



interested in building a cash practice?

Let us help you simplify your life, improve your collections and educate your patients with America's Premiere Cash Fee System, Preferred Chiropractic Doctor (PCD).

(800) BE WELL 2 (800-239-3552) • www.bewell2.com

AMERICA'S PREMIER CASH FEE SYSTEM

You're a chiropractor to help people. In return, your patients reward you with payment for your services. In today's chiropractic marketplace, getting paid for your services is a more complex challenge. On one hand, you have patients with some kind of insurance, which probably limits payment for your services. On the other hand, you have patients without insurance, who are compelled to pay for your services out of their own pockets.

Today, there are two distinct markets that provide patients to you: the insured patient market and the cash patient market. And, what works for one doesn't necessarily work for the other. The vast majority of insured patients will utilize providers that accept their health insurance. And, if you are accepting insurance, you have to adjust your fees to reflect the additional costs of processing the insurance patient – extra staff, computers and software, reports, postage, non-collectables, etc. With cash patients (patients with no insurance or limited benefits) you eliminate the extra costs of claims processing and the stress that goes along with it. Plus, with cash patients you have patients that are more invested in their health and their loyalty to your service.

Because you have two markets to recruit patients from, we recommend development of financial strategies that attract both market segments. **The Preferred Chiropractic Doctor program gives you the ability to legally offer affordable cash fees to patients who may not be insured and we back up our commitment with a system that can be customized to fit virtually any practice style.**

PCD patients are ensured they will receive a minimum of a 25% reduced fee from your regular service fee for paying cash at the time of service. However, if you want to give a greater discount for a wellness/maintenance or hardship patient, you can offer as great as a 75% discount. PCD also works great for patients whose insurance has exhausted. Offering them a reduced fee allows for continued care at a price they can afford.

Since 1993, we've provided fee solutions for thousands of chiropractors and their patients. Let us help you simplify your life, improve your collections and educate your patients with *America's Premiere Cash Fee System, PCD.*

PCD Can Help You:

- Create a larger cash base of patients
- Seamlessly transition to a cash practice with no interruption of your cash flow
- Establish maintenance patient programs that work
- Keep insurance patients whose benefits have exhausted
- Reduce paperwork and stress levels
- Gain access to great marketing programs and materials
- Regain control of your practice
- Increase your access to non-insured patients
- Enhance your community image
- Improve retention, referrals and collections
- Get new patients with our referral program

Frequently Asked Questions:

How is PCD different from other discount programs?

PCD's mission has always been to make quality healthcare available and affordable for everyone! Our company was founded in 1993 by chiropractors—for chiropractors and their patients! PCD is the nation's largest chiropractic patient advocacy organization and was designed specifically for our profession. While our focus is on increasing the chiropractic experience to patients, we also work hand-in-hand with our providers to offer professional resources to professionally increase your visibility in your community.

Is PCD an insurance company?

No. PCD is a nationwide discount program that allows you to legally offer more affordable fees to your limited and non-insured patients, hardship and even maintenance or payment plan patients! PCD cannot be used in conjunction with any third-party payers.

How much does it cost to be a PCD provider?

The PCD program is free of charge for participating providers.

What type discount does PCD provide patients?

The discount we ensure patients is a minimum of 25% off of your regular fee. Flexible fee scheduling allows you to choose higher discounts if you like.

Does the 25% reduced fee apply to x-rays, therapies and modalities?

Yes, it does. The fees may vary, but they must meet the 25% minimum. The 25% does not apply to products such as vitamins or pills.

Can we charge different PCD fees for patients?

Yes, in certain situations. Your normal PCD fees should be extended to all of your PCD patients and should be consistent in their application. However, you may offer different PCD fees to others so long as they are included in some type of special group, such as families, seniors, wellness care, etc. When creating special groups, be sure to remember that all individuals that qualify for group inclusion should be offered the respective group fee.

How much is a PCD patient membership?

We don't charge our patients a monthly fee like other discount programs. We have an annual charge of only \$30 for Individual and \$45 for Family memberships.

What is the cost for the PCD promotional materials?

All of the PCD patient materials you need in your office are free of charge and include patient membership cards, applications, brochures, notifications and postage-paid return envelopes for new enrollments.

What happens after I enroll as a provider?

As soon as the PCD office receives your provider application, you will receive a welcome call confirming your enrollment. Your new PCD materials will be sent by priority mail and should arrive in 2-3 business days. Once you receive your materials and implementation manual, please schedule an implementation training session for you and your staff to go over the program at your convenience.

Does PCD provide our office with marketing material?

Yes. We offer a variety of professionally-designed marketing materials created to increase your exposure in your community.

What information is given during a referral to my office?

We offer the following (optional) info for referrals: Name, clinic location, rates, techniques, therapies, hours, website, etc. Ask for a Doctor Profile Worksheet to submit your referral information!

Does PCD solicit new members for my office?

Yes. We run a continuous direct-mail campaign to consumers across the nation. As new patients respond, we refer them to our participating providers offering them the referral information from the PCD doctor profile.

Does PCD share provider or patient information?

Absolutely not! PCD firmly believes that patient information should be respected and kept private. We do not share, rent or sell contact information with any other company. We hate junk mail too!

