, see  
[www.claimtek.com](http://www.claimtek.com) and click on the  
Profitable Services tab, and choose  
Remote Backup Services.*

### **Help Your Clients Protect Their Files! Store Their Data Securely Offsite.**

When you sell your clients the ClaimTek Remote Backup System, their data is stored safely and securely offsite where it can be retrieved quickly and easily 24 hours a day. Besides the obvious benefits of protecting their data, this system can help you generate extra income by offering it to your clients and even other businesses, too.

## *Additional Services You Can Offer*

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### **SERVICE #15: ELECTRONIC MEDICAL RECORDS (EMR/EHR)**

*To learn more about this, see  
[www.claimtek.com](http://www.claimtek.com) and click on the  
Profitable Services tab, and choose  
E.M.R. Software.*

### **ClaimTek's program puts you way ahead of other billing services because you'll be authorized to be a distributor of a leading EMR/EHR software.**

After years of resistance, doctors are realizing that they can achieve significant cost savings and substantial gains in their efficiency by using computers and software right in their offices for maintaining patient records. The old days are about to disappear in which doctors handwrite their patient charts and assistants then sort and file them into thousands of paper folders, one for each patient, to be stored in filing cabinets.

More and more doctors are now open to the digitalization of the entire medical record process. This makes complete sense because paper records are the bane of the medical office. Handwritten paper medical records are cumbersome, difficult to read, easy to lose, even easier to misfile, and often end up being incomplete. And each time a patient comes in, there's the time wasted in finding the files and re-filing them at the end of the visit.

An EMR system makes the entire process of patient record keeping easier, more accurate and comprehensive, and more efficient. With an EMR system, doctors use specialized software you sell them that allows them to enter their patient records electronically. The software stores the patient information on a server and each patient's complete history is available instantly, including digitized copies of x-rays, lab results, prescriptions ordered and other necessary medical data. Physicians can use their desktop, laptop, or an electronic clipboard-type computer to navigate through their patient charts and record notes. EMR software also coordinates with your medical billing software, MedOffice, facilitating the transfer of daily information for billing.

There is a huge market for EMR that has been hardly scratched. According to some of the EMR software companies, only about 10 percent of doctors in practices with 10 or less currently keep their records electronically. However, as doctors realize that paper records cost them far too much and as privacy and confidentiality laws increasingly make it difficult for doctors to run a paper-based practice, health care providers will soon begin clamoring for EMR software that can integrate with the practice management system.

ClaimTek will help you capitalize on this potential market by setting you up as a distributor of EMR software, for

## *Additional Services You Can Offer*

which you can make a lucrative sale for as much as \$10,000 and nets you a very handsome commission.

### **SERVICE #16: VALUE-ADDED RESELLER**

*To learn more about this, see [www.claimtek.com](http://www.claimtek.com) and click on the Profitable Services tab, and choose V.A.R. Status/Licensing.*

### **Sell Software, Hardware, Medical Office Supplies & Training at Great Margins to Your Clients!**

ClaimTek sets you up to resell MedOffice as well as many other types of hardware, software, and office supplies that doctors need. This is a great add-on service you can provide to doctors and make additional income.

ClaimTek offers you wholesale prices on software. We also train you how to bid for accounts and how to price your training and support services. This area can be very lucrative, as today's typical on-site training session leader can charge between \$75 and \$125 per hour. ClaimTek helps you turn your startup medical billing from home business into a viable operation with comprehensive services!

Additionally, you can also earn commissions from some reputable clearinghouses as a ClaimTek reseller! When you sell software to a clinic, you can start earning residual income per month when the clinic uses the software to file electronic claims.

**Summary:  
Only ClaimTek sets  
you up to sell as  
many as 16 other  
services along with  
your Medical  
Billing practice.**

*No other company helps you  
make money like we do!*



# ***What Income Potential Can I Expect?***

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***It's Only Natural to Want to Know How Much You Can Make  
running your Medical Billing Business.***

***The following information will help you understand your income potential.***

First of all, it is important to know that various federal and state laws forbid us from precisely predicting how much you can earn in a medical billing business. The rationale for these laws is simple: as in everything in life, there are no guarantees. Your income potential depends on many factors, including how much time and effort you dedicate to starting your company, your prior business background and skills, and your willingness to market your services aggressively to doctors. ClaimTek supports this regulation and urges you, in fact, to be careful about blindly accepting undocumented and unrealistic income projections from other medical billing business opportunity companies. Some of our competitors make wild claims about income, so beware.

Nevertheless, not knowing your income potential makes planning difficult as you are considering starting a medical billing business or any new business. We are therefore allowed to provide you with the following general information about how medical billers charge for their services.

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## **Two Ways to Charge for Your Services**

First, people who run medical billing businesses usually select one of two methods of charging for their services. It is not necessary to be consistent. You can charge some doctors the percentage method while other doctors are on the fee-per-claim method. It depends on the amount of claims they are giving you and what you and they are willing to negotiate. In general, these are the two methods.

- **Percentage method.** This method is increasingly being used among professional medical billers, because it compensates you more closely with your efforts. In this method, you charge your clients a percentage of all the income you bring in for them, including all insurance and patient payments.

**In general, billers who use this method charge between 4% - 10% of all collected invoices, with 7%-8% as the norm.**

The amount of the percentage you might ask a client for depends on several factors: 1) the type of medical specialty; and 2) the value of claims you process; and 3) the number of claims you process per month. The more claims per month or the higher value the average claim has, the lower your percentage might be, as you are processing more claims with higher values so the compensation is very good anyway.

This method is increasingly used among billers who perform full practice management, which includes billing electronically (or on paper), processing patient statements, soft collections, and insurance follow-up on missing payments. ClaimTek will teach you all about percentage pricing strategies and can help you decide what percentage to charge for each client you approach and land.

## *What Income Potential Can I Expect?*

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- **Per claim method.** In this method, you charge a fee based on how many claims you process each month for each doctor. Many medical billers charge \$2.00 - \$4.00 per claim. If you handle the processing and mailing out of patient statements, you can also charge an additional fee per statement, ranging from \$1.00 to \$2.50 including postage. If you use this method, some billers then charge doctors an additional fee to produce their monthly reports.

Many billers increasingly prefer charging based on the percentage method because the work involved is becoming more complex and time-consuming if you are doing full practice management, not just billing. The percentage method affords you the time to produce the monthly reports that the doctor may want you to provide.

ClaimTek will help you decide your best options. We work closely with you to make a decision about your fee pricing for each doctor you want to approach. Our business model is based on giving the doctor peace of mind and being fair to both of you. For instance, if you select the percentage method, we believe that you should not charge your doctors a percentage of what you BILL out for them, only what you COLLECT. This is because some claims never get paid and therefore it is only fair to ask the doctor to be paid on what you bring in. You have to think of yourself as part of the doctor's business model, providing value to his or her practice.

Don't forget also that the better relationship you establish with the doctor, the more opportunity you might have to sell him or her one of the other 15 services that ClaimTek helps you sell. A doctor who respects your business model is also someone who will refer you to other doctors, thus bringing you more clients. At ClaimTek, we help you learn to look at the BIG picture when it comes to pricing—so that you can go in the door with a win-win attitude.

### **What Your Expenses Will Be**

When calculating your income potential, you must be sure to take into account your expenses. A typical medical billing company should count on the following expenses in running their business:

- **Clearinghouse fees:** The clearinghouses that ClaimTek recommends typically charge a \$125 setup fee, but no annual fee. In addition, you pay \$0.35 per claim or a flat monthly fee of about \$50/ per doctor. You can evaluate in advance which of the payments options works best for you.
- **Hardware:** If you already have a recent model computer with Windows 7 or 8 or Vista, you are fine. Otherwise, you may need to purchase a new desktop or laptop, ranging from \$400 to \$1000.
- **Printer:** You will need a laser printer or ink jet.



# ***What Income Potential Can I Expect?***

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- **Postage:**  
Plan on postage expenses to cover the mailings of patient statements if you decide to provide that service x 0.49 per stamp in 2014. Your clients reimburse you for these fees.
- **Stationery:**  
Allow \$.15 - \$.20 for paper & envelope if you are sending out patient statements. Also consider some expenses for your company letterheads, envelopes, cards... etc.
- **Marketing Expenses, Advertising & Direct Mail:**  
This area is up to you. However, we believe that marketing is key to getting clients. We suggest that when you are just starting out, you may need to allocate \$250 to \$500 per month in marketing expenses, which might include mailing out the brochures we provide you, conducting luncheon workshops, advertising in local papers and magazines, and other types of marketing. As you gain clients, you will be able to cut down on your monthly marketing expenses, since referrals from your current clients often help you get new clients.
- **Phone Expenses:**  
This category refers simply to the cost of establishing and maintaining a phone line in your home or office specifically for your business. Do not mix your home / family phone with your business phone. Check with your local telephone company for the options and rates on a separate landline phone number or a separate cell phone.
- **Answering Service:**  
A professional Answering Service may be helpful in promoting a professional image about your company. Fees for answering services are typically charged monthly or annually.
- **Employment Expenses:**  
Once you have more than 4 doctors, you may want to consider hiring an employee to help you one or two days per week. In general, a solo medical biller can handle 4 or 5 doctors alone. Beyond that, you may need to hire someone and pay them an hourly fee to process claims at your instruction. Another expense that falls into this category is commission for sales people who help you find new clients.
- **Miscellaneous Expenses:**  
Consider some unexpected expenses, such as meals out, gas for driving to clients, fax machine,

# *What Income Potential Can I Expect?*

## **WE INVITE YOU TO USE CLAIMTEK'S CALCULATOR TO MAKE A TWO-YEAR INCOME PROJECTION**

On our website, ClaimTek provides you with two excellent calculators—a Quick Calculator and a Detailed Calculator—that allow you to estimate how much income you can earn from just the medical billing side of your business—without regard to all the other services you can offer. We do this because Medical Billing and Advanced Practice Management are the core of your business—clearly where most of your income will come from if you follow the business model we train you to do. You can find the Detailed Calculator here:

<http://www.claimtek.com/Potential/DetailedIncomeProjection.aspx>

The Detailed calculator looks like this the screenshot below. The HELP buttons on the right side of each entry explain commonly used rules of thumb so you will get a sense of what to fill in. This calculator allows you to enter very detailed estimates for each Quarter (Q1, Q2, Q3, and Q4) of Year 1, and then the figures you'd like to have at the end of Year 2 (your Goal). In this calculator, you can choose to charge by the Percentage method or Flat Fee method. You can then project your income and expenses based on how many doctors you might be serving in each quarter and by the end of Year 2. The calculator will then show you your estimated income over the two year period.

