



*NY County Medical Society Membership Benefits
(Keep a Copy Handy, and Share With Your Staff)*

How Do I Protect My Family, My Finances, My Future?

Liability Insurance Protecting You

[The Doctors Company](#) is the Society's new exclusively-endorsed professional liability insurer. We join many of the country's most prestigious medical organizations that [endorse or sponsor](#) the nation's largest physician-owned medical liability insurer. The Doctors Company insures 80,000 members, has \$4.6 billion in assets and \$2 billion in member surplus, and is rated A by A.M. Best Company and Fitch Ratings - giving the company the financial strength to protect New York physicians now and for many years to come. Get claims-free credit of up to 12 percent for eligible members; five percent credit for members who participate in the Section 18 excess risk management program; extensive patient safety tools and resources, including free on-demand and live CME; and aggressive defense. Ask about the [Tribute® Plan](#), a breakthrough financial benefit that rewards members for their loyalty and for their commitment to superior patient care. **Call Brian Dalton at (800) 421-2368 or visit thedoctors.com**

Expert Financial Planning Help

Vital Planning Group is dedicated to providing thoughtful advice and innovative solutions in the key areas of financial management and wealth preservation. Vital has extensive experience working with medical professionals helping them manage the unique financial arc of their careers. Society members get complimentary consultation and review; complimentary financial needs analysis; discounted financial planning fees; and discounted asset management fees. Education too. Work with people who understand physicians and their financial needs. **Call Edward Alferoff at (212) 578-3003 or visit <http://www.vitalplanning.com/>**

Professional Employer Organization (PEO) Gives You Big Time Status

Even small employers (and solos) can have big employer advantages when they join the **Idilus PEO**. All human resource issues from payroll to benefit selection and staff manuals are taken care of. You are still in charge, but you have a large HR department behind you. PEO fees are discounted for Society members. If you don't know what a PEO does, check out <http://nycmsbenefits.com/> or call **Matt Peterson at Idilus, (877) 545-5666**.

Insurance With Service

Mercer is a global consulting leader in talent, health, retirement, and investments. Mercer helps clients around the world advance the health, wealth, and performance of their most vital asset—their people. Mercer's 20,500+ employees are based in more than 40 countries. Mercer is a wholly owned subsidiary of Marsh & McLennan Companies (NYSE: MMC), a global team of professional services companies offering clients advice and solutions in the areas of risk, strategy, and human capital. There is a small group health insurance plan, great specialty-specific disability, and insurance products you need whether you are employed or not. **Call Mercer at (800) 888-6926 or Sony Hilado at the Society, (212) 684-4682. www.nycmsmemberinsurance.com**

Get Action on Loans, Lines of Credit, Business Growing Pains

The Society is beginning a partnership with **Flushing Bank**, especially working to bring you good financial advice and help with your day-to-day business needs including mortgages, loans, and lines of credit. **Call George Bader at (646) 923-9524**.

Protect Your On-Line Reputation

Practice Builders has services that are designed specifically to help busy Society physicians like you attract the patients, cases, and payers you prefer, while increasing referrals and protecting your professional reputation online. Society members now will receive discounted consultations and discounted rates on a wide range of Practice Builders' services, including: online practice reputation management — the unique positive solution for the unfair or disgruntled patient who criticizes online; social media programs; public relations and advertising; custom website development, search engine optimization, and hosting; and more. For more information on your membership privileges with Practice Builders, **call (800) 679-1200, select option 2, and tell them you are a New York County Medical Society member**.

Is Your Phone or Tablet Your Achilles Heel?

