

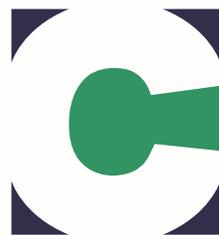


ClaimTek
Systems

Unlock Your Potential

How to Make Exceptional Income in the Medical & Dental Billing and Practice Management Business

With



ClaimTek[®]
Systems

Unlock Your Potential

***Learn about the Substantial Long-Term Income
Potential You can Generate Using the Wide Array
of Healthcare-Related Business & Services from ClaimTek***



Legal Notice

Various federal and state laws forbid all business opportunity companies from specifying a level of income that entrepreneurs can earn from the business they are selling. The rationale for these laws is simple: as with everything in life, there are no guarantees. Your potential success depends on many factors that we cannot predict nor control. Your income depends on factors like your level of effort, your prior business background and skills, the time you dedicate to starting your company, and your willingness to market your services aggressively. ClaimTek supports these regulations and we urge you, in fact, to be careful about blindly accepting unrealistic income projections from other medical billing business opportunities.

However, we recognize that not knowing your income potential makes planning difficult if you are considering starting a new business. We are providing this booklet in a good faith effort to give you an idea for how you can calculate your own income using models based on what medical billers we have worked with have been able to do to create their businesses. This report does not constitute a guaranteed assurance of income. It is provided as reference to help you explore this business opportunity. While we cannot guarantee that you will achieve any specific level of income, testimonials of successful ClaimTek clients and industry averages in the medical billing field suggest that a knowledgeable and committed medical billing business has the potential to earn significant income working either part-time or full time.

Your ultimate income depends on a variety of factors, e.g., the number of clients secured, the number and frequency of claims submitted by each client, and the amount that you decide to charge for your billing services. Such factors are determined through your marketing efforts and acumen in running your business. ClaimTek provides you with the tools –high quality professional software, comprehensive one-on-one training, first-class marketing materials, and extensive support – to help you succeed, but ultimately, your financial results are primarily a function of your efforts, just as they would be when investing in any business opportunity.

****NOTICE FOR ACTIVE CLAIMTEK LICENSEES: This document is for informational purposes only. Active ClaimTek licensees should not use this document as a pricing guide when proposing services to potential clients since pricing is subject to change. Please refer to the materials sent in your business package and contact ClaimTek support for help with pricing proposals.**

***HOW MUCH INCOME CAN A
MEDICAL BILLING BUSINESS GENERATE?
LOTS!***

If you're starting a business, it's only natural that you want to know how much income you can earn and where the money comes from. This booklet aims to provide answers to these questions for those people who are thinking about starting a Medical & Dental Billing business.

At ClaimTek, we take YOUR success seriously. We help each of our licensees achieve their greatest success. We have worked with hundreds of entrepreneurs who have used our programs to become medical billing professionals with serious income generating businesses. We understand the economics of the healthcare & insurance industries inside and out—and we know how people can become highly successful when they build a truly professional medical billing business that offers a variety of services to doctors and other medical professionals.

ClaimTek is the only company that offers you the ability to have multiple viable income streams from your clients. We turn your business into a solid one-stop solution center for health care providers. We set you up to provide more than a dozen lucrative services to your clients, each one generating monthly fees, commissions, or residual income streams for you. Several of these are services you can offer to any business, not just to health care providers and dentists.

ClaimTek Provides Several Entry Ways into the Doctor's Office so you Can Build a Long-Term Relationship Using Multiple Viable & Lucrative Services

Our wide array of impressive services you can offer your clients puts you ahead of the competition because, like most professionals, doctors generally prefer to deal with businesses that provide comprehensive solutions to satisfy all of their business needs.



You can approach doctors to offer them all your medical billing & practice management services. Even if they don't contract with you immediately, you have more than a dozen other services to offer that can help you build a long-term relationship and can lead to more and more business with them later. Our diversity of business programs helps you establish credibility as a professional medical billing

service right from the start. Every element from software to marketing, training and support has been crafted to give you a decisive competitive edge.

**WHAT KIND OF INCOME CAN YOU GENERATE
IN YOUR FIRST TWO YEARS?**

In this document, we will walk you through estimates for your first two years of operation, showing you how to estimate both gross and net income for all 16 products and services as you first start your business. At the end of the document, we will also show you the kind of income you can earn after 5 years in business, when you are fully ramped up and are operating a long-term, established billing company.

The scenarios below are very reasonable and realistic for someone who is serious about entering this industry. In fact, we have even taken a conservative approach with these numbers so as not to mislead. These estimates are based on you working alone in year 1 and hiring an assistant in year 2 so you can continue to grow your business.

	Service	Net income Year 1	Net income Year 2
1 & 2	Medical Billing & Advanced Practice Management Services for Current Claims – Medical & Dental	\$49,950	\$604,800
3	Medical Billing Services to Follow-up on Past Unpaid Claims	\$12,000	\$48,000
4	Collection Services	\$1,000	\$6,000
5	Electronic Fund Transfer	\$620	\$2,480
6	Well-Care Services	\$2,700	\$18,900
7	Document Management	\$3,000	\$11,480
8	Physician Credentialing	\$750	\$1,500
9	MD Audit Shield	\$500	\$3,000
10	CodeMaxx	\$1,200	\$6,000
11	Transcription Services	\$1,680	\$7,840
12	Remote Backup Service	\$500	\$1,300
13	Reseller of PMS	\$22,020	\$37,030
14	EHR Manager Software Sales	\$3,600	\$14,400
15	Custom Wellness Program	\$3,000	\$15,000
16	Patient Assessment Services	\$900	\$5,400
	TOTAL NET INCOME	\$103,420.00	\$783,130.00

1 & 2. Medical Billing & Practice Management Services

The Service

We consider Medical & Dental Billing and Practice Management to be the core of your business—clearly where most of your income will come from if you follow the business model we train you to follow. As a medical billing professional, you take care of the insurance claims for medical doctors of all kinds, dentists, chiropractors, psychologists, and medical equipment suppliers. This involves processing the claims on behalf of your client and recording the receivables. You can also send out patient statements and record their payments, and even provide practice management consulting to your clients.