Service pricing method [choose one]:	<input checked="" type="radio"/> Percentage	<input type="radio"/> Flat Fee					Help
Years to reach your goal:	2						
	Q1	Q2	Q3	Q4	Goal	Help	
<b>Projected Revenue</b>							
Number of doctors:						Help	
Average monthly claims per doctor:						Help	
Percent charged:						Help	
Average claim value:						Help	
Projected Monthly Gross Income:						Help	
<b>Projected Expenses</b>							
Marketing expense per month:						Help	
Administrative expense per month:						Help	
Clearinghouse expense per month:						Help	
Projected Monthly Total Expenses:						Help	
<b>Totals</b>							
Projected monthly net income:						Help	
Projected quarterly cash flow:						Help	
Projected yearly income:						Help	
Reset							

**ClaimTek has prepared a separate document to help you make complete income projections from all the services you can offer. Please request the following report from your Sales Rep.:  
"How Much Money Can I Make in Medical Billing?"**

# *How to Create a Business Plan*

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***Planning your business is a critical step when you start a new enterprise.  
In fact, ClaimTek recommends that you write a detailed business plan.  
The following sections can help you learn to write a business plan.***

## **Business Plan Writing**

A typical business plan includes the following sections and sub-sections:

### **I. Executive Summary**

### **II. Company Presentation**

- Mission Statement
- Description of your business goals and financial requirements
- Product and service offerings
- Technology and resources
- Factors determining success

### **III. Competitive Analysis**

- Major competitors and competitive positioning

### **IV. Market Analysis**

- Market barriers
- Market demand
- Marketing plans (advertising, public relations, direct selling)

### **V. Income Analysis**

- Budget projections

Your business plan can be written in a formal or informal style—it's up to you. But whichever method you choose, crafting a well-conceived business plan is a critical step in helping you get your business off to a solid beginning. Two issues are particularly important in writing your business plan:

- **Mission Statement.** Your company's mission statement is a short statement that explains what you believe is the heart of your business. It expresses what you want your customers to think about you, such as "To be a dedicated service-oriented company that guarantees the satisfaction of clients through attention to detail and timeliness on electronic claims and full practice management services."
- **Budget Projections:** It is helpful to do a two-year income projection. As discussed on the prior page, ClaimTek's calculators and our separate report, *"How Much Money Can I Make in Medical Billing?"* will help you with these budget projections.

For more details on writing a professional business plan for your startup medical billing service, visit the web site for Palo Alto Software, Inc. at [www.bplan.com](http://www.bplan.com) and search for "Medical Billing Business Plan." Their well-known software called "Business Plan PRO" incorporates guidelines for writing a professional medical billing business plan. The plan was actually written for Palo Alto Software by the owner of a ClaimTek medical billing center, *Physician's 1st Billing & Claims*.

# *Additional Software Programs to Help Your Business*

## **ADDITIONAL SOFTWARE PROGRAMS TO HELP YOU MARKET YOUR BUSINESS**

***ClaimTek offers you three EXTRA programs designed  
to help launch & grow your new business!***

### **MD Practice Analysis Wizard**



*ClaimTek's MD Practice Analysis Wizard in the most analytic cost analysis software available. This application has been designed to let you compare the actual costs of a healthcare provider's in-house billing operation versus the potential costs of outsourcing the billing operation to YOU as a professional billing service. The software produces convincing side-by-side tables and charts to compare the results. This is a very persuasive and powerful marketing tool for your marketing presentations.*

Most providers do not have a clue as to what they are really paying for claims billing services. The average medical office spends from \$8.00 to \$12.00+ per claim. With our software, you can show providers how much you can save them, by doing a practice analysis.

The concept of this application is based on showing prospective clients how much they are spending in the various direct and indirect costs incurred in processing medical claims using an in-house staff person, such as:

- Labor Cost of an in-house staff person, including their salary & benefits
- Postage, Claim Forms, and Envelope Costs
- Re-Processing of claims due to Errors
- Administrative Costs
- Office Overhead
- Time Value of Money
- Systems Upgrades & Maintenance

### **MD Contact Manager**

The MD Contact Manager (MDCM) is a marketing and organizational tool that allows you to search a sales database of potential clients among Medical and Dental Practices, contact them using a range of customizable sales letters, and generate several reports about the progress of your marketing efforts.

The MD Contact Manager software comes customized especially for your particular City and State. It contains the names, addresses and telephone numbers of at least 300 qualified Medical and Dental sales leads in your area!

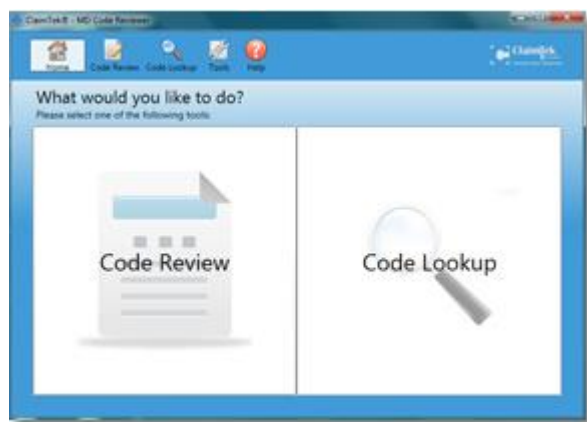
These leads are grouped into categories based on their type of medical or dental

## ***Additional Software for Your Business***

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specialty. This can assist you if you wish to focus your marketing efforts on one specific group at a time. The MDCM tracks all contacts and administrates your callback times, sales appointments, and correspondence. The MDCM software comes loaded with 14 proven sales letters that can be customized right in the software to your needs, or mail merged to Microsoft Word with the push on a button where you can edit and print multiple letters. You can also print envelopes and labels.

### **MD Code Reviewer**



Doctors use codes to file claims and tell insurance companies and Medicare the patient's diagnosis and the procedures performed for each fee. The problem is, doctors must use accurate coding or they do not get paid.

The MD Code Reviewer enables the user to enter Common Procedural Terminology (CPT) Codes, or Common Dental Terminology (CDT) codes used by a medical or dental practice. Then it compares each user entry against the approved Dental and Medical Codes database.

ClaimTek's MD Code Reviewer (MDCR) is a unique Medical & Dental Coding & Analysis software that contains ALL current CPT, ICD-10, HCPCS & CDT Dental codes. The application has been designed to let you perform two primary functions:

- 1) Do a look-up to verify all the CPT, ICD-10, HCPCS & CDT codes that a doctor is using and make sure that all are acceptable and correct.
- 2) Analyze the procedure codes to determine any possible revenue losses that the doctor might be inadvertently incurring by using the wrong codes or incomplete codes that result in rejected claims or downgraded claims (i.e., they pay less than they should). This valuable tool works with your clients' existing codes to analyze entries and provide realistic loss estimates arising from incorrect codes.

A code review process may end up saving your clients thousands of dollars annually in rejected claim fees.

The system reports on the number of incorrect and/or questionable entries, thereby providing information to help the practice reduce rejected claims due to invalid codes.

***Please visit ClaimTek's web site at [www.claimtek.com](http://www.claimtek.com) and go to the Advanced Software tab, then choose Essential MD Software Suite to get more details on each of these programs, including specific Features and Benefits.***

# *A Wide Range of Marketing Tools & Materials*

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## **Marketing Support Unmatched in the Industry**

Many people start a business without any knowledge of marketing. They don't understand how to get others to listen to them talk about their business and sign on to becoming their customer. But how can they be expected to know this? After all, most businesspeople are simply not trained in the art of persuasion or marketing.

If you're going to succeed in your Medical Billing Service business, you must know how to get clients and keep them. That's what powerful, persuasive marketing is all about.

**ClaimTek Systems understands this and we have gone to great lengths to help you succeed in marketing your business.**

We provide you with the most professional marketing tools that you can use to attract clients and keep them. You will make a good impression the first time. In fact, the first time is the ONLY time you have to make a good impression! So you must do it right.

### **ClaimTek's Comprehensive Marketing Training Program Will Show You How To:**

- Use proven methods for getting appointments with doctors and making yourself memorable.
- Learn approaches for gaining immediate rapport with office managers (the gatekeepers) and doctors.
- Become effective and persuasive in your sales presentation techniques.
- Gain respect and discover the right way to answer objections to outsourcing billing that you may encounter from office managers and doctors.
- Master closing techniques that will secure the commitment of a prospect and get them to sign a contract with you.
- Learn how to get the upper position on competitors in your area, by customizing your services and fees to better appeal to a practice's needs.
- Learn how to implement a systematic approach to planning your marketing and advertising campaigns.
- Understand when to use traditional vs. non-traditional marketing techniques and which one is more effective for a specific client.
- Learn how to utilize the media and even get FREE publicity for your business.
- And much, much more...

# *A Wide Range of Marketing Tools & Materials*

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## **ClaimTek's 3-Prong Marketing Approach is the Tops in the Industry**

ClaimTek's marketing technique can be broken down into a 3-Prong Marketing Approach:

- Direct Marketing,
- Internet Marketing, and
- Associational Marketing.

We train our licensees in every aspect of marketing to ensure you truly understand how to get accounts and keep them. You receive one-on-one, all-inclusive training. We work with each licensee individually to help you come up with the best plan for your marketing campaign based on your own personal skillset, budget, and time available for marketing.

## **Overview of ClaimTek's 3-Prong Marketing Approach**

**ClaimTek provides you with training and materials to succeed using the following three types of marketing.**

### **Direct Marketing**

- **Telephone Marketing** – ClaimTek provides you multiple telephone marketing scripts for successful appointment setting with office managers and doctors. You receive step by step appointment setting scripts, rebuttal scripts, and "do's and don'ts" for appointment setting. We also teach you techniques to get around the "gatekeeper" (most commonly the secretary at the front desk) so that you can get to the decision maker in the practice, whether that be the doctor or the office manager.
- **Direct mail** – We provide you with hundreds of professional brochures, flyers and postcards that are all customizable with your business name and contact information.
- **Email Marketing** – Many doctors' offices respond better to email marketing. Using programs like Constant Contact, iContact or others, we train you how to keep potential clients constantly engaged, adding to the probability of getting responses. Email engagement also drives traffic to your website.
- **In-person meeting skills**– We show you how to meet directly with doctors and position your billing services. We offer pre-appointment consultation sessions with your trainer so you can review, practice and go over the important points you should hit on when presenting to the doctor, and be prepared for questions. Licensees have unlimited pre-appointment training sessions for the life of their support contract.

# *A Wide Range of Marketing Tools & Materials*

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- **Code and Cost Analysis-** We train you how to offer and perform a FREE code and cost analysis which can be a \$500-\$5,000 value depending on the size of the practice. Our Code Reviewer and Practice Analysis Wizard can show doctors how much they can save by switching to your billing service.

## **Internet Marketing**

We show you:

- How to establish an online presence through search engines and directories.
- How to ensure that you use the right keywords for SEO (Search Engine Optimization).
- How to use your website to promote your new business through content optimization, selling products directly through your site, and more.
- How to develop an effective social media strategy (Facebook, Twitter, and so on).
- How to use screen sharing software to do remote demos with doctors who are not available to see you in person.
- How to find informational resources online- i.e., entrepreneur.com, aapc.com.

## **Associational Marketing**

This refers to joining groups and associations that can help impact your ability to network and meet potential clients or get referrals. We show you how to join your local chambers of commerce. Most Chambers organize business expos and other types of business events through which they offer great networking opportunities for members, as well as potential mentors who can help you develop your business.

