



**Are you ready to simplify dental reimbursement in your practice?**

**Are you looking for ways to make billing and coding more accurate?**

**Do you wonder how your fees compare to your neighbor's?**

**Should you participate in PPOs? If you do, are you making money?**

**We can help!**



**Tom M. Limoli, Jr.**

*"The Nation's Leading Dental Reimbursement Expert"*

**Tom Limoli, Jr.** is the prevailing expert on proper coding and administration of dental insurance benefit claims. He serves as president of Limoli and Associates, a company that over the past quarter century has assisted dental offices in streamlining the insurance reimbursement process. Mr. Limoli's no-nonsense approach to the management of third-party reimbursement has been implemented in thousands of dental practices across the country.

Mr. Limoli received his Bachelor of Science in Criminal Justice from Valdosta State University. Following his work with the U.S. Treasury Department's Federal Law Enforcement Training Center, Mr. Limoli has actively investigated fraudulent claims for the insurance industry, as well as numerous other third-party fiduciaries. He is a licensed private investigator and a member of the American Association of Dental Consultants, the National Speakers Association, the National Health Care Anti-Fraud Association, and the past president of the Academy of Dental Management Consultants.

Mr. Limoli is the editor of *Dental Insurance Today*, a monthly publication that addresses third-party reimbursement in the dental office. He is the author of *Dental Insurance and Reimbursement Coding and Claim Submission*, and co-author of *Fee-for-Service Dentistry With a Managed-Care Component*.

***Over the past quarter-century Limoli and Associates has assisted dental offices in streamlining the reimbursement process. Our no-nonsense approach to the management of third-party reimbursement has been implemented in thousands of dental practices across the country.***

## Succeed in Any Economy

### **Best Practices for a Tough Economy: 6 Audio CD set with Workbook - \$165**

Best Practices for a Tough Economy covers success strategies you need NOW to navigate during tough economic times. This product is a lightly edited live performance presented to a sold-out audience in Memphis, TN. The same approach that has made you successful over the past decade will not be enough to continue to grow your practice in the "new" economy.



You will learn:

#### **Marketing On A Flossthreader**

New patients are the lifeblood of your dental office, yet you may be struggling to market to those prospective patients in this economy. Now it is more important than ever to reap a return on your marketing dollar. If your marketing budget is large or small, don't miss this presentation as Penny Limoli shares with you the secrets of attracting new patients for a minimal investment.

#### **Converting New Patient Callers into Appointments**

New patients are the fuel to grow your practice and most prospects make their first contact with your office over the telephone. Are you providing Ritz Carlton or Motel 6 service to your prospective new patients? Learn what you need to do today to change your new patient's telephone experience with your office from average to excellent.

#### **Get Paid**

You've gotten the patient into your chair, and they're ready to address their dental needs. Now for the big question... who writes the check, how much is it for, and whose money is it? In a tight economy where cash is scarce, you must be certain your business practices are paying off. If you want to improve your bottom line, you can't miss this presentation. Tom Limoli will answer the questions that are on the lips of dentists right now. Whether you're a participating provider with several plans, not participating at all, or wondering whether you should, Tom will deliver information-packed content that you must implement to not only survive, but thrive, in this difficult economy.

## Become a Client!

### **Client Status Product Package - \$1100**

Why not add a consultant to your team who can balance your fee schedule, answer your coding questions and keep you informed of current reimbursement trends?

Your client status includes all of our critical components. They are:

- A complete review of 220 of the most often reported CDT procedures
- A 7-page printout detailing fee information, differences, and relative values
- Priority status for technical support questions, including one-hour of phone support
- *Fee-For-Service Dentistry With A Managed-Care Component* textbook
- and Two (2) of our Newly Updated *Coding and Claim Submission Manuals*

## Individual Products and Services

### **Comprehensive Fee Schedule Review - \$495**

Let Limoli and Associates update your personal fee data for your service area. Our Comprehensive Fee Schedule Review is available for individuals, as well as group dental practices.

Our comparative analysis of your submitted fee data will be used to compile a seven-page report detailing 220 of the most often performed dental procedures.

The analysis includes the comparison of your existing fee to data compiled for your ZIP code. Your updated report will be color-coded to readily alert you to areas where you exceed or fall below your area competitors, and to indicate new, deleted or changed codes.

The screenshot shows a detailed report with columns for procedure codes, descriptions, and various fee categories. The data is color-coded to highlight areas of interest.