On our website, we provide two calculators—a Quick Calculator and a Detailed Calculator—to estimate how much income you can earn from just the medical billing side of your business. In this projection, we will show you how to use the Detailed Calculator because it allows you to estimate what gross and net income could be earned over many years. These projections take into account both income and expenses, so that you can get a more complete picture of your cash flow and profit. You can find the Detailed Calculator here:

<http://www.claimtek.com/Potential/DetailedIncomeProjection.aspx>

Service pricing method [choose one]:	<input checked="" type="radio"/> Percentage	<input type="radio"/> Flat Fee				Help
Years to reach your goal:	2					
	Q1	Q2	Q3	Q4	Goal	Help
Projected Revenue						
Number of doctors:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Help
Average monthly claims per doctor:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Help
Percent charged:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Help
Average claim value:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Help
Projected Monthly Gross Income:						Help
Projected Expenses						
Marketing expense per month:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Help
Administrative expense per month:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Help
Clearinghouse expense per month:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Help
Projected Monthly Total Expenses:						Help
Totals						
Projected monthly net income:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Help
Projected quarterly cash flow:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Help
Projected yearly income:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Help
						Reset

Income Calculation for Medical & Dental Billing Activities

Let's use the calculator to project the type of income you can earn from all your billing activities. Follow these steps:

1. Select a service pricing method

In a billing service, you can charge a percentage of claims collected or a per claim flat fee from \$2 to \$10/per claim. In our calculation we will use the percentage method because it usually pays off better than the flat fee.

Service pricing method [choose one]: Percentage Flat Fee

2. Indicate how many years to reach your goal

We want to look at your income over 2 years, so choose 2 from the pull-down menu. You can also use the calculator to project income over as much as 10 years.

Years to reach your goal:

PROJECTED REVENUES

3. Indicate how many doctors you will have.

A medical biller working alone can usually handle at least 5-10 doctors, with each doctor averaging about 440 claims per month. While it takes longer to process a claim when you first start out due to the learning curve and the need to input data for new patients, it literally takes only 10 seconds to process a claim once you have experience and you are processing claims for a patient already in your database. In addition, if you use ClaimTek's Electronic Remittance Advice, recording A/R (accounts receivable) is almost entirely automatic, hardly taking any time.

In this calculation, we are being quite conservative—estimating that you will not have a doctor client in Q1, then 1 doctor in Q2, 3 doctors in Q3, 4 doctors in Q4 –and by the end of your second year, you will grow to 10 doctors. This projection is very reasonable for a medical biller who is serious about building a thriving business.

Number of doctors:

4. Indicate the average monthly claims per doctor:

Many doctors see 20 to 30 patients per day, generating 20 to 30 claims (one for each patient visit). Chiropractors may see more patients per day, while specialists may see fewer. We will use an average of just 20 per day. A practice that is open 22 days per month would generate 440 claims per month. But some practices have many more, and some have less.

To be conservative, we have estimated 300 claims per month in Q2, 350 claims per month in Q3, 350 claims per month in Q4 and 440 claims as the average per month for all of Year 2. This means that by Year 2, you are processing 4400 claims per month.

Average monthly claims per doctor:	0	300	350	350	440
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5. Indicate the percentage you charge your clients

The percentage method of charging for your services may range from 3% to 12% of all fees you collect from both insurance companies and directly from patients, with an average of 6% to 8%. Here we are conservatively estimating 5% for Q2, a modest 6% for Q3 and Q4, and in Year 2, an average of 7% given that you will have some doctors at 5% or 6%, and others at 8% or higher. The law of averages suggests that 7% is reasonable as the average for 10 doctors.

Percent charged:	0	5	6	6	7
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6. Indicate the average dollar amount of each claim

The dollar amount per claim collected varies a great deal, depending on the medical specialty, the number of services performed, approved insurance rates, and other factors. In general, doctors average from \$50 to \$300 per claim from the insurer and patient. Some claims can reach as high as \$1000 or \$5000 if you are billing for specialists. We will use a conservative average of just \$125 per claim in Q2, Q3, and Q4, rising to \$175 per claim in Year 2 given that with 10 doctors some will have higher average per claim amounts, other doctors lower. A reasonable average is \$175 per claim.

Average claim value:	0	125	125	125	175
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7. Gross Monthly Income Calculation

The calculator shows your average gross **monthly** income for each month in that quarter and in Year 2. Here, you can see that you have zero income in the first quarter because you had no doctors. Then your average gross monthly income increases in each quarter of Year 1, until Year 2 where the calculator estimates your average gross monthly income is \$53,900 per month! This is a real number! Remember you are processing over 4400 claims per month with an average value of \$175 and you charge 7% of all collectibles.

Projected Monthly Gross Income:	0	\$1,875	\$7,875	\$10,500	\$53,900
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PROJECTED EXPENSES

8. Indicate your monthly marketing expenses.

Your marketing expenses can go as high as you want them to, but when you work with ClaimTek, we save you thousands of dollars in marketing. That's why we provide you with many print and digital marketing items, including many types of brochures, flyers, postcards, presentation materials, a website, and more.

For this calculation, we use just \$500 as your average monthly marketing expense for the entire two years. This covers items such as online leads, advertising, joining associations for networking, and giveaway premiums that you might do on your own. Projecting \$500 per month is very aggressive given that ClaimTek already supplies you with hundreds or thousands of marketing items.