Thanks to **DocBookMD** and the Society, you will have access through a smartphone platform, designed by physicians for physicians, that provides an **exclusive HIPAA-compliant professional network** to connect, communicate and collaborate **with your Society colleagues**. Send pictures of x-rays and reports, wounds or other information, and be reassured that you are not taking any HIPAA risks. You will need to have your **NYCMS Member ID** ready. If you do not know it, call the membership department at (212) 684-4670, or email ljoseph@nycms.org Then go to your phone and download your free app from the iTunes App Store, or from the Android Market. Once you have downloaded the app to your device, open it up and follow the simple registration steps. Includes access to all Society members as well as all Manhattan pharmacies, right on your iPhone, iPad, and Android. Your office staff can *safely* send you office messages, lab reports, x-rays. Do you teach medical students or residents? **You need this app. (Members Only)**

Don't Make HIPAA Headlines — Get Your Own HIPAA Expert

Every Practice Needs to Be HIPAA Aware and Needs **HIPAA Secure Now!** **HIPAA Secure Now!** helps physicians with HIPAA compliance. As the healthcare system moves from paper to digital, the U.S. Department of Health and Human Services is emphasizing HIPAA much more than before. HIPAA requires physicians to protect patient information, and provides specific guidance – yet the same complex HIPAA regulations apply equally to the largest hospitals and the smallest practices. Naturally, most physician practices don't have a special, dedicated HIPAA expert, but HIPAA Secure Now! can provide the HIPAA compliance services that physicians need: Risk Assessments; Training; Policies; Documentation Portal; HIPAA support and consulting. Members receive a special Society discount: **Contact HIPAA Secure Now!** through **Jonathan Krasner**, jonathank@hipaasecurennow.com

No More Landlord Hassles for YOUR Office

Commercial Tenant Concierge Service provides effective real estate expertise—on demand and at your service. **Commercial Tenant Concierge (CTC)** helps healthcare tenants cost effectively manage real estate leases. Their experienced real estate professionals are on call to solve problems related to landlord billing, building services, HVAC complaints, alterations, subleasing, key action dates and other lease related issues. Thorough monthly services allow you to subscribe when and if you need their help, when the time is right for you. If you need assistance in verifying landlord bills, resolving billing discrepancies, operational issues such as alterations of your office, subleasing or if you need

advice on marketing conditions and opportunities, CTC will work for you. **Call the Society at (212) 684-4670 for referral to CTC directly.**

How Do I Follow the Rules AND Get Paid ?

Make Sure You Have a Medical Audit Protective Shield (MAPS)

Whether you are a new physician recently starting out to Medical Practice or well established in your Practice, **MAPS (Medical Audit Protective Shield)** is a new pre-paid legal program, endorsed by the New York County Medical Society and designed by Society counsel Scott Einiger that can offer substantial value to you. From medical audit protection if a carrier seeks to recoup payment to employment contracting for physicians just starting out becoming a member now before trouble is on the horizon can provide thousands of dollars of value and savings. And the best part is if you remain a member and do not use the benefit, you are still eligible for the consultation value in MAPS in areas that include business planning, employment, asset protection and discounted legal services. Pricing is reasonable. Call Mr. Einiger to discuss your legal needs at (516) 477-7909.

Key to Getting Paid is Proper Billing

PS2 Practice Management offers the expertise and knowledge of certified billing professionals. Whether you are in solo or group practice, **PS2** works so that you and your practice can focus on patient care. **PS2** handles everything from pre-authorization to management of denials and appeals. These billing services are now being offered to New York County Medical Society members for five percent of net revenue reimbursed from third-party payors (including Medicare and commercial payors). There is a \$25.00 flat fee per Medicaid claim. Visit <https://www.plasticsurgery.org/plastic-surgery-practice-solutions> or call **Jennifer Cross, COO, PS2, directly at jcross@PS2PM.com or (847) 228-3320.**

Your Coding and Insurer Issue Advisor

As a Society member you can get expert advice and assistance on managed care contracts, service denials, Medicare, workers' compensation and commercial claims, as well as other reimbursement issues from consultant **James McNally, CPC**. Mr. McNally is a seasoned professional (previously with Empire Blue Cross/Blue Shield). **For referral call (212) 684-4670. (**Not available to non-members — worth the price of membership!)**

Expert Legal Advice

The Society's **Legal Services Program** gives members an initial phone consultation on legal issues specific to medical practice at no charge. If additional

services are necessary, **Einiger and Associates** can provide them to members at a discounted fee. Get help on legal issues such as advice on managed care contracts, the Office of Professional Medical Conduct or licensure procedures, and other help. Call **(212) 684-4681** for your referral.

