



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

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.

Tom M. Limoli, Jr.
Biography



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*.

New for 2010

Best Practices for a Tough Economy Audio Workbook with Handouts - \$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!

New Client Status - \$639

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

- **2 Coding and Claim Submission** Manuals
- Comprehensive Fee Review
- 1 year subscription to **Dental Insurance Today** newsletter
- **Fee-For-Service Dentistry with a Managed-Care Component** textbook
- 30 minutes phone support

Individual Products and Services

Comprehensive Fee Schedule Review - \$365

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.

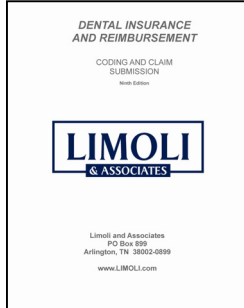
(A Confidentiality Statement is needed for this review and is located on page 6.)

Coding and Claim Submission Manual - \$139

Coding and Claim Submission Manual plus a Comprehensive Fee Schedule review - \$499

**Direct from the original source
Current for 2009 / 2010**

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 2009 - 2010 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 \$70 per copy.

- 1 copy\$139 + \$5 shipping = \$144
- 2 copies\$229 + \$5 shipping = \$234
- 3 copies\$299 + \$5 shipping = \$304
- 4 copies\$349 + \$5 shipping = \$354

Mastering the New Codes TeleSeminar Package - \$329

Includes:

The 2009-2010 edition of Limoli's **Coding and Claim Submission** manual (described on page 2), seminar workbook, in electronic PDF format, with a complete outline of the TeleSeminar, and five, 60-minute educational TeleSeminars on CD covering the new codes, taught by Tom Limoli



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

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



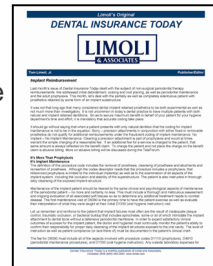
For over a decade this text continues to be the benchmark for streamlining and simplifying the reimbursement process. Both clinical and administrative issues are addressed from the perspective of overall accountability, as well as profitability.

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.

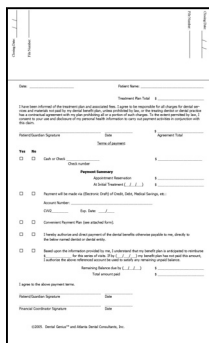
This 306 page text teaches the administrative team to manage multiple reimbursement systems while freeing the clinical team to deliver only the utmost level of quality dental care.

Dental Insurance Today newsletter (1 year) - \$89

Since 1988 Limoli's *Dental Insurance Today* newsletter has been assisting dental office teams simplify the processing and administration of your patients' dental benefit plan. Simplified administration provides greater financial profit as well as less cumbersome patient centered 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—1 Hour session. - \$250

Additional increments available to suit you needs.

Includes:

- Client specific issues involving your questions and answers. Includes limited follow up.
- Action plan list development
- 2 individual 10 minute follow-up support calls



Penny Reed Limoli



REED LIMOLI GROUP

Coaching Your Practice To Excellence

Penny is a nationally renowned dental practice management coach and speaker. Her unique combination of management experience, successful speaker as a dental practice consultant, and business administration education make her one of the most effective dental practice coaches and speakers in North America. With more than 18 years of management experience, from publicly traded companies to dental practices, Penny has the unique ability to quickly pinpoint challenges and turn around underperforming practices. Penny's expertise has been highlighted in the articles that have been published in many widely read publications. She is also a member of the National Speakers Association and is a highly sought-after speaker. She has presented at dental seminars across the country and has been named one of *Dentistry Today's* Leaders in Dental

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.

Practice Analysis – On-Site - \$3000 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. After her time with you, you will receive:

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

Practice Analysis – Remote - \$750

This option is perfect for the smaller practice looking for an alternative to our "on location" option. Penny will speak with you by phone and work remotely (by telephone, e-mail, and remote system log-in) with you and your team to get the necessary information for an analysis of your practice health. After evaluating the necessary reports, you'll receive:

- A report with a breakdown of your practice health in several key areas
- Specific steps for immediate improvement in the areas of most concern
- An action plan for improving overall profitability and efficiency
- A one hour follow-up phone call with Penny to review her findings and recommendations

Results Spreadsheets - \$395

In a tough economy, keeping a close eye on all of your numbers is more important than ever. With the Reed Limoli Group Results Spreadsheets™, all of this information is gathered and analyzed for you and at your fingertips. With about 15 minutes of your team member's time each day, all of the data you need to see whether you're collecting what you're producing, how those figures compare month-to-month, whether you're on track to meet your goals, and more is available and organized so that you can immediately see how profitable your practice is and pinpoint key areas for improvement.

With our comprehensive set of customized monitors, you'll receive:

- A set of weekly worksheets, that includes production by provider, collections, case acceptance percentages, hygiene forecast and production, team bonus, and a yearly summary, all seamlessly integrated into one convenient spreadsheet.
- A new patient results spreadsheet
- An order tracking worksheet
- Complete doctors' financials worksheets
- A delayed treatment results worksheet
- Complete customization of all worksheets with your practice name and providers' names
- One hour of telephone training to guide your team through installation and using the monitors
- Follow-up e-mail support, as needed, so you stay on track

Mystery Shop, DDS - \$149/Month

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 a clear, objective view of exactly how your team's customer service skills measure up!

With your monthly subscription, you'll receive:

- A report card that includes an overall grade of the caller's experience and an itemized detail of how your team performed on each of our 27 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

To learn more, visit our website, www.reedlimoli.com



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New Client Status	\$639 _____
Best Practices For A Tough Economy	\$165 _____
Comprehensive Fee Schedule Review	\$365 _____
Coding and Claim Submission Manual for 2009 / 2010 with current CDT codes.....	\$139 _____
Mastering the New Codes TeleSeminar Package	\$329 _____
Fee-For-Service Dentistry With A Managed-Care Component textbook	\$39 _____
Dental Insurance Today newsletter (1 year).....	\$89 _____
The Financial Agreement System (*additional \$12.95 shipping)	\$189* _____
PPO Plan Participation Analysis and Action Plan	Starting at \$775
Effective Documenting, Coding and Billing in the Dental Practice	Starting at \$625
Eliminating Fraud and Embezzlement in the Dental Office	Starting at \$995
Single Encounter—1 Hour session	\$250 _____
RLG 2010 Results Monitor Spreadsheets™	\$395 _____
RLG Mystery Shop, DDS®	\$149 _____
RLG Practice Analysis - On Site	\$3000 _____
RLG Practice Analysis - Remote	\$750 _____

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): _____



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.