Marketing expense per month:	500	500	500	500	500
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9. Indicate your administrative expense

Administrative expenses include your business and cell phones, internet connection, office supplies, answering service if you use one, and other general office expenses. At the start of your business, you will have very few admin expenses, so we estimate only \$300 per month. If you grow your business to 10 doctors as projected in Year 2, you will want to hire an assistant one or two days per week to help you process all the claims (4400 per month). This means salary, payroll taxes, and so on. We've included \$2500 per month in Year 2 to cover this employee expense.

Administrative expense per month:	300	300	300	300	2500
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10. Indicate the clearinghouse expense

Clearinghouses vary. Some are free, some charge \$20, some \$100, and some \$50. We prefer a reliable clearinghouse at about \$50/month per doctor. We therefore are using \$50 per month per doctor in Year 1, so \$50 per month in Q2, \$150 for 3 doctors in Q3, and \$200 in Q4 for 4 doctors. In Year 2, you have \$500 per month to account for 10 doctors.

Clearinghouse expense per month:	0	50	150	200	500
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11. Calculate total monthly expenses.

The detailed calculator does the work for you, showing your estimated average monthly expense for each month in that quarter and the average monthly expense in Year 2.

Projected Monthly Total Expenses:	\$800	\$850	\$950	\$1,000	\$3,500
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TOTALS

12. Calculate Projected Net Monthly Income

The calculator puts all the numbers together in this section. Here you can see your NET monthly income, which is equal to "Gross Monthly Income -- minus Monthly Expenses." As you can see, in Q1, you have a loss of \$800 each month because you have no clients. But in the remaining quarters of Year 1, your net income increases and in Year 2, it reaches \$50,400 per month as your average. That's right! With 10 doctors and processing 4400 claims per month, and even with an assistant to help you 1 or 2 days per week, you can make \$50,400 per month in Year 2.

Projected monthly net income:	(\$800)	\$1,025	\$6,925	\$9,500	\$50,400
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13. Calculate Projected Quarterly Cash Flow (Net)

This total shows your *accumulated* cash flow on a quarterly basis. Your cash flow is the sum of your NET monthly incomes added together for each quarter. As you can see, the \$2,400 loss in Q1 goes positive in Q2, as your income of \$1,025 per month compensates for the former loss. Then in Q3, your cash flow rises to \$21,450, and by the end of the year 1, you have accumulated \$49,950. This amount is the same as your annual income in Year 1 because it reflects how much cash you have generated over the course of Year 1.

Projected quarterly cash flow:	(\$2,400)	\$675	\$21,450	\$49,950	
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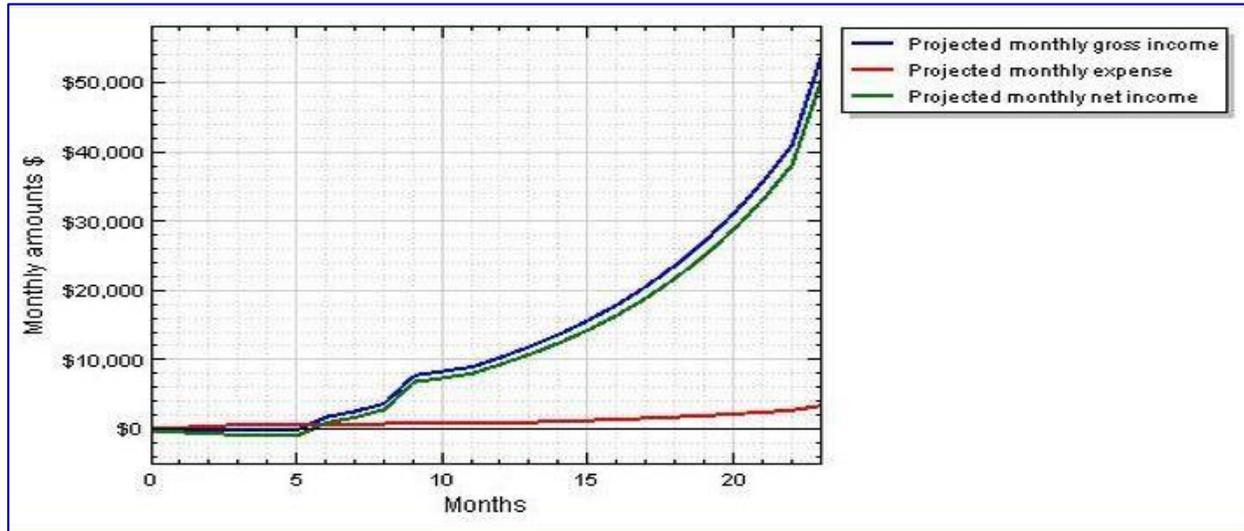
14. Calculate Projected Yearly Income (Net)

The calculator now projects your total NET annual income in Year 1 and your annual income for Year 2. As you can see, in Year 1, you make \$49,950. It took time to build up your business, but it has paid off. The rewards truly happen in Year 2 as your reputation spreads and you get new business, going from 4 doctors to 10. Now you are processing 4400 claims per month, taking an average of 7% of all collections you get from insurance companies and patients. Your annual income is \$604,800. It seems unbelievable, but it is not if you are working hard and building your business with a goal of 10 doctors.

Projected yearly income:				\$49,950	\$604,800
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15. Graph of Your Results

The Detailed Calculator also graphs your monthly income and expenses, as shown below for this example. Notice how your expenses remain steady throughout all of Year 1 and go up only a slight amount in Year 2 (to account for the assistant). Meanwhile, see how your income skyrockets in Year 2 as you build your practice and add more doctors.



3. Medical Billing Follow-Up on Past Due Claims

The Business

The income projection we just completed above is based on doing insurance billing for *current* claims that your doctor-clients have. But the fact is, when you first get a client, you will see that they often have hundreds of unpaid *past* claims that no one has followed up on. It is not uncommon for doctors to have \$50,000 to \$300,000 in uncollected claims. They don't have the staff or time to go back to insurance companies to try to collect. For patients who have not paid, doctors are sometimes reluctant to hire a collection agency that charges 30% as it might alienate the patients.