We teach you about the many other networks and associations you might join, such as:

- BNI – one of the largest business networking organization in the world.
- Your Local Medical Associations
- AMBA- American Medical Billers Association
- APMBA- American Professional Medical Billers and Administrators

## **CLAIMTEK PROVIDES YOU WITH A WEALTH OF MARKETING TOOLS AND MATERIALS.**

*The following sections detail each of them.*

### **1. THE NAMES OF 300+ POTENTIAL LEADS IN YOUR AREA!**

ClaimTek goes much further than any other company. It is our desire and commitment to see that you have virtually everything you need to succeed in this business. To that end, we provide you with a list of potential prospects in your area. This customized list contains names, addresses and telephone numbers of at least 300 potential Medical and Dental sales leads in your area! This fantastic list will get you off to a running start quickly and effectively. Your list will target prospects from individuals to small clinics where the need for outsourcing is highest. These leads are grouped into categories based on their type of medical or dental specialty. This categorization helps you when



# *A Wide Range of Marketing Tools & Materials*

you want to focus your marketing efforts on one specific group at a time.

## **2. THREE POWERFUL APPOINTMENT GETTING TOOLS**

### **a) SURVEY FORM MAILER**

This short survey form can be effective as a first step to getting an appointment with a doctor. It acts as a "Bait Piece" to get attention from doctors who are often not aware of the billing problems they are currently experiencing due to rejected or delayed insurance claims. In the flyer, it offers doctors the opportunity to complete and return the Business Survey, and in exchange, you get to offer them two vital services for FREE that get you in the door to talk to the doctor:

- **A Procedure Code Review (PCR):** This is an analysis of doctors' procedure codes, a service that healthcare providers need to do at least once annually. A typical PCR usually costs medical facilities hundreds of dollars! You can perform the PCR for them at no cost by using our MD Code Reviewer software (see the Software section for more details).
- **Billing Cost Analysis (BCA):** This analysis compares the precise cost of the doctor's in-house billing operation to that of the national average. BCA helps doctors determine where in their business they might be able to cut expenses. It also helps them understand the potential savings and benefits of outsourcing their billing to your outside billing service. You perform the BCA by using our dynamic MD Practice Analysis Wizard software (see the Software section for more details).

**b) PRACTICE ANALYSIS BROCHURES PROMOTING PROCEDURE CODE REVIEW & BILLING COST ANALYSIS:** This striking full-color brochure is designed to help doctors become aware of the factors that impact their cash flow. It explains to them how your complimentary offer to perform both the Procedure Code Review (PCR) & the Billing Cost Analysis (BCA) can help them determine the extent of the problem and provide solutions.



# ***A Wide Range of Marketing Tools & Materials***

## **c) TELEPHONE SCRIPT FOR APPOINTMENT SETTING**

ClaimTek recognizes how important telephone sales can be to getting appointments, so we have created the Effective Telephone Script for Setting Appointments with Doctors! This incredible item includes 3 vital elements:

- 1) Step-by-Step Telephone Appointment Setting Script
- 2) Rebuttals Script
- 3) Appointments Suggestions Script: "Do's and Don'ts"

Learn how to effectively set up appointments with healthcare providers. Master the techniques of conversation with a receptionist, office manager and doctor. Learn how to control the conversation from your first "Hello" to the end of call. Respond effectively to statements like: "We/I am not interested, I don't have time to meet with you, Can't afford your services, We are happy with our current situation"...and so on. Also, you will learn about the 10 most important things to do during the appointment!

## **3. MANY TYPES OF STUNNING FULL-COLOR MARKETING BROCHURES TO DELIVER YOUR PROFESSIONAL IMAGE!**

ClaimTek provides you as many as 20 types of brochures and flyers about the various businesses and services you can sell to doctors and other healthcare providers. These are some of them:

- **One Page Flyer Promoting All Services**

This impressive and catchy flyer never fails to spark the interest of health care providers and office managers. It provides a the list of services that your company offers, on one page! It is professionally designed for easy reading to spark interest in your company. It's printed on the highest-quality, heavy glossy paper. This flyer is effective, engaging, and reflects a highly professional image for your business. It can be personalized with your company information and logo. You will be proud of this brochure and, remember, it's not available anywhere else! It's an exclusive from ClaimTek. Just for you. You will receive 100 pieces.



# *A Wide Range of Marketing Tools & Materials*

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- **General Medical Billing Service Brochures**



This full-color tri-fold brochure explains to health care providers the need for your billing services. Marketing experts agree that a good brochure like this one literally "sells" for you. This fantastic, well-written and professionally-designed brochure provides convincing information on how your professional billing services can save money for a health care provider and even improve their income. It is printed on high-quality 100 lb. glossy paper stock and can be personalized with your company information using your home laser or inkjet printer. This brochure gets results! You'll receive 100 pieces as part of your introductory package!

- **Dental Billing Service Brochures**



This full-color tri-fold brochure explains to health care providers the need for your dental billing services. Marketing experts agree that a good brochure like this one literally "sells" for you. This fantastic, well-written and professionally-designed brochure provides convincing information on how your professional billing services can save money for dental clinics and improve cash flow. It is printed on high-quality 100 lb. glossy paper stock and can be personalized with your company information using your home laser or inkjet printer. This brochure gets results! You'll receive 100 pieces as part of your introductory package!

- **Electronic Fund Transfer Brochures**

This full-color tri-fold brochure explains the need for your Electronic Fund Transfer (EFT) services. Remember, doctors have to know they NEED your service before they'll buy it. This brochure provides logical and convincing information on how your EFT services can save them money and resources. It is professionally-designed and printed on high quality 100 lb. glossy paper stock and can be personalized with your company information using your home laser or inkjet printer. With our Preferred program, you'll receive 200 pieces -- 100 of them designed to target the health care industry, the other 100 for general purposes designed to help you expand your potential to offer EFT to any type of business. You will find that these brochures greatly enhance your marketing efforts.

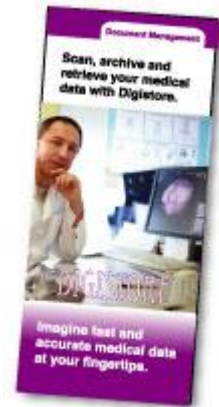


# *A Wide Range of Marketing Tools & Materials*

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- **Document Imaging & Storage**

This STUNNING full-color tri-fold brochure explains to health care providers the advantages of digitizing and storing their medical documents on CDs or online. As with the other brochures ClaimTek supplies you, it is professionally written, designed, and printed. It provides logical and convincing information on how your services can save clients money and time, while reducing office clutter. It is printed on the same high-quality 100 lb. glossy paper stock used for all our brochures. It can be personalized with your company information using your home laser or inkjet printer. With our Preferred program, you'll receive 100 pieces.



- **Collection Services Brochure**



This full-color tri-fold brochure explains the need for the collection services that ClaimTek sets you up to offer doctors to improve their cash flow! This powerful brochure provides persuasive information on how your collection services can save clients money and resources. It is professionally designed and printed on high quality 100 lb. glossy paper stock and can be personalized with your company information using your home laser or inkjet printer. With our Preferred program, you'll receive 200 pieces -- 100 designed to target the health care industry, the other 100 for general purposes, designed to help you expand your business potential to other businesses that can also use collection services.

- **Remote Data Backup Brochures**

This full-color tri-fold brochure explains to health care providers the need for and value of remote backup services. It provides logical and convincing information on how backup services are vital for medical providers. The brochure is professionally designed and printed on high quality 100 lb. glossy paper stock. It can be personalized with your company information using your laser or inkjet printer. You'll receive 200 pieces with the Preferred program! This brochure can also be used to target other businesses that might need backup services.





# ***A Wide Range of Marketing Tools & Materials***

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- **Patient Well-Care Brochures**



This full-color tri-fold brochure explains to health care providers the benefits of your Patient Well-Care services. It provides logical and convincing information on how this service can help increase their income and improve their patient relationships. This brochure is professionally designed and printed on high quality 100 lb. glossy paper stock. It can be personalized with your company information using your laser or inkjet printer. You'll receive 100 pieces with the Preferred program!

- **EMR / Brochures**

This full-color tri-fold brochure explains to health care providers the benefits of buying an EMR system. It provides logical and convincing information on how this system can help increase their productivity, operational efficiency, income and improve their patient relationships. This brochure is professionally designed and printed on high quality 100 lb. glossy paper stock. It can be personalized with your company information using your laser or inkjet printer.



## **4. STUNNING FULL-COLOR PRESENTATION TOOLS**

- **Full-Color Flip Chart With Easel And Sales Script For Every Page!**



This AMAZING Flip-Chart walks you completely through a powerful presentation that you can make with confidence in front of a potential doctor client. The pages contain convincing reasons to use your outside Medical Billing Service. The Flip Chart comes complete with a script that you can memorize or read as you speak about each and every page. You've never seen a sales tool like this! The flip-chart can be personalized with your company name, of course. One Flip Chart is provided with any of our program packages.

# *A Wide Range of Marketing Tools & Materials*

- **Full-Color Professional Presentation Folders –**

When you're working hard to build a professional image, introduce your billing company, and create respect for your expertise & professionalism, it's important to start with dynamic presentation materials. We help you enhance your image with these full-color shiny mark-resistant folders. These folders are designed for serious marketing clout with special graphics that reflect a professional image for your billing service. They come with two inside pockets where you can insert your information, brochures, and of course your business card. Leaving one of these with your client is the ideal way to finish your presentation—and be sure you are remembered! These are POWERFUL SELLING TOOLS. You will receive 25 folders with our Preferred Package.



- **Marketing Presentation On Disk --** This is a pre-written PowerPoint presentation that is both beautiful and effective. It powerfully demonstrates the value of using your outside billing service and features animation, full-color graphics, audio and much more. You simply install the presentation on your computer, copy it to a disk and give it to prospective clients who can then install the file on their computer and automatically watch it as a self-running demo. (PowerPoint allows you to copy a presentation to a disk and have it become a self-executable file that anyone can view, even if they do not have PowerPoint.) Think of this as having a 'live' full-color brochure. It would take you weeks to write and format a PowerPoint presentation like this -- but ClaimTek supplies it with all of our program packages. You receive one copy (that's all you need) and, what's more, you can edit or enhance it at any time with your own wording or graphics.



# ***A Wide Range of Marketing Tools & Materials***

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## **5. YOUR OWN WEB SITE!**

ClaimTek's MedOffice® system completely removes geographic barriers from your business. Most services you provide can be performed from anywhere in the United States—and this opens up huge new sales opportunities to you. You can search for clients just about anywhere in the country! But to do this, you must have a presence on the Internet where prospects can find you. A web page is clearly the key to success in today's world! Every business must have a web presence because just about any potential client is going to Google you and check to see if you have a website.

That's why ClaimTek provides you with your own Website with great content and many pages. This is a truly amazing feature of our package that would otherwise cost you thousands of dollars and a huge time drain if you had to build one of your own. You can choose from about twenty different attractive Website designs and customize it with your own company information. ClaimTek will help you with initial customization with your company info but you are able to do changes to the content as you see suitable.

### **CHOOSE FROM MANY PAGE DESIGNS**

*These are just a few samples.  
Many more advanced designs  
are online. Please view our  
website samples you can  
choose from at  
[www.claimtek.com](http://www.claimtek.com)*



We've written most of the Website content for you. You simply customize the pages with your company name and any additional content you want. Your web site is more than 20 pages deep and gives your business a professional and sophisticated presence on the Internet in a matter of DAYS, not weeks, months or years. This is yet another valuable part of the package EXCLUSIVE TO CLAIMTEK –worth thousands of dollars!