If there are two providers in the same office, should we share a PCD provider number?

If the providers are husband and wife, it is normally best to share a provider number. If there are multiple doctors in a clinic that have certain patients they see and the CA keeps up with them separately, we advise you use a different PCD provider number for each doctor. This will help us keep the patient reports accurate for each doctor. Plus, if a doctor leaves the practice, he can easily migrate his patient base as well.

Will I be included on PCD's national Doctor Locator service?

Yes. All actively participating PCD providers are included in our referral service. Your first PCD patient enrollment qualifies your account as "active."

Can I use the PCD logo on my website?

Sure you can! Please contact our graphic department at ginger@wellnessbound.com and ask for a PCD web-ready logo and link information.

When can we expect to receive our quarterly patient report by mail?

March, June, September and December.

Offering the PCD program to Patients:

Who should I offer the PCD program to?

PCD is the perfect solution for patients with little or no insurance, high deductibles, maintenance care, hardship or any other occasion that calls for a reduced cash fee.

Does PCD offer patient materials in Spanish?

Yes. We have enrollment forms and brochures printed in Spanish, but are special order items. Please call our office and let us know if you need these items in your office.

How can I keep up with the patients that enroll?

Feel free to call and go over your account anytime! We also provide quarterly reports and online provider login reports at www.bewell2.com. We do ask that you utilize the patient list form we provide you with each set of corresponding patient cards. You simply write the name of the patient in the blank next to the card number you issued them. This patient list is also required for reorders.

Will I accept payments made to PCD in my office?

Yes! We have a simple and effective solution for making PCD available immediately! We provide enrollment materials and postage-paid return envelopes for your office. Simply return as many new enrollments in a single return envelope as possible and mail those in to PCD once a week. You can also enroll new patients immediately online at www.bewell2.com.

Should we run patient enrollment fees on our credit card machine and then cut PCD a check?

No, that's not necessary. We process the credit card payments here at PCD.

What happens when I run out of cards for patients?

When your supplies are running low, fax your patient list and the re-order form to our office. This will prompt us to mail out your next set of corresponding materials.

Can we offer PCD to patients with insurance?

Yes. A patient can choose NOT to utilize insurance or they can use their insurance until the benefits are exhausted and then use PCD. But, a patient cannot use their insurance in conjunction with PCD.

Can patients apply PCD fees toward their deductible?

No. PCD is void in conjunction with third-party payers.

If we're having a special promotion, can we get more materials than the regular set of twenty?

Sure! Just call and let us know what's going on and we'll send enough printed PCD materials to cover your event.

Can a patient that was in an auto accident put their PCD membership on hold?

PCD accounts automatically suspend while third-party billing occurs. At the conclusion of treatment for a Personal Injury, PCD automatically reinstates. Notify PCD of these changes. Membership will not be pro-rated.

What qualifies as a "family" membership?

Family membership includes the patient, their spouse and children under the age of 21 or enrolled in school. Special circumstances allowed for caregivers, guardians, etc.

Can a minor patient be a PCD individual member account holder?

Yes, just put the minor's name in the contact information and the parent's name in the payment area. Make a note on the bottom of the enrollment letting us know that the patient is a minor and have the parent sign the form.

Is a patient's annual membership effective from the date they enroll or for a calendar year?

PCD patient membership begins immediately on the day the patient enrolls and expires on the same day of the following year, unless renewed.

Can family members NOT living in the same household be on the same PCD plan?

No, unless the family member is a child under 21 or enrolled in school.

What happens if a patient's PCD payment doesn't clear the bank or process correctly?

Several attempts are made to contact the patient to make payment arrangements. If the patient doesn't respond, the provider must bill the patient their regular fee.

Can we help patients transfer their PCD membership if they move?

Yes. The patients PCD membership is valid with any participating provider across the nation. You can let the patient know about the doctor locator service online.

What happens if we lose a membership card?

Cards have a value of \$30, so please keep them in a safe place and never send cards home with applicants who haven't paid yet. If you do misplace or damage a card, call PCD to void that card number.

What if a patient tries to file PCD visits with insurance?

We recommend you do not assign insurance billing codes to PCD visits. Create a unique code for your PCD patients so that if you release a patient record, they still will not be able to file an improper claim.

What should we do if a new patient comes to our office and is already a PCD member?

If the patient is transferring to your office, have them complete an enrollment form and give them your next available card number. Make a note on the form that the patient is transferring from whatever their old number is. Be sure that you keep the original expiration date that appears on their previous card, or call our office.

Can a PCD patient get a membership refund?

All patient fees paid to PCD are strictly non-refundable, except as provided by law. PCD does not pro-rate unused membership time if cancelled before the expiration date.

Can we give a greater discount for multi-family members coming in on the same day?

Yes. Your PCD fees are flexible to meet the needs of your patients! We guarantee patients receive the 25% discount, but you can give a greater discount if you like.

If a patient comes to us and says they are a PCD member, how can I find out for sure?

You can always ask to see their PCD membership card. If they don't have their card, you can call our office to verify their membership.

ENROLL TODAY
or Call (800) BE WELL 2 (239-3552)
or sign up online at www.bewell2.com.

(Be sure to note your referral select as Steve Hoffman!)