ClaimTek teaches you to pursue this opportunity, offering your doctor clients your services to pursue *past unpaid claims*. You can charge 12% to 25% to handle such claims because they take far more effort to pursue than a current insurance claim or patient follow-up.

Income Calculation for Following-up on Past Claims

Let's say you have 4 doctors by the end of Year 1 and 10 doctors by the end of Year 2 as we used in the calculation above. Again, we will be conservative and say that among the 4 doctors in Year 1, they collectively had \$100,000 in uncollected claims. Among the 10 doctors you have in Year 2, they collectively have \$400,000 in outstanding claims. You will seek to collect on all these amounts and you will charge the doctors 20%. To be conservative, let's say that you successfully collect only 60% of all uncollected amounts.

	Uncollected Amounts among all your clients	You collect 60% of those amounts	Your Fee	Income for You
Year 1	\$100,000	\$60,000	20%	\$12,000
Year 2	\$400,000	\$240,000	20%	\$48,000

CLAIMTEK'S VARIETY OF PRODUCTS AND SERVICES HELP YOU "GET YOUR FOOT IN THE DOOR" WITH PROSPECTIVE CLIENTS TO BUILD SOLID LONG-TERM RELATIONSHIPS

As you read through the remaining income projections, keep in mind that each service gives you another opportunity to engage with any doctor's office by having a wide variety of services to offer. This gives you the flexibility to respond to any need a practice may have. Rather than feeling the pressure to sell your billing service or nothing, you can ask questions, listen closely, and assess how any of your 16 services can help the practice. You can build a relationship with the doctor for the long-term. Even if they do not need medical billing services now, you might find they need one of your other services—and that sale is what can eventually lead you to win their medical billing business down the road. Keep in mind also that all remaining services can be sold to any doctor and in some cases to many non-medical businesses as well, including small companies, retail stores, and others.

4. Collection Services

The Service

While most claims get paid within a few weeks, a percentage of claims always remain unpaid. As a billing service working on current claims, you will file tracers or make phone calls to the insurance companies but, unfortunately, some still remain uncollected for months. Since your billing service is not set up as collection agency to deal with these unpaid accounts, your client, the doctor, is usually faced with two difficult choices: They can either write off the unpaid accounts or they can refer them to a hard-core collection agency, in which case they lose 30 to 50 percent of the value of the claim as the fee and ruin their relationship with the patient.

ClaimTek's online "soft" collection service is a solution you can provide your clients! Our collections program handles both insurance companies and patients. It is designed to help you generate additional revenue for your business. It works as follows:

1. The insurance industry is very highly regulated. Virtually all states have legislation in place requiring insurance companies to pay or deny claims within 30, 45 or 60 days. Yet, billions of dollars in claims are not paid or are denied even within these legal requirements. There are three beneficial types of "insurance resolutions" that our program ultimately achieves so you can get money back for your doctor-client.

- Cash -- payment for the claim
- Denial from the payer -- allows the provider to bill secondary insurance, rebill the primary with different coding or information, or convert to self-pay
- Response from the payer that no claim is on file -- allows the provider to resubmit the claim

The point to all of these is to prevent NOTHING from happening. The lack of a response is what causes a problem because you cannot rebill or reprocess the claim.

2. Upon receipt of a collections letter, the payer is put on notice legally and forced to deny or pay within 30 days—or they lose the right to dispute it.

3. Our collection system is responsive when you need it. Only the patient's name, address, date of discharge or last payment and the amount owed are needed to assign the account for collection. For claim recovery from insurance companies, you can include up to five dates of service. You simply input incidents into the online portal, one at a time on a short form.

4. When an incident is entered, it sets off a series of three to five demand letters that are sent by our collection service, one at a time. The letters are increasingly aggressive and staggered 7 to 15 days apart. The letters advise debtors to contact you or the doctor's office directly to discuss the account or arrange payment immediately. As your debtors respond with agreements and payments, the collection efforts may be suspended or canceled as you wish. As payments are received they are entered into the system.

Income Calculation for Collection Services

You can approach any doctor with this service. It's the perfect entry point to get a doctor to hire your company to help on past due accounts.

You can charge doctors \$14.95 per collections incident (each incident is a mailing of 3-5 letters to the delinquent party). As a ClaimTek client, your cost is only \$6.95 per incident, so you make \$8.00 per incident. There is a one-time enrollment fee of \$1,995 *which is waived for ClaimTek's Preferred & Director program members.*

Let's say you sign up 1 doctor for six months of Year 1 with just 25 incidents per month. Then in Year 2, you sign up 5 doctors for 6 months, each with 25 incidents per month. These are conservative estimates, as it is possible that a single doctor can have up to 100 incidents or more that they want you to perform collections on.

	# of doctors	# of months	# of incidents per month	Total incidents over 6 months	Total Profit @ \$8.00 per incident
Year 1	1	6	25	125	\$1,000
Year 2	5	6	25	750	\$6,000

5. Electronic Fund Transfer - EFT

The Service

Electronic Fund Transfer is the fastest way for doctors to get paid from their patients. EFT makes more sense than sending out statements and then waiting months for patients to finally pay them. Instead, doctors simply ask their patients to sign an agreement that their payments will be sent directly from their own bank account.

ClaimTek supplies you with EFT software and Automated Clearing House (ACH) processing to process automatic deductions from a patient's checking or savings account. These automatic deductions are pre-authorized for a specific amount and specific day of the month. The funds are then electronically deposited into the doctors' account. For the patient, it's a monthly bill that he or she can budget for, knowing they are staying on top of their bills. For the doctor, it's a steady revenue stream of formerly uncollected payments.

You can also offer credit card processing services to doctors to reduce their merchant fees on co-pays and patient balance payments. Our payment processing partner can save the doctor money while you keep 20% of the payment processing fees!