Imagine being able to put your web address on all your letterhead, your business cards, and all your correspondence from Day 1 of launching your business. Being online is a required channel of communication today—and ClaimTek makes it easy for prospective clients to make inquiries about your company as soon as you launch your business. This saves you weeks of time!

# *A Wide Range of Marketing Tools & Materials*

## **CLAIMTEK DOESN'T STOP THERE. WE ALSO PROVIDE THE FOLLOWING:**

- **Electronic Marketing Package** - Brochures, Flyers, and Letters for Email Marketing Plus Relevant Internet Advertising Content

- **The Cornerstones - Forms, Proposals Legal Contracts, Agreements...etc.**

Once you are close to getting a client, you will need many pro-forma and sample legal documents. Here again, ClaimTek is there for you! We provide you with multiple sample proposals and several contracts to save you time and money. Each one of these documents would cost you hundreds of dollars if prepared by your attorney. The ones we provide can be easily personalized with your company information. Like all other documents, they are included in both MS Word and simple text formats.



- **Sample Sales Letters to Doctors & Office Managers** - These powerful letters are effective. They're professionally written and easy to understand. You can use them as the backbone for all your marketing efforts, since they act as templates for most types of letters you need to send. Over a dozen letters are included in both print form and on a disk -- all you need to do is customize them and/or edit them to suit your own needs.
- **Press Releases** - Press (news) releases are very important to any business, but especially to a new business. In addition, they don't cost you anything. They actually pay if they get your business publicity. And these will! These powerful releases describe your business and the services offered. They can be personalized and mailed to all publications in your local area where your local newspapers and magazines could pick them up and publicize you. These news releases are in both print form and on disk for your convenience. That means you can email them to business news editors and reporters rather than print & mail them if that's their preferred method of receiving press releases.
- **Marketing Schedule to Guide You Step by Step** - Our Marketing & Advertising Package comes with a Marketing Schedule that tells you what to do step-by-step, when to do it, and how to do it. This package is integrated together to maximize your chances and efforts so you can land your first account easily and quickly!
- **License to Become a Value Added Reseller (VAR) with ClaimTek Systems Providing Software & Hardware Sales, Installation, Training and Support** - These are lucrative services you can provide to doctors who choose to do their own billing or simply need new computers or software. Your business will naturally progress towards this stage once you are established and have gained a good working knowledge of the industry. ClaimTek will offer you wholesale prices on our software and show you how to buy hardware wholesale to resell. We will also show you how to bid for accounts and how to price your training and support services. Such consulting can be very lucrative given that the typical on-site training session costs somewhere between \$55 and \$125 per hour!

## **License to Service an Unlimited Number of Providers**

You are not limited to a specific location or a geographic area. You may even do business in your neighboring states! There are no territories.



# ***A Wide Range of Marketing Tools & Materials***

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## **Watch our marketing video**

When you work with ClaimTek, you don't have to worry about what you are going to do to market. With ClaimTek, you are never alone!

<http://www.claimtek.com/Marketing/Default.aspx>

## **YOU CAN ALSO USE OUR TRADEMARK**

**Associate Your Business With Quality!** You can now use ClaimTek's registered Trademarks "MedOffice®" and DentOffice® on your marketing materials! Trademarks are relevant to the success of your business. They are seen as a guarantee of consistent quality. Enhance your marketing campaign by associating your products & services with a registered and distinctive trademark.



**ClaimTek constantly adds new marketing materials for our licensees. For latest updated information on our marketing tools, please visit our website at [www.claimtek.com](http://www.claimtek.com) and review the section on Marketing.**

# ***Our Unmatched Commitment to Training You***

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## **ClaimTek Offers the Most In-Depth Training in the Industry**

We provide expert in-depth training every step of the way. Our goal is to ensure you are confident, comfortable, and capable of selling your services and succeeding.

The core of our training is our **One-on-One Personal Training**, which occurs in 3 stages. You also receive all of the following additional support materials:

- Manuals
- Videos
- Audio Cassettes
- Phone Support
- Emergency Support
- Newsletter

**Let's start by talking about the Hands-On ONE-ON-ONE Personal Training.**

ClaimTek offers a completely personalized one-on-one medical billing training program. This allows you to stay home, relax and enjoy the most effective Medical Billing Training method you can find. You avoid travel expenses and seminar distractions that interfere with learning. Learn One-On-One! We pay the long distance phone expenses.

**Our personalized training is divided into three stages  
for those who purchase our Preferred or Director Programs:**

**Stage 1: We Walk  
you Through Every  
Step of Learning Our  
Software, Billing  
Fundamentals, &  
Marketing  
with Live Exercises!**

You will be assigned a personal trainer (a mentor) to train you on our medical billing software, on medical billing fundamentals, and on marketing your new medical billing business. All this while occurs you sit in front of your computer in your home office or at your business office. It's up to you to decide the times you are free to take the training—and we are flexible.

Our training is conducted online ONE-ON-ONE over several sessions ranging from 1-2 hours per session. Your mentor will assign brief homework assignments between sessions so you can practice and lock in your learning. You'll receive up to 12 hours of focused one-on-one training! (Depending on the program you purchase, your training can have 2 more stages) Our take-you-by-the-hand approach is very effective because you enjoy personal, friendly guidance from a skilled professional medical billing person who knows how to train you. The training is conducted privately -- with no interruptions or distractions from other people in a classroom as so often happens in a large group training session. Your personal training is completely tailored to your needs, timing, and to your level of knowledge with computers.

Training on the marketing aspects of the medical billing business is equally vital at this initial stage. We cover topics from the basics of marketing to advanced techniques that give

# ***Our Unmatched Commitment to Training You***

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your new business the exposure it needs. We include a blow-by-blow schedule of marketing steps and a guide on how to use every marketing item that comes with your package. We provide you with an effective telephone script for appointment setting, rebuttal scripts, and an appointment suggestion script (DOs and DON'Ts).

ClaimTek's training method is efficient and convenient. You will not have to pay the cost of travel and lodging expenses as some competitors require you to do. Furthermore, you will not find yourself being trained in a noisy group where the conversation is often very general and interrupted by frivolous questions from the group.

You can profit immensely from the one-on-one method of training that ClaimTek has perfected! Learn and practice on your own computer at convenient times from the comfort of your own home! Learn claims entering and the file transfer methods that you'll be using daily in your business.

## **Stage 2: Pre-Appointment Training/Consulting Sessions!**

The second stage of training occurs as soon as you have an upcoming appointment with a prospective doctor. In this stage, your trainer/mentor prepares you deeply for the appointment, ensuring you know what kind of questions to expect from a specific specialty or clinic, what types of issues to discuss (specific to the specialty), and how to respond to their questions. We also help you think about and decide on what your pricing strategy may look like. This last issue is important as your pricing may differ from one medical practice account to another depending on several factors, like the type of specialty, office size, services offered...etc.

It is important for you to impress the doctor/office manager with your knowledge and skills during the interview. You need to be as prepared as if you were going to a job interview. The more you know about your prospect, the better your presentation will be.

**You can repeat this training as many times as you need, each time you have a new prospect on the horizon.**

## **Stage 3: FREE "Refresher" Sessions When You Sign Up Clients!**

The third stage of our training takes place when you sign up your first account. Here, your trainer will give you a free refresher course on the software and also on the billing aspects for the specialty you just signed up. Your trainer will make sure all signup procedures are handled properly; he or she will help you set up your client's database, and also oversee the first transmission of claims to the clearinghouse to make sure you have done it correctly. This great service is provided to you FREE!

We take the trouble to work with you through these three

# ***Our Unmatched Commitment to Training You***

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stages because no one can simply learn every important aspect of the medical billing business at once. ClaimTek provides you with ongoing "consulting support" in addition to "technical support." Consulting support is where you get to discuss specific issues with your trainer at length. This includes the vital issues of pricing strategies and any demands of the medical specialty at hand.

No other company in this business provides the quality and comprehensive level of support as ClaimTek. As you might think, this kind of training process is clearly the most effective and helps you get started with confidence. Coupled with our two or three-year support provision (supplied with the Preferred & Director programs), you'll go into the marketplace with a solid training and support foundation to build on.

## **Training is Available 7 Days a Week!**

**For your convenience, our personal computer training is available from 8:00 AM to 7:00 PM Pacific Standard Time, including weekends.**

### **Compare Us to Any Competitor**

We hope that you will compare our extensive medical billing training carefully with that of other companies who offer medical billing software and training only once per month (or worse) and in a large classroom setting. Once you are trained in a classroom with them, you'll hardly ever get any refresher courses or a chance to speak at length with an expert trainer. Your entire business venture depends on the tech support department where you get answers only to your technical questions, not to your business and pricing concerns. Some companies may offer telephone training but limit it to "software training only." ClaimTek's 3-stage medical billing training is the only one that maximizes your chances for the level of comprehensive knowledge that allows you a solid entry in the medical billing business.

**Take a look at all the additional training materials you receive!**

### **1. Comprehensive Medical Billing Training Manuals**

Start reading about your new medical billing business right away! Comprehensive, easy and fun to read, these medical billing training manuals includes everything you need to know about medical billing and starting your business. Our medical billing course covers marketing & advertising training too! These manuals will guide you step-by-step through the process of setting up your own Medical Billing Company! These are the most comprehensive medical billing training manuals available! You can become familiar with many of the same topics you will learn in our One-On-One Personal Training.

### **2. Training Videos**

Our home seminar video library provides an in-depth overview of the actual running of a medical billing service. This seminar is hosted by a billing service owner who, just like many of our licensees, had absolutely no experience in this business when she first started. In a four-year period after launching her business, she had grown her billing company into one of the most successful billing services in the country, earning a six-

# ***Our Unmatched Commitment to Training You***

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figure income. This video provides training on how to process claims and the day-to-day operation of your billing center with tips on do's and don'ts. It is an excellent tool to keep as a reference. You can save the high cost of traveling, lodging and live seminars by watching this.

The videos are comprehensive, focusing on advertising, sales & marketing details and strategies, how to charge for your services, how to overcome objections, how to schedule an appointment with the doctor or office manager, how to conduct your presentation, what to say, how to make a formal proposal for business, and how to sign up the doctor.

### **3. Audio CDs**

Our three-audio tape library provides additional valuable information on marketing and daily operations. Listen to our audios in your car and take advantage of drive time to learn.

### **4. Regular Telephone Support**

Support is available between 8:00 a.m. - 6:00 p.m. Pacific Standard Time (PST) Monday-Friday, as well as by e-mail during after-hours and on weekends. In other words, we provide 24/7 support in one form or another. You'll always speak with a live person during the business hours cited above.

ClaimTek trainers and support staff fully know the ins and outs of our software and the insurance billing business. Furthermore, when you associate yourself with ClaimTek Systems, you receive the benefits of an entire "RESEARCH and DEVELOPMENT" department along with software development and engineering capacities -- without the additional overhead and expense! This is particularly useful when you or your clients need additional customizing of the MedOffice® software. Over time, we will develop new types of features and management tools that will make your operation run more efficiently. This will reflect in your ability to have all the BETTER, SMARTER, FASTER, more EFFICIENT methods that are essential to stay on the competitive edge. This is yet another "SIGNIFICANT" reason to associate yourself with ClaimTek Systems.