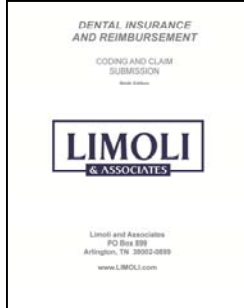
(A Confidentiality Statement is needed for this review and is located on page 8.)

### **Coding and Claim Submission Manual - \$149**

### **Coding and Claim Submission Manual plus a Comprehensive Fee Schedule review - \$625**

**Direct from the original source  
Current for 2011 / 2012**

For almost 15 years this continually updated text has been the dental profession's authoritative resource for accurate coding and comprehensive clinical documentation.



Now revised and expanded to reflect the most current 2011 - 2012 changes to the official "Code on Dental Procedures and Nomenclature." Also includes "The Selection of Patients for Dental Radiographic Examinations" from the FDA.

Conveniently color-coded as well as spiral bound for both the clinical and administrative teams.

Additional descriptors along with sample narratives and payment parameters complement the no-nonsense approach to reimbursement management.

The comprehensive coding index takes you to as well as supplements Tom's simplified system of streamlined administration.

Never again will you have to wonder what code to use when documenting the patient's chart and billing their plan. Your coding and administrative challenges are soon to be a thing of the past.

Competitively priced  
Multiple copies in the same office transaction as low as \$91 per copy.

- 1 copy .....\$149 + \$5 shipping = \$154
- 2 copies .....\$239 + \$5 shipping = \$244
- 3 copies .....\$309 + \$5 shipping = \$314
- 4 copies .....\$359 + \$5 shipping = \$364

**Fee-For-Service Dentistry With A Managed-Care Component textbook - \$39**

***Stop Telling Patients About Their Dental Insurance! It's Not Your Plan!***

For over a decade this text continues to be the benchmark for streamlining and simplifying the reimbursement process. Both clinical and administrative issues are addressed from the perspective of overall accountability, as well as profitability.

In a perfect world every dentist will have a 100% fee-for-service practice, all patients will pay cash at the time of service and the appointment book will never be empty. **Fee-For-Service Dentistry With A Managed-Care Component** has taken the political and emotional complications out of the ever changing and evolving system of market driven health care.

This 306 page text teaches the administrative team to manage multiple reimbursement systems while freeing the clinical team to deliver only the utmost level of quality dental care.

**The Financial Agreement System Starter Kit - \$189**

Are you tired on not getting paid? The solution to your payment problems has arrived!

As dental professionals, getting reimbursement through your third-party payer - or your patient - can be a nightmare. If the patient's confusion (regarding their financial responsibility or their plan) is keeping you from the collection percentages you crave...**The Financial Agreement System** is for you!

**Now**, you'll be able to "**Take it to The Bank**" with our convenient forms, handbook and TeleForum series. **The Financial Agreement System** is designed to give you the tools, skills and training needed to end your financial coordination troubles **once and for all**.



**Includes:**

- The Financial Agreement System forms on CD—with bonus pediatric version and combined adult/pediatric version. Formatted on both legal and letter size versions that are printable on your office printer.
- 40 page instruction manual with working examples and verbal skills
- 2 hours of audio training.

## **We have a variety of Consultation Packages available to meet your individual needs**

For many specific situations, individualized consultation, training and support is the most cost effective means of making your practice goals a working reality. By scheduling a customized educational program(s) for your office we are able to provide direct solutions to your office's individual issues.

### **PPO Plan Participation Analysis and Action Plan - Starting at \$775**

Participatory benefit plans are nothing new. For some dental offices PPO's and other managed care derivatives is a practice life saver— for others they are a nightmare. A consistent influx of new patients complimented with direct payment from the plan administrator can keep the doctor's appointment book, hygiene schedule and subsequent bank deposit predictable — provided you and your team do their part.

#### **Includes:**

- Customized Comprehensive Fee Schedule Analysis: enables you to clearly see how and where your individual fees compare to those actually being charged in your neighborhood.
- Practice Analysis and evaluation of services performed to determine your market share potential.
- Time utilization will be accessed to see what your open chair time is costing you.
- Our textbook, ***Fee-For-Service Dentistry with a Managed-Care Component***, is included as your action plan guide and reference.
- One-hour individualized telephone consultation to help implement your success strategy.

### **Effective Documenting, Coding and Billing in the Dental Practice - Starting at \$625**

Accurate coding begins and ends in the clinical operatory— not the front desk. From the patient's first diagnostic radiograph to the successful conclusion of their evaluation visit — appropriate coding is one of the critical keys to successful and stress free reimbursement.