Note: EFT is not limited just to doctors. You can sell this service to many types of businesses. Good candidates are "membership" type business or any business with monthly billing cycles (i.e.: Fitness clubs, rental companies, tanning centers, security alarm companies, storage companies, pest control...etc.).

You can charge \$1.50 to \$2.00 per EFT transaction. The cost per EFT transaction is only 45 cents, and it goes down to 23 cents per transaction with greater numbers.

Income Calculation for EFT

Let's say you sign up 1 doctor in Year 1 for EFT for 100 of his or her patients, and a total of 4 doctors in Year 2, each with 100 patients. Each patient has an average EFT period of 4 months before they pay off their claim. You charge \$2.00 per EFT transaction, less your cost of \$0.45, which equals \$1.55 profit per transaction.

	# of doctors	Total # of patients	months for EFT transactions	Total EFT transactions	Total Profit @ \$1.55 per transaction*
Year 1	1	100	4	400	\$620
Year 2	4	400	4	1600	\$2,480

* There is a monthly fee of \$25 which is waived if your transactions total more than \$25 in that month.

6. Well Care Services

The Service

For medical professionals to maintain their role as the most trusted source of health care information and service, they must take a proactive patient stance using what is known as "well-care outreach services." Unfortunately, most doctors do not have the staff, management time, or training necessary for an effective well-care program.

ClaimTek helps you fill this serious gap by setting you up to sell an effective well-care service program to doctors, even if they don't use your medical billing service. Your service provides a customized connection to each patient, consisting of letters and postcards and emails. This program is simple yet very effective. Our software program that you use, MedOffice, can generate reports for patient birthdays, patient recalls, patient appointments...etc. Your job is to send out materials on time to the patients as needed.

The program is appealing to physicians because it provides these benefits:

- Promotes and maintains patient relationships
- Keeps office staff focused on helping care for current patients
- Builds the medical practice and increases profits
- Complements any existing customer care programs
- Pays for itself as patients respond to the program
- Gives the doctor more time to be a doctor

Income Calculation for Well-Care Services

Let's say you sign up 1 doctor for this service in Year 1 for 6 months and 3 doctors in Year 2 for 8 months. The doctor in Year 1 continues during Year 2. The average fee you can charge is about \$2.00 per patient per month, with a profit of about \$1.50 after postage and supplies. Doctors have literally thousands of patients in their databases if they have been in business for many years, but let's assume conservatively that each doctor gives you a list of just 200 patients each month to mail (birthday greeting, appointment reminder, etc.).

	# of Doctors	# of patients per doctor	Total # mailings per month	# of months	Total # of mailings	Profit per mailing	Yearly Total
Year 1	1	300	300	6	1,800	\$1.50	\$2,700
Year 2	1 continuing	300	300	12	3,600	\$1.50	\$5,400
Year 2	3 new	300	900	8	7,200	\$1.50	\$10,800
Total year 2							\$18,900

7. Digistore: Document Management Services

The Business

Document management is now big business! The limitations and disadvantages of paper records are increasingly obvious and giving way to electronic records. Filing paper docs, finding them when patients come in, re-filing them constantly, finding lost records, and paying to store them are all good reasons why electronic records are the obvious choice.

Our Digistore Services enables medical offices to convert their paper medical records to digital media. As a billing service, you sell the service to your clients and go in to scan and store the records. You can charge about 10 cents per scanned sheet of paper. You can scan all the past paper records for that doctor's office and then put the scanned images on DVDs so that your doctors can store them easily.

If your doctor wants the scanned images in a usable database where they can pull up records on demand, you can sign them up with our site at Digistoreservices.com. You charge \$69.95 per month and your cost is only \$29.95 per month, so you make a \$40 / month profit. In addition, you can come in regularly, such as once a week or once a month, and scan all new paper documents and convert them to DVDs or to the usable database.

Scanning & Document Management services can be sold to many other types of professional businesses like attorneys, real estate agencies, accountants, and others that generate a lot of paper documents.

Income Calculation for Document Management Services

In general, digitizing a medical office's records for the first time takes between 1 to 5 days to do and costs 10 cents per document scan. Many experienced doctors have upwards of 5,000 patient folders with 10 documents per folder; that equals 50,000 documents to scan X 10 cents = \$5,000 fee for you. Thereafter, the doctor may want you to come in regularly to scan many additional types of paper documents, not just patient records, each month. You can charge a regular monthly visit based on time, such as ½ day for \$500.

Let's say you sign up 1 doctor in Year 1 for digitizing their medical records and 1 other client in Year 2 (could be a doctor or another type of business that needs document scanning). The first doctor spends \$3,000 and the Year 2 client spends \$5,000. The first doctor continues into the 2nd year and purchases once-a-month scanning service from you for \$500 with cloud storage at monthly rate of \$69.95, a \$40 profit/month profit for you.

	# of Doctors	Fee for one-time scanning	Ongoing scanning fee \$500 month X 12	Profit from ongoing cloud service storage	Income for You	Yearly Total
Year 1	1 new doctor	\$3,000			\$3,000	\$3,000

Year 2	1 continuing		\$6000	\$40/month X 12 = \$480	\$6,480	\$11,480
Year 2	1 new doctor	\$5,000	\$5,000		\$5,000	

8. Physician Credentialing Services

The Business

Every insurance company requires doctors to be credentialed (registered with them) to become in-network. Healthcare providers can be confused or too busy to do all this credentialing and it takes hours and hours over the course of weeks or months to complete the credentialing process with each insurance company. Help doctors get this important task done right.

ClaimTek has the resources and experience to help you get this process done for your clients in a timely manner. Whether credentialing is being done for a large number of insurance companies or just one, doctors simply need to fill out one application – and then leave the work to us! Our staff of professionals handles every detail for you.