### **5. Emergency Support Services (ESS)**

Having your own business can be very fruitful, but for someone who is the sole owner/operator of a business, it can be difficult to step away during the first years. There may be cases where you may not be able to attend to your business due to an emergency situation or illness. If for any reason you find your business unattended, we are here with ESS.

When you join ClaimTek Systems, you become part of our family. We have designed special Emergency Support Services to help our Billing Centers in such situations. ClaimTek will handle your billing operation while you are gone. You may need this service if you cannot attend to your business for an emergency need. This service is available only for accounts using the MedOffice® software.

### **6. Newsletter**

One-year subscription. Stay informed with medical claims updates and the latest developments in the healthcare profession.

**We know there are several business opportunities to buy a medical billing business from, so how do you decide?  
Here's our advice:**

## **Step 1: Which company to work with?**

Before choosing which business entry program is best for you, we believe you need to ask yourself the most important question: Are you serious and determined to succeed in building a solid income-producing business for yourself and your family?

**If so, then you can be sure that ClaimTek is the ONLY company that can possibly move you to your goals. We take medical billing seriously and our programs show how we have thought of everything to help you succeed.**

ClaimTek offers what our competitors simply don't and cannot offer. We go to great effort to see that you have the most accurate, up-to-date and state-of-the-art medical billing software, and that you can sell to your clients valuable and unique services designed to push you up the ladder of income quickly and effectively. You receive from us the most comprehensive training and the most sophisticated and professional marketing materials available. Finally, you get the best support available from the company that knows medical billing & practice management services better than anyone else...ClaimTek!

Yes, you can buy less expensive business entry programs. But are they worth the investment if they do not help you succeed? Why would you want to sacrifice all the software, training and support you get from ClaimTek for some basic software program (often a 3<sup>rd</sup> party software program that the business opportunity company is simply reselling), poor training, and sub-standard marketing and support? If you want to be truly successful, to have a business with 4, 5, 10, or even 20 doctors as your clients, this is the company to work with—and one of our programs is what you want.

## **Step 2: Which ClaimTek Program**

Once you have made the decision to work with ClaimTek, the next question is which program to purchase.

**ClaimTek offers three levels of entry into medical billing business.**

- **Principal Program: \$21,995**
- **Preferred Program: \$32,995**
- **Director Program: \$44,995**

**These programs are described in detail below.  
Please see [www.claimtek.com](http://www.claimtek.com) for up-to-date pricing for each.**

All of our programs provide our advanced MedOffice® software plus extensive training and support. All of our entry programs shine among our competitors. The differences among them can be summarized as follows on the next pages.

### **DIFFERENCES IN CLAIMTEK PROGRAMS**

**SOFTWARE:** Our software solutions are the most technologically advanced in the country. They include MedOffice®, MD Practice Analysis Wizard, MD Code Reviewer, MD Contact Manager, Electronic Fund Transfer (EFT), On-line Collections, RBS and others. Each software is designed to perform specific tasks with each one fitting together like a glove on a hand. Our software more than meets the needs of your business.

**The number & version of these software programs you receive depends on which business program you purchase.**

**SERVICES:** The services you'll be able to sell or resell your potential clients are diverse and comprehensive. You will meet the growing needs of healthcare providers with a wide range of services. Like most busy professionals, doctors prefer to establish stable long-term business relationships with people and companies that do a great deal for them at a reasonable price.

**ClaimTek's top programs allow you the most opportunity to sell these great all-inclusive services unmatched by competitors. So your chances of landing the best accounts are greater. You'll have the competitive advantage right from the start.**

**MARKETING:** The marketing tools we supply you are professional and graphically appealing. They are written by professionals and designed by experts. You'll receive hundreds of colorful pieces of impressive and convincing marketing items, which will reflect your professionalism in every possible way.

**The number and nature of the marketing pieces differs for each business program.**

**TRAINING:** The training you will get with ClaimTek is the most detailed, personable, and private available anywhere. We'll train you on three important aspects of the business: the software, the marketing, and the billing. And the training is hands-on . . . right from the comfort of your own home and at the time that's convenient for you.

**The length and type of training you receive varies for each business program you can purchase.**

**SUPPORT:** The excellent ClaimTek support is uniquely designed to meet the needs of your small business.

**The length of your support varies with our programs. With the Preferred Program, you also get FREE toll-free support on all aspects of the business, not just technical issues.**

**To compare ClaimTek's three packages,  
see our complete Comparison Chart here:  
<http://www.claimtek.com/Programs/Compare.aspx>**

### **Comparing Apples to Apples**

If you want to compare ClaimTek with any other company, be sure you study the complete package of business "tools" that each company provides. We believe you will not find another company that offers the exceptional range of tools that ClaimTek does.

For example when a company says "our automated marketing techniques or system," or "our marketing experts will help you," make sure you understand what steps and techniques you receive relative to what you pay for. What are the exact tools that you'll be given for your marketing campaign? Apply the same question to their software, their training, & their support. Learn about the capabilities of the software and the services that you'll be able to offer your clients. Ask especially if the services they set up you up to offer can help you stand out compared to the "guy next door."

Many companies operate by having you "assume" the benefits of buying their system without giving you truly detailed information on the features of their program or the tools and components they give you to help you succeed. They are more interested in their own profits than in ensuring that you actually get your business off the ground.

But, of course, the only way you can make good decisions is by learning the details before you invest. After you make your purchase, it is the details about what you receive for your investment that bring the benefits alive. If you have the right tools, you'll be competitive, credible and convincing in your presentation and, ultimately, succeed in your venture.

**ClaimTek is by all measures your best choice to work with  
in starting a new business.  
Here are a dozen reasons why:**

✓ **Our Company & Program Voted Best in Small Business Opportunity magazine**  
-- Medical Billing with ClaimTek was rated #2 on a list of top ten business opportunities. ClaimTek has been the leading provider of the Software, Training and Marketing programs to start your own business in Medical Claims Processing for 20+ years.

✓ **ClaimTek's Medical Billing business opportunity was mentioned as the best business program** in Rick Benzel's bestseller about medical billing, "Making Money in a Health Service Business on Your Home-Based PC", 2nd edition, published by McGraw-Hill.

✓ **ClaimTek has been featured as the cover story in "Opportunity World" Magazine** in July 2001. ClaimTek was featured as the cover story in a second publication: "Money N Profits" magazines in August 2001. ClaimTek was also featured in a 3-page article in "Small Business Opportunity" Magazine in the November 2001 issue.



## *Steps to Deciding*

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✓ **ClaimTek's experience in the medical billing industry is extensive.** We started as a billing service in 1993 and have grown into a business opportunity as we created our own software, training, and marketing materials. Our people who work with you in training and support are highly experienced in all facets of the medical billing and practice management business.

✓ **ClaimTek's medical billing packages give you TWO advanced billing software for Windows:** ClaimTek's MedOffice is the most advanced medical billing and practice software on the market. We designed and programmed it with our own team of specialists. ClaimTek has spent over \$2 million dollars developing our leading-edge medical billing software 1) MedOffice® Practice Management, the favorite of Medical Billing Professionals and 2) MedOffice® Remote software for remote access. MedOffice can be installed on your desktop or laptop or it can be used on server hosting it so that you can access it online without using a browser, allowing you to retain complete multi-tasking control. Choose the setup that fits your business goals. Better yet, interchange your setup options as your business expands.

What's critical to know is that all medical billing software systems are not born equal. It would be beneficial for you to test-drive any software before you make a decision to buy it. Our competitors insist they have good software, but you will find they exaggerate their claims and most consistently fail when it comes to providing you with professional, feature-rich software appropriate for a serious medical billing business. The proof is, just ask a competitor to provide you with a working demo of their software. Some will not, or if they do, you will see how dull and unsophisticated their software is compared to ours. Some of the demos you receive don't even work; they are just "walk-throughs" not real functioning software you can try. When competitors hide their software from you, they're glossing over one of the key elements of business crucial to your success.

✓ **ClaimTek invented other unique software** that can help you market and promote your business with ultimate efficiency: MD Practice Analysis Wizard™, MD Code Reviewer™, MD Contact Manager™. Please refer to the software section to find out how these systems give you a great competitive edge when you approach doctors to inquire about getting their billing business.

✓ **ClaimTek allows you to make more money by expanding your opportunity to resell a wide list of professional services.** You can earn considerable extra income through the Electronic Fund Transfer (EFT), Collection Services, Document Scanning & Management and the Remote Backup System (RBS) services. You can also generate extra income by performing patient "Well-Care" services (i.e. sending out appointment reminders, birthday card, thank-you cards...etc). Our system is turn-key. It is the most technologically advanced system in the marketplace. Each one of these services is a business within a business. Each can even grow to stand on its own as a viable business entity serving not just doctors but other types of businesses too. What you get with ClaimTek is truly incredible!

✓ **ClaimTek provides One-On-One Private Training at your computer!** Learn from professionals who can point you in the right direction from the start. Our Training is customized, comprehensive, and available to you at just about any time in your cycle of learning the business, setting up an appointment, and closing a deal. We train you in

four vital areas: software, marketing, billing procedures & business operations down to how to setup and organize your office for maximum productivity!

✓ **Incredible Marketing training and support program.** You'll learn several techniques to market your services. ClaimTek's Preferred program includes over 2000 professional marketing pieces ready for you to use (brochures, flyers, booklets, presentation flip-charts, folders...etc). All in full-color and printed on high-quality glossy paper to give you the most professional image possible.

✓ **ClaimTek programs include free ongoing support** with a toll-free phone number. Our support covers all aspects of your business, from technical questions about the software and billing procedures, to consulting on issues like pricing strategies and preparation for your presentations. Live support with a real human being is available during the business day from 8:00 am to 7:00 pm. Support through email is provided 24 hours a day.

✓ **ClaimTek helps you the most in case of an emergency.** We provide Emergency Support Services for when you might need to go away, take a break, or care for an ill parent or relative. You are never alone in keeping your business running smoothly. We can handle your business for you if you need to be away.

✓ **ClaimTek offers you reseller status.** On occasion, when you consult with a medical provider who insists upon billing all claims in-house, you have the option to sell the MedOffice® software to the provider! We'll provide the MedOffice® software to you at a discounted price and you will earn a nice commission on the resale. Plus, you'll create on-going contact and service opportunities as you help with MedOffice® training and support! Resellers typically make \$75-\$125 per hour training doctors on MedOffice®. ClaimTek will show you how to make software & hardware proposals and how to make hundreds, even thousands of dollars, on each sale as a VAR (Value-Added Reseller).

✓ **FREE Professional Internet Web site with your own domain and email!** Having your own storefront on the Internet is a must today. Choose from 20 different designs that you can customize to your business.

✓ **ClaimTek teaches you to use social media.** Most businesses are moving into using social media such as Facebook and Twitter to market their services. ClaimTek will show you how to use social media to build a following and engage potential clients.

# *Frequently Asked Questions*

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**We know you have questions. And we have answers.**

**Q1. How is the competition in the marketplace? Is there room for me?**

**A.** There are more than 1.6 million healthcare providers in the United States. And as recently as 2013, less than 100% percent of all medical claims are filed electronically. There are some businesses that compete for the large accounts (large corporate practices). However, offering the service to smaller practices is a needed and new business. The market is wide open for someone who wishes to establish a professional Medical Billing Center. We will provide you with the names, addresses and telephone numbers of health care providers in your area who do not file their claims electronically yet! (*Subject to state availability.*) This way you will have a specific target market.

