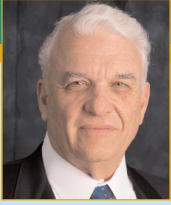


POL COMPASS

a newsletter for physician office labs from  **POLESTAR**



Mike's Corner

A Letter from the CEO

I, and everyone at POLESTAR, hope you find our new newsletter a good source of information for everything you want to know, need to know and may not know about physician office laboratories. The laboratory market is always dynamic and is currently undergoing another cycle of rapid change. Change often brings confusion and apprehension, but it can also mean new opportunity. We continue to believe in the value of an office-based lab for physician offices. We also know that labs must run like clockwork for that value to be realized. Test and results quality, patient satisfaction, physician satisfaction and profitability can all suffer if any part of the lab is misaligned. POLESTAR was founded with the goal of helping physicians operate labs that run smoothly and benefit the practice. In addition to providing you valuable information about the POL market, we will endeavor to

have this newsletter educate you more about the services you can find from our team. We continue to grow and expand our expertise. We hope that no matter what your needs are related to your POL, you will reach out to us and depend on POLESTAR to support you. Expect to see this newsletter quarterly. I welcome your feedback for suggested topics or comments on the articles we include. Write to me at mdunaway@polestarlabs.com. I wish continued success for you and the practice.

Michael Dunaway - Chief Executive Officer and Owner

DataPro™ Plus Next Generation Chemistry Analyzer Now Available



Potential for improved cost-efficiencies for physician practices

The DataPro™ Plus represents the next generation in state-of-the-art chemistry analyzers and was specifically designed to be the ideal instrument for office-based laboratories. The instrument's compact bench top design, easy-to-use interface and moderate price point make it a versatile and cost-effective option for office-based labs. It offers a throughput of up to 230 tests per hour, on-board reagent inventory management and unlimited storage capacity for patient and control data.

"With the availability of the DataPro™ Plus, physician office laboratories have a terrific option to improve the efficiency and cost effectiveness of their current lab," said Tim Hanahan, Distributor Sales Manager for POLESTAR. "The technological advancements of this instrument, coupled with its moderate price, can also help facilitate the shift to office-based testing for physician practices that have been reluctant to bring their chemistries in office."

Though the DataPro™ Plus is a great fit in a variety of different scenarios and office configurations, the ideal POL candidate for a DataPro™ Plus is an Internal Medicine or Family/General Practitioner group of three or more physicians. The group should be sending out or currently running a minimum of 200 chemistry tests per month and interested in using a high quality, easy to use, low maintenance analyzer while maximizing their reimbursement.

Contact Tim Hanahan at thana@polestarlabs.com
800.836.4848 x152

New white paper available.
Email us at whitepaper@polestarlabs.com to receive your copy of "The Check-Up Test for Your Lab"



Polestar Profile

Chuck Fabijanec, MT (ASCP) - Senior Vice President

Previously, Chuck was a bench technologist and co-chemistry supervisor for EIA and electrophoresis at Dakota Clinic in Fargo, ND. He attended Penn State University and holds a B.S. in Medical Technology from North Dakota State University.

WHAT: Chuck has been with POLESTAR for nearly 20 years, having joined on with Mediatech Diagnostic Systems prior to its acquisition and renaming to POLESTAR.

WHY? Chuck is an important member of the POLESTAR team as his relationships with key vendors enable him to source and identify

the best instruments and stay abreast of advancements in technology for POLESTAR customers.

“There are many instruments on the market. It is critical to match the POL needs to instrument capabilities or there can be an imbalance in revenue or testing services. Failure to critically analyze an instrument choice before purchase is one of the biggest mistakes a POL can make.”

CONTACT: cfabijanec@polestarlabs.com

REIMBURSEMENT DIRECTIONS

Each issue will feature news on the changing landscape of POL reimbursement.

POLESTAR announces a new addition to our Reimbursement Department: Kay Glassmeyer

With almost 20 years of experience in practice management and medical billing, Kay brings significant billing and reimbursement expertise to POLESTAR and our customers. Based in the Dallas/Fort Worth metropolitan area, Kay has spent the bulk of her career watching the many changes in commercial insurances in one of the most rapidly changing medical practice markets in the country. Gaining experience in negotiations and management as she went, Kay was

able to adapt to those changes and ensure the financial success of the clinics under her direction. Her experience includes Internal Medicine, as well as nursing home and home care settings. In her new role, Kay’s responsibilities include initial and ongoing training of laboratory billing procedures for our SMARTLab accounts. There are no additional charges to our customers, as her services are included in the Fee Per Test charges.

Are you getting all the reimbursement you should for your lab testing?

Often, small errors in coding and billing can lead to decreased reimbursement. The following steps are the must haves to ensure your office-based laboratory is getting the reimbursement you deserve.

Kay’s Top Ten List for Maximizing Reimbursement

1. Make sure front office always obtains updated insurance information from each patient and that updates are always given to the billing department.
2. Follow the local and National policies in regards to diagnosis codes.
3. Link correct diagnosis codes to the correct lab test.
4. Make sure that the diagnosis codes used are also in the patient’s office notes.
5. Use the proper Modifier Codes.
6. Verify that there are no double orders such as ordering two panels that include the same test.
7. Make sure to get an ABN if needed for a certain test.
8. Check for frequency limits.
9. Follow up on any rejected lab test. All rejected claims must be worked.
10. Remember that lab billing should be reimbursed 100% of the allowed amount if billing guidelines are followed.

CONTACT: kglassmeyer@polestarlabs.com

What’s new in testing?

Upgrade your Testosterone to a Testosterone Panel that includes the new validated, patent-pending calculation method for the determination of the free and bioavailable fractions of testosterone for your patients – in your lab – AVAILABLE NOW. Contact POLESTAR for more information and read about it in our next newsletter.