- We contact you weekly to update you on the progress until the entire process is completed.
- We provide you with written reports with our updates.
- We track all applications submitted and maintain accurate records.
- We guarantee complete security, confidentiality, and accuracy.

As a ClaimTek licensee, you'll be able to provide credentialing services and make extra money with each sign up. The cost for ClaimTek to do credentialing is \$300 for the first insurance company, per provider and then \$200 for each additional insurance company. We recommend that you markup the ClaimTek price and charge the doctor an additional \$75 - \$100 per insurance company to generate your profit.

Income Calculation for Credentialing Services

Let's say you sign up one doctor for credentialing in Year 1 and two doctors in Year 2, and each doctor credentials with 10 insurance companies. You markup each insurance company \$75, so your profit for each sale is \$750 (\$75 markup X 10 insurance companies).

	Clients for Credentialing	Profit per sale	Income for You
Year 1	1	\$750	\$750
Year 2	2	\$750	\$1,500

9. MD Audit Shield

The Service

The U.S. government has put in place a new process by which medical offices will be audited using outside companies called Recovery Audit Contractors (RAC). Their job is to contact health care facilities that bill Medicare and arrange to audit their claims to verify that they conform to Medicare rules regarding diagnoses and procedures, and that no claims are fraudulent or have been overpaid.

As a ClaimTek licensee, you can help medical offices prepare for such audits, should they occur. ClaimTek will do the necessary preparatory work that prepares the office for the audit. Our specialized coders will review the medical office's codes, spot check past claims to ensure Medicare compliance, and provide the medical office with a formal report on their audit preparation. For each audit preparation you set up, you will earn a sizeable fee. No other work is required on your part, just set up the audit preparation appointment.

Your cost for each client is only \$1,495. You can charge a single doctor \$1,995 to \$3,495 to do an audit. For a larger clinic, you can charge upwards of \$5,000 on which you make a commission of about 25%. Keep in mind that ClaimTek performs the audit service on your behalf. You simply broker the deal and reap the substantial markup. In reality, your price to do the audit for the doctor or clinic is very reasonable compared to most services that charge between \$3,000 and \$7,000 to do Audit Shields for doctors.

Income Calculation for Audit Shield Services

Let's say you sign up 1 doctor in Year 1 for audit shield @ \$500 commission and five doctors in Year 2. These are conservative estimates as Medicare is clamping down on doctors and doing many more audits.

	Clients for Audits	Profit per sale	Income for You
Year 1	1	\$500	\$500
Year 2	4 doctors + 1 clinic	\$500 / \$1000	\$3,000

10. CodeMaxx

The Service

Coding can be one of the most challenging aspects of the busy mid- to large-size medical practice. As a ClaimTek licensee, we set you up to offer such busy clinics a low cost and straightforward solution to their coding problems—CodeMAXX.

CodeMAXX helps medical offices boost their confidence in accurate coding, a critical need in today's environment in which all medical offices that do billing to Medicare are subject to audits. The application is simple to set up, customizable for multiple levels of access, and it tracks the coder's productivity. After scanning each medical chart, the data is captured and sent to our coders who process it for submission to a verification system.

As a ClaimTek licensee, you can sell this service to your medical providers with a portion of the profit reserved for you. This is yet an additional business that ClaimTek assists you in creating with your medical billing business.

Charge per doctor varies on several factors. CodeMaxx is an ongoing service. If the doctor wishes that you check their coding on a daily basis, we'll need to assess the volume. You'll be making around \$100 residual per month.

One advantage of selling CodeMaxx to a practice is that if you are helping them with this, it is very likely they will want to use you as their billing service.

Income Calculation for CodeMaxx

Let's say you sign up 1 doctor in Year 1 for CodeMaxx and 3 new doctors in Year 2 with the first doctor from Year 1 continuing all the way through Year 2. The average commission for the CodeMaxx service is about \$200 per month in ongoing residuals.

	# of Doctors	# of months	Total # of monthly billings	Commission per month	Income for You	Yearly Total
Year 1	1	6	6	\$200	\$1,200	\$1,200
Year 2	1 continuing	12	12	\$200	\$2,400	\$6,000
Year 2	3 new doctors	6	18	\$200	\$3,600	

11. Transcription Services

The Business

As a ClaimTek licensee, you can provide medical transcription services to many types of health care providers---individual physicians, nursing homes, and hospitals. Our transcription process is secure and provides the best service while minimizing costs. You'll be able to provide many types of transcription services for medical specialties:

- Emergency room transcription
- Acute care transcription
- Admission note transcription
- Surgical report transcription
- H&P transcription
- Discharge summary transcription

Our transcriptionists create many different kinds of standard medical reports:

- Progress reports
- Physical examination reports
- Pathology reports
- Radiology reports
- Autopsy reports
- Labor and delivery reports
- Consultation reports

When a doctor is ready to sign up, you contact ClaimTek to activate the account. We provide an 800 number for the doctor to call and dictate reports. The information is transcribed and emailed back to the doctor's office or coding department within 24 hours. Where the transcribed information is sent depends on whether the doctor is handling coding in office, or if they are using our CodeMaxx service. After the information is coded, the codes are sent to the biller, who can process the claims. Transcription costs doctors 12 -16 cents per line, but your cost as a ClaimTek licensee is only 6 - 7.5 cents per line so your profit can be 6 -10 cents per line. If a doctor dictates 20 reports a day, each one 10 to 20 lines, that averages \$10 to \$20/per day per doctor in commissions for you, \$200 to \$400 per month!

Income Calculation for Transcription Services

To be conservative, assume you sign up just 1 doctor in Year 1 for transcription for 6 months and 2 more doctors in Year 2 for 8 months of transcription. Also, let's use a conservative estimate that your commission averages just \$280 per doctor per month.