#### **Includes:**

- A documentation process created to build upon your existing administrative and clinical systems.
- Customized course of action will be designed based on the results of the analysis.
- ***Coding and Claim Submission*** manual
- Two, 45 minute phone consultations to discuss and facilitate your action plan.

### **Eliminating Fraud and Embezzlement in the Dental Office - Starting at \$995**

The best dental and accounting software, by itself, cannot protect you from employee embezzlement and/or fraud. Only when the right systems are used in the right way are you assured of security in your practice.

#### **Includes:**

- A detailed study of your practice's audit trail and write-off reports
- Cross-referencing of patient records in question.
- Investigation to include but not limited to bank account transactions and dental software ledgers.
- A comprehensive action plan of security measures to be implemented and suggestions for eliminating any present problems.
- Two, one-hour, phone conferences. The first, a fact finding interview to gather information. The second one-hour phone conference will be a follow-up to cover your action plan.

### **Single Encounter—Hourly rate \$295**

- One hour minimum
- Client specific issues involving your questions and answers. Includes limited follow up.
- Action plan list development



### **Penny Reed Limoli**

*Dental Management Consultant and Online Marketing Expert*

Penny is a nationally renowned dental practice management consultant, marketer and speaker. Her unique combination of dental management and marketing experience make her one of the most effective dental practice consultants in North America.

With an IT background and more than 20 years of management experience, ranging from publicly traded companies to dental practices, Penny has the ability to quickly pinpoint challenges and turn around underperforming practices.

Penny's expertise has been highlighted in articles for many well-respected dental publications, including Compendium, Inside Dentistry, Dental Economics and Dental Practice Report. She is a member of the National Speakers Association and has presented at dental seminars as well as marketing and IT meetings across the country. She has been named one of *Dentistry Today's* Leaders in Dental Consulting since 2007.

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### **Mystery Shop, DDS - \$395**

Mystery Shop DDS®

Get the Appointment, Get New Patients and Grow Your Practice!

Want to hear for yourself how your team sounds to a prospective new patient? Are they doing all that they can to influence callers to schedule, or are they making the mistakes that cost your practice thousands each year in wasted marketing?

Finally, you can get an objective view of exactly how your team's customer service skills measure up and help them improve!

#### **The Mystery Shop DDS starter package includes:**

- 33 page training manual with scripts and call input form
- Eight mystery shops, conducted over three months
- Each shop includes:
  - A report card that includes an overall grade of the call success experience and an itemized detail of how your team performed on each of our 26 key points
  - An mp3 audio file of the recorded call, perfect for review and training
  - A Mystery Shop DDS Tracker, so you can compare your Mystery Shop results over time and pinpoint areas that are improving or chronically disappointing
  - Concrete, easy-to-implement suggestions for improving each and every call

## **Online Marketing Services**

As a member of the **Google Engage for Agencies Program**, Penny Limoli and her team will improve your practice's image and position on the internet. Every practice is different, and their marketing strategy must match their practice philosophy and personality.

Does your practice participate in social media? If you would like professional assistance in setting up or managing your social media campaigns, we can help.

Whether you are an online beginner or already have an online marketing presence, we can help you increase your new patients and your marketing return on investment.

To schedule your **complimentary 30-minute "online marketing consultation"** by telephone, send an e-mail to [clientservices@reedlimoli.com](mailto:clientservices@reedlimoli.com) or call 1-888-877-5648, extension 4.

## **Reed Limoli Group Practice Analysis**

If you'd like to get a clear snapshot of your practice's overall health, the Reed Limoli Group Practice Analysis is the ideal tool for assessing the financial health, marketing strategy, systems, case acceptance, and overall efficiency of your office.

**On-Site Practice Analysis- \$3300** Includes one day of in-office analysis. Travel and accommodations invoiced separately.

Penny will spend one full day in your office observing your team, systems, communication methods, the office and its surroundings, and more. She will also meet with you and your partners and/or associates to discuss your areas of greatest concern and work with your team to gather information from your software and schedule for further analysis.

**Remote Practice Analysis - \$995** Practice data is gathered via phone, e-mail, fax and remote login\*. Solutions are presented in writing and reviewed via conference call.

Both On-Site and Remote Options Include:

- A comprehensive report outlining your practice's current health
- Specific areas of concern with immediate strategies for improvement
- A written action plan for improving overall profitability and efficiency
- A one hour follow-up conference call with Penny to review her findings and recommendations
- A Fee survey provided by Limoli and Associates

*\*Remote login is optional. Client must have high-speed internet and grant Reed Limoli Group access to practice management software system.*



[www.REEDLIMOLI.com](http://www.REEDLIMOLI.com)



[www.LIMOLI.com](http://www.LIMOLI.com)

800-344-2633  
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Page 7 of 9



**Confidentiality Statement**  
*(Required for Comprehensive Fee Review.)*

This Confidentiality Agreement must be signed before we can evaluate your fee schedule(s). In addition to restricting the use and disclosure of our proprietary and confidential business information, this agreement is both a reminder and a commitment not to use the information that we provide in any manner that would violate federal or state antitrust laws.