**Q2. How does ClaimTek differ from other "medical billing" business opportunity sellers in the market place?**

**A.** ClaimTek Systems differs from other companies in many distinctive ways. We produce the leading software for medical billers, with over \$2 million invested in designing and programming a feature-rich, easy to use, stable, robust medical billing and practice management program. Our MedOffice software is easier to learn, use, and process claims than any other software, including browser-based Internet software.

ClaimTek is also the only company that sets you up to sell or resell as many as 15 different other services to your clients. These services can produce tens of thousands of dollars of extra income for you. You become a one-stop shop for doctors who prefer to do business with one company for all their billing and financial needs. Our programs allow you to become a trusted advisor to your practices, more like a Medical Practice Management Consultant than simply a biller.

In addition, our turn-key marketing materials help you launch your business quickly. We give you hundreds of brochures, flyers, post-cards, presentation materials, flip boards, and much, much more that allow you to jump into marketing immediately. Our materials are pre-designed, pre-written by experts, and pre-printed, leaving space for you to customize them with your business name and logo. We also provide you with a deep website full of content that you can customize to your needs.

Our training is superior to any other company. You are assigned a personal trainer who becomes your mentor to walk you through the software, the process of medical billing, and all the aspects of marketing your business. We provide many other types of training, including books, manuals, videos, and audio CDs with training information. By the time you launch your business, you KNOW medical billing inside and out. ClaimTek Systems is also constantly developing new materials that can help you enhance your operation and run a successful business of your own.

Finally, ClaimTek provides you with best-in-class support. You can call at almost any time during business hours to talk to our specialists and get your questions answered. You can email nearly 24/7 and get a reply. ***With ClaimTek, you are never alone.***

**Investigate before investing your money. Compare our program to that of other companies. Look at the software solutions they provide, the quality of the marketing materials and the training setup. You will find that our company offers the most comprehensive program packages. We are not just saying this or biased...It is true!**

## *Frequently Asked Questions*

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**Q3. How good is the demand for external medical billers? I have heard that a lot of doctors prefer to do billing using their own staff. Why would they not want to do billing themselves rather than pay an outside service.**

**A.** This is actually not true. Generally, doctors end up paying much more for in-house staff than to hire a professional reliable outside billing service. When calculating staff pay, you have to take into account all the additional costs other than salary, such as taxes, benefits, vacation time, etc. In addition, there are frequent changes in staffing, which create potential gaps in filing claims when a staff member leaves or when the person responsible for billing is untrained in the complexities of billing and makes mistakes that cost the doctor in lowered reimbursements. A powerful reason is also that a professional medical biller knows far more about billing, claims submission and reimbursement than the typical medical office staff worker.

Doctors tend to look at office staff as a clerical job and so expect them to pay attention to the patients - but this usually occurs to the detriment of their billing. Many doctors fall behind in their billing or do not maximize their potential for income.

So all in all, outside billing services can make a very convincing argument for why doctors will benefit from hiring their outside services. If you, as an outside service, are able to show that you are professional, reliable, and can bring true solutions to the provider's problems, they will consider you.

Let us add one more thing relative to what ClaimTek offers you in establishing your service. We provide you with the tools to offer numerous additional services to doctors, such as Electronic Funds Transfer, Collection Services, Remote Backup Services, Well-Care Services, and Digital Scanning of Medical Records. These services are often needed by healthcare providers, and clearly office staff cannot provide them since they require specialized tools and knowledge. We provide these tools and training to you. These services represent another way that doctors will see the value in hiring your medical billing service.

**Q4. How much time do I have to spend on my business?**

**A.** A medical billing business provides the ultimate in work flexibility. This is mostly a work-where-you-please, when-you-please business. The choice of time to work in your business is largely up to you. You can operate from your home or a small office. Nevertheless, many people who take up medical billing choose to work more or less full-time because they want to maximize the high earning potential of this business. With the high profits that are possible, it's easy to see why. You can find work anywhere in the U.S. where medical services are offered.

Our experience shows that one person can handle 4-5 accounts working full-time using the traditional methods of billing and between 7-9 accounts if these accounts use the MedOffice® Remote system. With the advanced MedOffice® method you work around one hour per account every day. The MedOffice® system provides flexibility. You can perform the download/upload routines daily, twice or three times a week. With some small accounts when doctors have fewer (but most costly) claims, such as surgeons, once a week may be sufficient to process their claims!

**Q5. Do I need business or computer experience to start?**

**A.** If you have previous business experience it will certainly be an asset. However, we have designed our programs to fit the needs of many types of career backgrounds. For first-timers, we offer a complete program that makes it easy to start up and be successful in business. And for experienced entrepreneurs, we offer a package that

## *Frequently Asked Questions*

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provides the necessary ingredients to be up-and-running and succeed without having to pay for what they already know. If you are goal-oriented and determined to succeed, then this opportunity and our programs are tailor-made for you.

**Q6. I will be operating my medical billing service by myself. My major concern is, when I leave town for a few days to visit my sick mother, who lives some distance from me, what do I do? How can I safely service my doctors and not fall behind or lose their billing business?**

**A.** When you have an emergency or just need a few days off for vacation, we have the answer and solution for this very important problem of a one-person business. Our answer for this problem is called our Emergency Support Service, or ESS. This service is available if your doctor clients have the MedOffice® system. When you need to leave, let us know and we will take over by modem and do the processing of your claims. This great benefit to our associates is available for up to a full month (30 days)! Remember we are here to help you.

So rest assured you are not alone, but you always have someone who is competent, reliable, experienced, and available on short notice. This is your insurance policy. You can't buy it or find it elsewhere! Note: We charge \$2.50 per claim to take over your billing on a temporary basis in the event an emergency prevents you from doing business. Our support is based on helping you maintain your clients, while you recover from an accident or illness. The support is limited in duration and is not intended for us to make a profit, but to help you stay in business. We are interested in a long-term relationship with our ClaimTek licensees.

**Q7. Do I need to know medical terminology to start in this business?**

**A.** No, you don't. The medical coding needed to process medical claims is provided by the physician's office staff. Our training program and materials include a Medical Coding and Fees Manual that teaches you the format and use of ICD-9 and 10, and CPT4 codes, so you can at least be familiar with them. Then you will quickly learn the basic principles of medical coding. When you come across a code you are not familiar with, you can simply look it up in one of the reference books we provide you with. If you are determined to succeed, you will learn these details in no time and even impress your clients with how much you know about coding!

**Q8. Have there been any changes lately in how the Medical Billing business operates and what can we expect in the future?**

**A.** ClaimTek is on the leading edge of advances for "Electronic Billing" systems. Our company is ahead of the pack in this fast moving electronic age and has spent money and time to develop new and innovative software that is state-of-the-art and complies with all federal government regulations. We give our clients the very best in software and we stay ahead of any competitors. We furnish you with all the premium up-to-date software programs. When you start, you will be supplied with the MedOffice® system, which no competitor has. Our program was designed and developed from scratch. You may hear of other programs that the seller say can do a few similar things. But their efforts are like GM when they tried to catch up to their competition by using a gasoline engine block to build a diesel engine. It was a disaster for their company and a greater disaster for their customers. Whatever you build or develop, to be a good product, has to be done from the ground up . . . no shortcuts. And that's what we have done. We invented, designed, and programmed MedOffice from the very first line of code to the last.

## *Frequently Asked Questions*

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MedOffice® is the only program available in this highly specialized market for doctors and other health care providers. No other company has a superior software program like this . . . only our clients and associates! When you have the very best of tools, you will find building your business is exciting and profitable. Additionally, you will enjoy a winning edge over your competitors in finding new clients.

**Q9. I am confused regarding the training programs furnished by other "Electronic Medical Billing" sellers. Could you explain the difference?**

**A.** Bad training comes in two forms. Some companies say they cover everything you need by having you READ a bunch of manuals and books, while others conduct a large group training seminar at their office or in a hotel meeting room. Both methods cost the program seller far less money, effort or time.

For ClaimTek, neither of these approaches makes for GREAT TRAINING. What is far more important to us is what happens to you and how you can learn everything you need to know. To become successful in any endeavor, it is far more effective and intelligent to learn if you have One-On-One private instruction. Think of group golf or dance lessons versus private lessons—and you know what we mean.

We compare this to flight training. You must have individual training with your hands on the airplane controls to truly learn how to fly. That is why we designed a training program with you sitting at your computer keyboard, watching what takes place on your monitor, and trying it yourself. The trainer is on the telephone with you and through the remote communication program, the trainer can see your computer screen. Both parties view every step-by-step instruction procedure. Mistakes can be explained and corrected immediately.

Yes, this training method is more costly for ClaimTek in terms of money and time than a group seminar for 2-3 days. We have to hire a trainer to be with you for hours at a time. But we want you to be a success and to be a real professional in medical billing. There are no shortcuts for us. Your trainer is experienced, does electronic claims on a daily basis himself or herself, which means you are actually dealing with an expert mentor. We could go on-and-on with this answer, but we think you get the point. If you want to be sure you get properly trained to succeed in medical billing, ClaimTek is the only company for you!

**Q10. My biggest fear is, I have never been a salesperson. How do I find doctors? Do you think I can sell this service, not being an experienced salesperson?**

**A.** There is a common myth that imagines a pushy, arm waving, aggressive person to sell something. But this is not selling! When you explain your ClaimTek System software and all its benefits to doctors, they will see how they cannot do without your service. . . this is marketing and you will have the doctor as your client! In many ways, we might say that ClaimTek's MedOffice® software actually sells doctors just on its own when they see all the benefits they will receive from hiring you to do their billing. They will know that you are a professional with the right tools to ensure they get reimbursed as fully and promptly as possible.

As for your question, "how do I find doctors?" the answer is that you will be furnished with a list of doctors in your area who make good prospects for your electronic billing services.

## *Frequently Asked Questions*

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**Q11. Is procedure code review mandatory for doctors? Is this to be done for each doctor or clinic I try to get?**

**A.** It is vital for doctors to inspect and update their CPT (procedure) codes annually. We encourage our licensees to offer this service for FREE to doctors as part of their marketing & sales strategy. We have found among our ClaimTek licensees that doctors appreciate this offer and most accept it. It is a great way to get your foot in the door in talking to prospects.

**Q12. You have referred to your software as being able to accept voice dictation. How accurate/reliable is it? Can it replace medical transcription? Are there any medical billers that are providing medical transcription services using voice activation?**

**A.** Our software is programmed to work with the best dictation software out there, which is Dragon's Naturally Speaking, Medical Edition. This is an optional module that we highly recommend adding on. Dragon's software has received the highest rating for dictation transcription accuracy and speed. The New York Times Technology section reviewed the software even a decade ago when it was newly developed, and gave it astonishing kudos. A doctor can speak at a fairly normal rate and the software transcribes it with very high accuracy. It can replace manual transcription, but it still requires doctors to take time to review the transcription and correct errors. This is, however, no different than the time it takes a doctor to review transcriptions provided by outside transcription services, since they too require that doctors review the transcriptions for accuracy.

Speaking of transcription, you actually could consider this to be an opportunity for you to provide an outside transcription service. Here's how. When doctors dictate and they are in a hurry, they can dictate into a sound file. You can then download the sound file and do the transcription yourself -- or hire outside transcribers to perform this transcription while you remain solely the business generator, keeping a percentage of the fees.