	# of Doctors	# of months	Total # of monthly billings	Commission per month	Income for You	Yearly Total
Year 1	1 new doctor	6	6	\$280	\$1,680	\$1,680
Year 2	1 continuing	12	12	\$280	\$3,360	\$7,840
Year 2	2 new doctors	8	16	\$280	\$4,480	

12. Remote Backup Services

The Business

The last thing any business wants to hear is, "My hard drive crashed, and I lost all my data!" ClaimTek's remote backup service allows you to sell protection to your clients at a very reasonable rate ---and make a profit. They benefit and so do you.

Your cost for our Remote Backup Service is \$89 per year for 1 GB of compressed space. However, as a ClaimTek customer you'll enjoy great discounts and you can resell this for \$149 to \$249 per year. There is a one-time start-up fee of \$1,495, but it is waived for ClaimTek's Preferred and Director's program clients.

Remember: This service can be any type of business, not just doctors!

Income Calculation for Remote Backup Services

Let's say you sign up 5 new clients (not just doctors) in Year 1 for \$189 per year and 10 new clients by the end of the Year 2 at \$189 per year. Out of the 5 clients in Year 1, three of them continue with your service. This is a very competitive price relative to cloud storage fees from other companies or purchasing a piece of hardware for backups.

	# of Clients	Yearly Fee	Cost	Profit per client	Income for You	Yearly Total
Year 1	5 new clients	\$189	\$89	\$100	\$500	\$500
Year 2	3 continuing clients	\$189	\$89	\$100	\$300	\$1,300
Year 2	10 new clients	\$189	\$89	\$100	\$1,000	

13. Reselling Practice Management Software: MedOffice® and DentOffice®

The Service

Reselling software and hardware are a highly viable business opportunity. From the minute you engage with a doctor's office, you have the chance to help them with just about any of their software and hardware needs, as well as training on how to use the software and hardware. This is also a great way to get in the door to eventually sell a doctor on your medical billing services, even if they don't hire you immediately. We also set you up to sell clearinghouse services, on which you make a residual income.

Software

Some doctors may not want to hire you immediately, preferring to do their billing in-house. But they know their practice management software is inefficient, old fashioned, or difficult to use. ClaimTek sets you up to resell our leading-edge practice management software, MedOffice, to solve their problem. Once doctors see the user-interface and variety of professional features MedOffice offers them, they will give you a chance to bid on their business. Compared to the other leading medical practice management software products, MedOffice comes out far ahead in design, usability, power, and features. No other medical practice management has the variety of features and benefits that a doctor's office needs, from patient scheduling to claims management to graphic charting to help doctors track their income and measure their practice's performance.

And another advantage is, if they buy MedOffice from you, they will be using the same software as you in your practice. So, if they eventually become interested in outsourcing their billing, you will be their best candidate because you already have compatible systems. The transition to outsourcing their billing will be lightning fast, as you can import their patient database and billing history with no glitches or need for manual work.

Training

Being a reseller can be very lucrative, given that today's typical on-site or remote training session leader can charge between \$75 and \$125 per hour.

Hardware

ClaimTek shows you how to buy hardware (computers, scanners, fax machines) wholesale to resell to your clients. We will train you how to bid for accounts and how to price your training and support services.

Clearinghouse Services

In addition, you can also earn commissions from some clearinghouses as a ClaimTek reseller! When you sell software to a clinic, you can start earning residual income per month when the doctor's office uses the clearinghouse to file their electronic claims.

See Example of a Sale Next...

Example of a Sale

Here's an example of the income you can earn from the sale of MedOffice software, six hours of training for the doctor's office staff, and an annual support contract to a small medical office:

MedOffice 5-user version retail price =	\$4,995.00	
Wholesale Price as a ClaimTek VAR with our Director package =	<u>\$2,497.00</u>	
	Profit from software sale =	\$2,498

Training: Six Hours (Minimum) at \$120 per hour (or if you want ClaimTek to do the training for you, you will make 20% of the contract fee).	\$720
Annual Support Contract	\$1,295
TOTAL PROFIT	\$4,513

You can also sell our other higher end user versions of MedOffice such as the 8,10 or 20 user versions. And you can sell other hardware, such as the driver license swipe reader, credit card module, and/or EHR Manager software. Just one sale per month can be lucrative and can strengthen your presence as a credible business.

Double Your Profit on Sales of MedOffice

With our Preferred or Director programs, you receive valuable inventory to sell right from the start at 100% profit. That's because we include 5 licensed copies of MedOffice's 5-User Version (value of \$4,995 each x 5 = \$24,975 in inventory value) that you can resell right away at 100% profit since it had no additional cost to you. Once you sell your inventory, you can purchase additional MedOffice software from us for resale at the VAR discounted price and re-sell at retail price.

14. Electronic Medical Records Software Sales: Certified EMR/ EHR

The Service

ClaimTek has a fully certified and customizable Electronic Health Records (EHR) system, EHR Manager.

EHR Manager makes the entire process of patient record keeping easier and more accurate, comprehensive, and efficient. With EHR Manager, the entire process from patient scheduling to insurance billing to monthly reporting is streamlined. The software stores the patient information on the cloud and each patient's complete history is available instantly, including digitized copies of x-rays, lab results, prescriptions ordered and other necessary medical data. Physicians can use their desktop, laptop, or tablet to navigate through their patient charts and record notes.

EHR Manager is integrated with MedOffice to automate transferring diagnosis and procedural codes, and to facilitate the billing process after each patient visit.

As with every service you can offer with ClaimTek, EHR Manager software opens a huge market for your billing service to enter. Remember that you can sell EHR Manager to any doctor, not just those for whom you are doing billing.

Even if a doctor does not hire you to do their medical billing, you can still make a lucrative sale of EHR Manager. The retail price you charge each doctor to use EHR Manager is

\$399/month. Your re-seller cost as a VAR is only \$99/month per doctor, so the profit you make is \$300/month per doctor!