I/We, the undersigned, acknowledge that the information provided by Limoli and Associates in response to this request is the property of Limoli and Associates, and is provided for my/our personal office use only. I/We agree not to disclose it to any other person, and further agree not to reproduce or transmit any part of it in any form or by any means, including photocopying, facsimile transmission or entry into any electronic information storage and retrieval system. I/We also agree that the information will not be discussed with any other dentist or dentist's representative, and will not otherwise be used in any manner that could violate federal or state antitrust laws.

Name of Requesting Individual, Group Practice, or Corporate Entity (please provide a list of office locations and dentists you represent)

Name: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_ Phone: \_\_\_\_\_

Dr. \_\_\_\_\_ Date: \_\_\_\_\_  
*Signature*

Dr. \_\_\_\_\_ Date: \_\_\_\_\_  
*Signature*

If requester is a business entity employing or otherwise representing dentists, please sign here. Your signature affirms that you are authorized to sign this agreement on behalf of your organization and each person who will have access to the information provided to you by Limoli and Associates.

By: \_\_\_\_\_ Date: \_\_\_\_\_  
*Signature*

Title: \_\_\_\_\_

**Please Note:** We ask that you submit your entire, unrestricted fee schedule. This form must be signed before your review can be completed. Any information furnished will be used as collective statistical data only and will never be singularly identified. If you have any questions, please call our office.



PO Box 899 Arlington, Tennessee 38002-0899  
 (800) 344-2633 phone & fax  
 www.LIMOLI.com

<b>Client Status Product Package</b> .....	<b>\$1100</b>	_____
<b>Best Practices For A Tough Economy CD and Workbook set</b> .....	<b>\$165</b>	_____
<b>Comprehensive Fee Schedule Review</b> .....	<b>\$495</b>	_____
<b>Coding and Claim Submission Manual for 2011/ 2012 with current CDT codes</b> .....	<b>\$149</b>	_____
<b>Fee-For-Service Dentistry With A Managed-Care Component</b> textbook .....	<b>\$39</b>	_____
<b>The Financial Agreement System</b> (*additional \$12.95 shipping) .....	<b>\$189*</b>	_____
<b>PPO Plan Participation Analysis and Action Plan</b> .....	<b>Starting at \$775</b>	
<b>Effective Documenting, Coding and Billing in the Dental Practice</b> .....	<b>Starting at \$625</b>	
<b>Eliminating Fraud and Embezzlement in the Dental Office</b> .....	<b>Starting at \$995</b>	
<b>Single Encounter—Hourly rate</b> .....	<b>\$295</b>	_____
<b>RLG Online Marketing Services—Hourly rates. Call to schedule Free 30-minute telephone session.</b>		
<b>RLG Mystery Shop, DDS®</b> .....	<b>\$395</b>	_____
<b>RLG Practice Analysis - On Site</b> .....	<b>\$3300</b>	_____
<b>RLG Practice Analysis - Remote</b> .....	<b>\$995</b>	_____

**Subtotal:** \_\_\_\_\_  
**7% Tax (GA residents)** \_\_\_\_\_  
**Shipping: (\$5.00)** \_\_\_\_\_  
**\*(\$12.95 FAS)** \_\_\_\_\_  
**Total Amount:** \_\_\_\_\_

**Mail or fax:**  
 Limoli and Associates  
 PO Box 899  
 Arlington, TN 38002-0899  
 1-800-344-2633  
 www.LIMOLI.com

**Make checks to**  
 Limoli and Associates. Payment  
 must accompany all orders.  
 Refund policy at www.LIMOLI.com

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_ Email Address (Optional): \_\_\_\_\_  
(Your email address will not be shared with others. See our privacy policy at www.LIMOLI.com.)

**Method of Payment:**     **Check#** \_\_\_\_\_     **VISA**     **MASTERCARD**     **DISCOVER**     **AMEX**

Acct. No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

CVV2 number: \_\_\_\_\_ (3digits after card number on signature strip (VISA/MC) 4 digits on AMEX, upper right, front of card.)

Billing address of card (If different from shipping): \_\_\_\_\_