**Q13. What about software upgrades? How often do you do them and how does the medical biller get the latest one? How much will it cost to the medical biller?**

**A.** We generally issue a software version upgrade every 12 to 18 months to add new features to MedOffice. The cost is usually just \$300 to \$500 for these version updates. Like any software, it is not mandatory that you get every single upgrade; you can continue to work with your current version over several upgrades if you prefer. We leave the upgrade choice to you to decide.

**Q14. Why do you think that medical billing will not become obsolete in the future by automation using the Internet?**

**A.** This argument is in itself obsolete. We've heard this stated since the mid-1990s and it's always been proven wrong. In the same way that the Internet has not replaced print books, it will not replace work like medical billing. Medical billing is a highly complex, detailed and involved process. It simply cannot be treated as if claims were simple banking transactions. There are so many laws, regulations, and constant changes that it is impossible to automate the entire claims billing process. In fact, the most successful billing services are those that provide personal attention to the needs of their doctor

## *Frequently Asked Questions*

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clients - precisely because their needs are highly specific and must be treated accordingly.

The truth is, the American healthcare industry is chaotic, constantly undergoing changes and new regulations, especially regarding Medicare. There are few cut-and-dried standards when it comes to health insurance and claims reimbursement. Those who bring expertise and solutions to providers are the ones who succeed. We help our ClaimTek licensees become experts so they can provide the most comprehensive, highest quality services to healthcare providers. We have been in business for 20+ years now, and we know this profession inside and out.

### **Q15. What legal aspects need to be looked into? What are the typical legal liabilities of medical billers?**

**A.** Medical billers have no significant legal liabilities than any other service business. In general, you won't have clients coming to your home or office, but like any business, if you do, you may want additional home insurance. However, if you end up performing coding for your doctor clients (which requires you to become a certified coder), you will need to have Errors & Omissions (called E&O) insurance. But most billers do not become coders, so there is usually no need to worry about buying E&O insurance. You must comply with HIPAA regulations though, so you will need to be able to lock your office or store your clients' records in a locked cabinet to ensure confidentiality and patient privacy.

### **Q16. When do you update your sales leads database? Is it done frequently to keep it current?**

**A.** We update the leads database on a quarterly basis.

### **Q17. You mentioned that a billing consultant certificate can be issued post-training. Who issues this certificate? Is it appreciated and respected in the industry?**

**A.** Unlike medical coding, there is no official industry standard for medical billing. So among all various agencies that are offering certification, no single one means more than another one. The certification is as good as the company that is offering it. We believe that our ClaimTek Medical Billing Certification is top-notch. Our certification reflects the fact that we have been in business for 20+ years and are the developers of the MedOffice® software system, the most advanced medical practice management software available. In other words, you are working with one of the longest standing companies involved in medical billing with a solid reputation for professionalism. Your certificate indicates that we have certified you as knowledgeable about medical billing, and if you show it to prospective clients, they will find it completely credible.



# Programs & Pricing

Please see [www.claimtek.com](http://www.claimtek.com) for details on pricing for each program.

## ClaimTek Business Packages:

**Principal Program = \$21,995**

**Preferred Program = \$32,995**

**Director Program = \$44,995**

## PRINCIPAL PROGRAM PACKAGE: \$21,995

### Software:

- **MedOffice® Professional** Electronic Medical Billing & Practice Management Software, **5-User version** (\$4,995 retail). **Access Online or Install on Desktop, Laptop, Tablet, PC or MAC** (with Windows OS)! It Includes All Current CPT, ICD, HCPCS Codes. You Can Build Unlimited Databases (FREE Doctor Accounts). MedOffice® is User-Friendly, Modern, and Expandable Full Practice Management Software.
- **DentOffice® Professional** Electronic Dental Billing & Dental Practice Management Software, **5-User version** (\$4,995)
- **MD Code Reviewer Software (MDCR):** Includes All Medical & Dental Codes (ICD, CPT, HCPCS and CDT) (\$595)
- **MD Practice Analysis Wizard** Software (\$595)
- **MD Contact Manager (MDCM)** Software (\$595)
- **Patient Well-Care Services** (\$1,995)
- One-Year Free Upgrades on All Software

### Training and Support:

- **14 Hours of Focused One-on-One Private Training - This is effectively similar to over 100 hours of training as you'll be doing exercises & completing assignments between sessions** (Training Covers MedOffice & DentOffice Software, Sales & Marketing Techniques. Also includes training on HIPAA) (\$1,680)
- **BCTC Package (Business Consulting, Training, and Coaching)** - Unlimited ongoing training! (\$3,500). BCTC covers:
  - **Pre-Appointment Training & Consulting:** Get prepared for your meetings with doctors - Priceless!
  - **Fresh Training upon Signing Accounts:** Training anew when you sign up new accounts - Priceless!
- **Comprehensive Medical Billing Training Manuals** (2-Volume, 6 chapters with over 500 pages) on Business Operations, Marketing & Sales (\$595)
- **Video Training Library** (\$499)
- **Audio Training** (3 CDs) (\$150)
- **Newsletter** (\$79) - Stay updated on the medical billing industry
- **Training Certification**
- **One-Year Support** Covers technical, business & marketing support (\$1,295)
- **Emergency Support Service** (ESS) Enrollment (\$495)

## PRINCIPAL PROGRAM ...CONTINUED

### Marketing and Advertising:

- **Practice Analysis Brochures: 200** Full Color Brochures Promoting Procedure Code Review & Billing Cost Analysis (BCA) (\$150) - Use to Market to Both Medical & Dental Practices!
- **Survey Forms:** Procedure Code Review (PCR) and Billing Cost Analysis (BCA). (These are effective practice management survey forms to be used along with the flyers above)
- **Billing Service Brochures: 200** Full-Color Tri-Fold (six-panel) Brochures Promoting Your Billing Services (100 Medical & 100 Dental Brochures) (\$150)
- **Well-Care Service Brochures: 100** Full-Color Tri-Folds. This brochure explains the value of your Well-Care services (\$75)
- **Presentation Folders: 25** Full-Color Presentation Folders (to leave behind after Your visit at the doctor's office) (\$125)
- **Flip Chart: 25-Page** Full-Color Flip Chart with Easel and Sales Script (\$199)
- **PowerPoint Multimedia Presentation:** Marketing Presentation Reflecting Your Company Services (\$399)
- **Website:** Professional & Dynamic Website for Your Business (Your Own Site) (\$3,995)
- **Sales Leads:** Names of 300 Potential Local Leads on disk to be imported into the MDCM Software (\$300)
- **The Cornerstones: Sales Letters, Legal Contracts & Forms:** 14 Sales Letters, Survey Forms, News Releases, Questionnaires, Proposals, HIPAA Forms and Several Legal Contracts (\$995)
- **Effective Telephone Script for Setting Appointments with Doctors!** (\$495)
- **PostCard Printing Portal Access:** Unlimited access to ClaimTek's postcard printing portal where you can personalize, print, and mail 5 different types of jumbo-size (8.5x5.5) postcards (\$125)
- **Electronic Marketing Package:** Brochures, Flyers, and Letters for Email Marketing Plus Relevant Internet Advertising Content (\$495)
- **Dealer License:** License to Become a Dealer with ClaimTek Systems. (Buy Wholesale - Sell Retail. As a Principal dealer you can market proven and impressive state-of-the-art software systems. **Receive 25% discount** on software (for RESALE) and make generous income from training and support fees! We'll show you how to establish a dealership providing sales, training and support in addition to billing services) (\$399 annual - Waived with renewal of annual support).

**COMBINED COST IF PURCHASED SEPARATELY = \$30,685**

**YOUR COST AS "PRINCIPAL" PROGRAM PACKAGE = only \$21,995**

**YOUR SAVINGS = \$8,690. That's 28% discount!**

### PREFERRED PROGRAM PACKAGE: \$32,995

#### Software and Services:

- **MedOffice® Professional** Electronic Medical Billing & Practice Management Software, 10-User Version (\$7,995 retail). **Cloud-Ready, Access Online or Install on Desktop, Laptop, Tablet, PC or MAC** (with Windows OS)! It Includes All Current CPT, ICD, HCPCS Codes. You Can Build Unlimited Databases (FREE Doctor Accounts). MedOffice® is User-Friendly, Modern, and Expandable Full Practice Management Software.
- **MedOffice® Inventory!** Get 5 Separate MedOffice® Software Systems to Sell Retail or to Give to Doctor as Satellite (Each is 5-User Version Retailing at \$4,995. **Inventory Value is \$24,975!**
- **Electronic Remittance Advice (ERA) Module for MedOffice** - \$1,499 value (ERA allows you to post insurance payments into MedOffice in a few minutes, even seconds. It saves you hours of manual posting!
- **DentOffice® Professional** Electronic Dental Billing & Dental Practice Management Software, 10-User Version (\$6,995)
- **MD Code Reviewer Software (MDCR):** Includes All Medical & Dental Codes (ICD, CPT, HCPCS and CDT) (\$595)
- **MD Practice Analysis Wizard** Software (\$595)
- **MD Contact Manager (MDCM)** Software (\$595)
- **Electronic Fund Transfer (EFT)** Enrollment (Web Application) (\$1,995)
- **Collection Services** Enrollment (Web Application) (\$1,995)
- **Digital Scanning & Document Management** Services (Web Application) (\$1,995)
- **Remote Backup** Software & Service Enrollment (\$1,995)
- **Two-Year** Free Upgrades on all Software

#### Training and Support

- **18 Hours of Focused One-on-One Private Training - This is effectively similar to over 200 hours of training as you'll be doing exercises & completing assignments between sessions** (Training Covers MedOffice, DentOffice & EMR Software Certification as well as Sales & Marketing Training. Also includes training on HIPAA) (\$3,360).
- **BCTC Package (Business Consulting, Training, and Coaching)** - Unlimited ongoing training! (\$3,500 x 2 years). BCTC covers:
  - **Pre-Appointment Training & Consulting:** Get prepared for your meetings with doctors - Priceless!
  - **Fresh Training upon Signing Accounts:** Training anew when you sign up new accounts - Priceless!
- **Comprehensive Six-Volume Training Manuals** (2-Volume, 6 chapters with over 500 pages) on Business Operations, Marketing & Sales (\$595)
- **Video Training Library** (DVD) (\$399)
- **Audio Training** (3 CDs) (\$150)
- **Newsletter** (\$79) - Newsletter to keep you updated.
- **Training Certification**
- **TWO-YEAR Support** Covers technical, business, operations & marketing support (\$2,590)
- **Emergency Support Service** (ESS) Enrollment (\$495)

- **Marketing Training:**
  - How to use your marketing resources.
  - How to network successfully.
  - How to run an impressive direct-mail campaign.
  - How to conduct personal office visits.
  - How and where to advertise for maximum exposure.
  - How to conduct an effective phone call marketing.
  - How to build your visibility in your local market.
  - Ongoing Marketing Consulting & Support.
  