Collect What's Due

I.C. System, Inc. (the endorsed collection service of New York County Medical Society) offers "Value-Added Benefits" for members only! If you have a backlog of bad debt, no matter how large or small, or having trouble with slow-paying unresponsive insurance carriers, **I.C. System** can help with effective and professional accounts receivable management services, tailored to your specific office requirements. Contact **I.C. System** at **(800) 279-3511**.

Where Can I Find Good Services and Good Discounts for My Practice?

Trust the Employees You Hire

Don't put your office in a bind when you need permanent or temporary staff assistance. **Winston Support Services, LLC** is JCAHO-certified, and you can be assured that all of its candidates are selected and pre-screened for proper licensure, background checks (criminal and educational), references, skills, and physicals (including PPDs and ten panel toxicology screens). This saves you a great deal of time and ensures professional screening result. If you need someone in your office ASAP, AND you want to make sure that they are perfect for your position, AND you want a NYCMS discount, join and take advantage of your special member rates at **Winston Support Services**. Call **Ivy Kramer, MSW, CSW** your designated account representative at **(212) 687-4667** or email at ikramer@winstonstaffing.com

Don't Throw Your Money Away with the Waste

Citiwaste is now an exclusive provider of medical waste management services offering deep discounts to New York County Medical Society members. Whether sharps, red-bag, chemo, pathology, hazardous, or pharmaceutical waste, **Citiwaste** will work with you to classify and segregate waste streams for best pricing. In addition, **Citiwaste** will determine the appropriate service frequency and deliver the supplies you need to package wastes. Guaranteed savings with no fuel, stop, energy, or environmental fees. Medical waste manifests available online 24/7 at no charge. One provider for all your medical, hazardous, and pharmaceutical waste. Protection for your business with complete regulatory compliance. Call **David** at **(718) 372-3887** to learn more about how **Citiwaste** can save you money.

Shred It, Store It, Save Money

Storage Quarters is a comprehensive, full service company specializing in document storage, records management, scanning records and imaging, secure document destruction, self storage and on-demand storage. Contact **Storage Quarters** and say you are a New York County Medical Society member to insure special pricing. Call (516) 794-7300 or info@storagequarters.com

Look Good in Your Lab Coats and Scrubs

Our partnership with **Medelita** allows members to save on premium **Medelita** lab coats and scrubs at a special NYCMS rate. Members may choose to embroider the NYCMS logo without incurring any artwork digitization costs. **Medelita** scrubs and lab coats represent a shift from traditional lab coats, offering sophisticated style, performance, fabric and gender specific sizing and style. For more information, visit <http://www.medelita.com> or call (877) 987-7979 and mention the Society. To receive your Society discount, go the www.nycms.org and click on the Medelita icon.

Discounts on Office Machines

Superior Office Systems offers a 10 percent discount to members on all Canon products. Check out fax machines, copiers, and other printing products at (212) 695-5588.

What Do I Do When . . . ?

. . . I've Got Parking Ticket Blues

Get a **Doctor-On-Medical Call Placard** and use the Society's Parking Review Panel to get help on dismissal of parking ticket in New York City. Call (212) 684-4698 and join members who save on parking fines. ***(Members Only)***

. . . I Want to Save Money on Fun

The Society offers you free access to a unique entertainment discount program, **Working Advantage**. View a wide variety of discounts on the internet and order online or call. Savings include discounts on movie tickets, theater and musical events, shopping, gifts and an advantage points program where you earn rewards while you save. Go to www.workingadvantage.com to view current events and discounts. Call **Sony Hilado** at (212) 684-4682 to get your membership number or you can email ljoseph@nycms.org

... I Want Some Training

The Society sponsors conferences on the topics you think are important. This year, look for the important programs on Medicare, billing and coding, and tax issues. In addition, check out MSSNY's *Medical Matters* Webinar series and other education offerings.

... I Want Face Time with Legislators

Join us in Albany for **Physician Advocacy Day** or get active in **MSSNYPAC**. Be part of the chain that contacts legislators when we need to speak up.

... I Want Face Time with My Fellow Doctors

It's good to spend time with friends and colleagues. We provide local chances to do that very thing, so you don't have to wait for that once-a-year specialty conference.