- **Marketing and Advertising**
  - **Practice Analysis Brochures: 200** Full Color Flyers Promoting Procedure Code Review & Billing Cost Analysis (BCA) (\$150) - Use to Market to Both Medical & Dental Practices!
  - **Survey Forms:** Procedure Code Review (PCR) and Billing Cost Analysis (BCA). (These are effective practice management survey forms to be used along with the flyers above)
  - **Billing Service Brochures: 200** Full-Color Tri-Fold (six-panel) Brochures Promoting Your Billing Services (100 Medical & 100 Dental Brochures) (\$150)
  - **MedOffice® Brochures: 100** Full-Color Brochures Promoting MedOffice® & Your Billing Services (\$75)
  - **Well-Care Service Brochures: 100** Full-Color Tri-Fold Brochures Promoting Your Well-Care Management Services (\$75)
  - **EFT Brochures: 200** Full-Color Tri-Fold (six-panel) Brochures Promoting Your Electronic Fund Transfer Services. (\$150)
  - **Collection Service Brochures: 200** Full-Color Tri-Fold (six-panel) Brochures Promoting Your Collection Services (\$150)
  - **Digital Storage Brochures: 100** Full-Color Tri-Fold Brochures Promoting your Digital Scanning & Archiving/Storage of Medical Records Services. (\$75)
  - **RBS Brochures: 200** Full-Color Tri-Fold (six-panel) Brochures Promoting Your Remote Backup Services (\$150)
  - **Electronic Medical Records (EMR) Brochures: 200** Full-Color Tri-Fold (six-panel) Brochures Promoting EMR (\$150)
  - **Presentation Folders: 25** Full-Color Presentation Folders (to leave behind after your visit at the doctor's office) (\$125)
  - **Sales Flip Chart: 25-Page** Full-Color Flip Chart with Easel and Sales Script with Every Page (\$199)
  - **Website:** Professional & Dynamic Website for Your Business (Your Own Site) (\$3,995)
  - **Sales Leads:** Names of 300 Potential Local Leads on disk to be imported into the MDCM Software (\$300)
  - **PowerPoint Presentation:** Customizable with your Company Info. (Must have PowerPoint to Edit). (\$399)
  - **The Cornerstones: Sales Letters, Legal Contracts & Forms:** 14 Sales Letters, Survey Forms, News Releases, Questionnaires, Proposals, HIPAA Forms and Several Legal Contracts to use when you sign up your doctor clients. (Include Forms & Contracts for the EFT, Collection, and Backup Services as Well) (\$995)
  - **Effective Telephone Script for Setting Appointments** with Doctors! (\$495)

## Programs & Pricing

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- **PostCard Printing Portal Access:** Unlimited access to ClaimTek's postcard printing portal where you can personalize, print, and mail 12 different types of jumbo-size (8.5x5.5) postcards (\$250)
- **Electronic Marketing Package:** Brochures, Flyers, and Letters for Email Marketing Plus Relevant Internet Advertising Content (\$995)
- **Preferred Dealer License:** License to Become a Dealer with ClaimTek Systems & its sister company, [Sydasoft, Inc.](#) (Buy Wholesale - Sell Retail. As a Preferred dealer you can market proven and impressive state-of-the-art software systems. **Receive 40% discount** on software (for RESALE) and make generous income from training and support fees! We'll show you how to establish a dealership providing sales, training and support in addition to billing services) (\$799 initial with \$399 annual renewal. However, annual renewal is waived with annual support).

**COMBINED COST IF PURCHASED SEPARATELY = \$74,663**  
**YOUR COST AS "PREFERRED" PROGRAM PACKAGE = only \$32,995**  
**YOUR SAVINGS = \$41,668. That's 56% discount!**

### DIRECTOR PROGRAM PACKAGE: \$44,995

The Director program includes all items under the Preferred Program Plus the following Additional enterprise-level services, upgrades, and Electronic Health Records (EHR/EMR) items:

#### Software and Services:

- **Electronic Medical Records (EMR/EHR) Reseller Status** - Get an exceptionally low resale rate of only **\$99** per provider per month! - **Sell it for \$399/Month**. Build an excellent revenue stream for yourself!
- **FIVE HL-7 Software Modules** (\$7,995 value - Each retails at \$1,599). This HL-7 module allows you to integrate our MedOffice practice management software (PMS) with the EMR software as one suite.
- **MedOffice® 25-User Enterprise Edition** - \$14,995
- **Electronic Remittance Advice (ERA) Module for MedOffice** - \$1,499 value (ERA allows you to post insurance payments into MedOffice in a few minutes, even seconds. It saves you hours of manual posting!
- **ERA Inventory** - 5 additional licenses to go as modules with the 5 MedOffice inventory included with the Director. Value = \$7495 (\$1,499 x 5).
- **DentOffice® 25-User Enterprise Edition** - \$14,995
- **DentOffice® Inventory!** Get 5 separate DentOffice® software systems to sell retail or to give to doctors as satellite (Each is 5-User version retails at \$4,995. **Inventory value is \$24,975!**
- **MD Audit Shield Services** - \$1,995 enrollment value
- **CodeMAXX Services** - \$1,995 enrollment value
- **Physician Credentialing Services** - \$1,995 enrollment value
- **Transcription Services** - \$1,995 enrollment value

## Training and Support:

- **24 Hours of Focused One-on-One Private Training - This is effectively similar to over 200 hours of training as you'll be doing exercises & completing assignments between sessions** (Training covers MedOffice, DentOffice, and EMR software certification as well as sales & marketing training. Also includes training on HIPAA) (\$3,360)
- **BCTC Package (Business Consulting, Training, and Coaching)** - Unlimited ongoing training! (\$3,500 x 3 years). BCTC covers:
  - **Pre-Appointment Training & Consulting:** Get prepared for your meetings with doctors - Priceless!
  - **Fresh Training upon Signing Accounts:** Training anew when you sign up new accounts - Priceless!
- **3-Years Free Support on all Aspects of the Business** - \$1,295 per year (\$3,885 value)

## Marketing and Advertising:

- **UPGRADE to Enterprise-Level eCommerce Websites** - \$6,995 value - Enterprise websites include: Modern design. Financial calculators (for billing costs, collections, EFT). Reseller status with wholesale pricing to market & sell hot Medical, Dental & EMR software along with office supplies to healthcare providers. Shopping cart ready to be linked to merchant account. Additional services to attract prospects. Enhanced contents, promotions and graphics.
- **EMR Marketing Items** (Priceless!). Professional marketing items that include press-quality designs in PDF format. They can be easily customized with your company information.
- **MD Audit Shield Services Brochures:** 100 Full-Color Tri-Fold Brochures Promoting Your MD Audit Shield Services
- **CodeMAXX Services Brochures:** 100 Full-Color Tri-Fold Brochures Promoting Your CodeMAXX Services
- **Physician Credentialing Services Brochures:** 100 Full-Color Tri-Fold Brochures Promoting Your Physician Credentialing Services
- **Transcription Services Brochures:** 100 Full-Color Tri-Fold Brochures Promoting Your Transcription Services
- **PostCard Printing Portal Access:** Unlimited access to ClaimTek's postcard printing portal where you can personalize, print, and mail 14 different types of jumbo-size (8.5x5.5) postcards (\$295)
- **Electronic Marketing Package:** Brochures, Flyers, and Letters for Email Marketing Plus Relevant Internet Advertising Content (\$1250)
- **License To Become a Director Value Added Reseller (VAR/Dealer)** License to Become a Director-Level VAR/Dealer with ClaimTek Systems & its sister company, [Sydasoft, Inc.](#) (Buy Wholesale - Sell Retail. As a Director-Level dealer you can market proven and impressive state-of-the-art software systems. **Receive 50% discount** on software (for RESALE) and make generous income from training and support fees! We'll show you how to establish a dealership providing sales, training and support in addition to billing services) (\$999 initial with \$399 annual renewal. However, annual renewal is waived with annual support).

**COMBINED COST IF PURCHASED SEPARATELY = \$156,627**  
**YOUR COST AS "DIRECTOR" PROGRAM PACKAGE = only \$44,995**  
**YOUR SAVINGS = \$111,632. That's 71% discount!!**

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## PER ITEM PRICING

<b>MEDOFFICE®: Medical Billing &amp; Practice Management Software:</b>	
MedOffice® Medical Practice Management-Single-User	\$2,495
MedOffice® Medical PM: 3-User (Add \$395 for all Codes)	\$3,495
MedOffice® Medical PM: 5-User (Add \$395 for all Codes)	\$4,995
MedOffice® Medical PM: 8-User (Add \$395 for all Codes)	\$6,495
MedOffice® Medical PM: 10-User (Add \$395 for all Codes)	\$7,995
MedOffice® Medical PM: 15-User (Add \$395 for all Codes)	\$9,995
MedOffice® Medical PM: 20-User (Add \$395 for all Codes)	\$12,995
MedOffice® Medical PM: 25-User (Add \$395 for all Codes)	\$14,995
More than 25-users? Call for pricing...MedOffice is expandable to hundreds of users.	
<b>MedOffice® Optional Modules:</b>	
All Current CPT, ICD-10, HCPCS Codes for MedOffice®.	\$495
ERA Module - Post payments electronically!	\$1,499
CMS-1450 (UB) Module for MedOffice	\$1,499
Scheduler Export Module: Export Appts to Google Calendar & Appts Voice Reminders!	\$495
Voice Dictation Module for MedOffice	\$1,099
HL-7 Link to EMR	\$1,599
<b>DENTOFFICE®: Dental Billing &amp; Practice management Software</b>	
DentOffice® Single User	\$1,995
DentOffice® 5-User	\$4,495
DentOffice® 10-User	\$6,995
DentOffice® 25-User	\$14,995
<b>Other Software:</b>	
MD Code Reviewer (MDCR) with All Medical & Dental Codes	\$595
MD Code Reviewer Annual Upgrade	\$595
MD Practice Analysis Wizard (MDPAW)	\$595
MD Contact Manager (MDCM) with Sales Leads	\$595
Collection Services Enrollment (Ability to resell the service)	\$1,995
Remote Backup Software "RBS" Service Enrollment (Ability to resell the service)	\$1,995
Electronic Fund Transfer "EFT" Application & Service Enrollment (Ability to resell the svc)	\$1,995
Digital Scanning & Archiving Application & Service Enrollment (Ability to resell the svc)	\$1,995

## *Programs & Pricing*

MD Audit Shield Services	\$1,995
Transcription Services	\$1,995
CodeMAXX Services	\$1,995
Physician Credentialing Services	\$1,995
<b>TRAINING &amp; SUPPORT OPTIONS:</b>	
Comprehensive Set of Training Manuals Covering Operations, Marketing & Sales	\$595
Power Marketing Video Training Library	\$499
Audio Training (3 CDs or Downloads)	\$150
One-to-One Training Via Telephone/Computer (6 hours minimum)	\$120/HR
Annual Support through 800# (Support covers Software, Billing & Marketing questions)	\$1,295







# Making You First in The Medical Billing Business.

Our commitment... is to make you first, in the medical billing industry as an independent business owner and licensee of ClaimTek.

Why first? Because if you're serious about starting a medical billing business, ClaimTek has the most professional elements to make you first. Whether this is your "first" business venture, or the first time you've heard anything about medical billing, no other company in this business gives you the advanced software, marketing tools, training and support that ClaimTek does.

We're confident that this booklet presentation is an informative way to help you determine why you should choose ClaimTek over any other system you can find out there.



## Professional Medical Billing Systems.



Booklet Presentation

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