Income Calculation for EHR Manager

As a conservative estimate, let's say you sell EHR Manager to two doctors for six months in Year 1 and have 6 sales in Year 2.

	Sales	Profit per sale	Income for You
Year 1	2 doctors for 6 months	\$1,800	\$3,600
Year 2	4 doctors all year	\$3,600	\$14,400

Income Calculation for Reseller Services

Let's say you sell 2 of your MedOffice packages in Year 1 + training and support packages. You also make 4 additional sales of hardware/software in Year 1. Then in Year 2, you make 3 more MedOffice package sales plus an additional 8 average sales. The average sale of hardware, software, training, clearinghouse fees, and support nets you \$2000 in profit. This is just an average as you may have some larger and some smaller individual sales. (Don't forget that you receive 5 MedOffice programs to sell at 100% profit with our Preferred and Director programs).

	# of Sales	Average Profit per sale	Income for You	Yearly Total
Year 1	2 MedOffice sales + training & support	\$4995 + \$720 + \$1295 = 7010	\$14,020	\$22,020
Year 1	4 average sales	\$2000	\$8,000	
Year 2	3 MedOffice sales + training & support	\$4995 + \$720 + \$1295 = 7010	\$21,030	\$37,030
Year 2	8 average sales	\$2000	\$16,000	

2 NEW BUSINESSES IN THE WORKS!

ClaimTek is in the process of preparing two new businesses you can provide to doctors. These will be available soon to add to your income.

15. Patient Custom Wellness Program

The Service

This service is an innovative business development system for doctors. The fact is, doctors face many income challenges, including:

- Decreased insurance reimbursements: average reimbursements are 60%-70%, but some are as low as 30%
- Fast growing overhead (salaries, rent) which presents a challenge for being profitable with an office and busy practice
- Excessive increases in malpractice insurance premiums - 200% increases with some premiums over \$200,000 a year!

With this custom wellness program, the doctor can add to his or her income by providing patients with high quality, customized wellness tools, including:

- Patient-Managed Health Profiles: a customizable desktop of the patient profile page that includes calendars for appointments, updates from members, blog posts relevant to issues of concern for that patient, and much more.
- Interactive Patient Education: here the patient can find the latest health information and trends or get into discussion with community members on a Health Blog.
- Health Tracker: Keep updated records of vital statistics to view trends that can help you better understand your patients.

Online Marketplace for Nutritional Supplements

In addition, the program will eventually offer patients access to hundreds of high-quality health products, a complete line of high quality, advanced and dependable nutritional supplements. Many medical offices are now selling various products to their patients that can be either private labeled with the doctor's name on them, or standard products available from a nutritional supplement specialty company that distributes through doctors. Rather than patients going into a health store or grocery store that sells nutritional supplements, which can be a very confusing experience, they can get recommendations from their doctor and feel more confident about what they are buying.

ClaimTek Sets You Up to Resell the Service

ClaimTek arranges for you to sell this service to doctors, who can resell it to their patients for \$5.00 per month and you split the fees with the doctors. You each make \$2.50 per patient.

Income Calculation for Custom Wellness Programs

Let's say you sign up one doctor in Year 1 for the Patient Custom Wellness Program and he or she sells 200 patients into the program for 6 months. In Year 2, you sign up 3 more doctors who each sell 200 patients into the program for 6 months. The doctor in Year 1 also continues with you throughout Year 2. You each make \$2.50 per patient per month.

	# of Doctors	Total # patients per doctor	Commission per month for you	# of months	Income for You	Yearly Total
Year 1	1 new doctor	200	$\$2.50 \times 200 = \500	6	\$3,000	\$3,000
Year 2	1 continuing	200	$\$2.50 \times 200 = \500	12	\$6,000	\$15,000
Year 2	3 new doctors	200	$\$2.50 \times 200 \times 3 = \$1,500$	6	\$9,000	

16. Patient Assessment Services

The Business

Patient Assessment Services (P.A.S.) is another important service that can contribute to a doctor's ability to provide quality healthcare to his or her patients, plus improve their income.

Many patients, especially the elderly, often have psychological issues that contribute to their health needs. These usually go unnoticed in a standard office visit. Doctors usually do not have time to ask patients questions about their mental health, and in many cases, it seems inappropriate to do so. But anxiety and depression can severely affect a patient's self-care. Many seniors, for example, fail to take their medications regularly because they are depressed or become forgetful.

The P.A.S. is a simple, unobtrusive 20-question psychological profile designed to feel like the patient is just taking a survey. Doctors receive a private website customized to their practice. They can simply ask their patients if they would like to take this survey about their health care needs—and if the patient agrees, it is done by computer in a completely confidential way in less than 3 minutes. Once the patient is done, the doctor can review the results that are made available instantaneously only to him or her. In this way, the doctor can learn if the patient might be suffering from a psychological disorder such as depression, mania, or suicidal thoughts that impacts the doctor's care of the individual.

Upon evaluation of the patient, however, the doctor is eligible to bill Medicare or the patient's private insurance carriers for the service. The billing typically is processed under a specific CPT that is paid 97% of the time. Reimbursement is about \$50 on average to the doctor.

You too also earn income from this service. While the doctor collects about \$50 per billing from the insurance company, he's charged only \$9.95 per assessment, out of which you make 15%, about \$1.50 per assessment. There is no risk for the doctor! If the insurance company doesn't cover the assessment, the \$9.95 fee will be credited. But again, this assessment is paid over 97% of the time!

This is a new revenue stream for the doctors to have—and it is also a valuable service for patients, especially the elderly. It saves insurance companies and Medicare money because it helps to identify psychological problems before they severely impact a patient’s health.

Income Calculation for Patient Assessment Services

Let’s say you have 1 doctor in Year 1 who does 5 assessments per day for 6 months and you have 4 doctors in Year 2 who each do 5 assessments per day for 6 months. The first doctor continues with this service in the Year 2. Your profit on each assessment is \$1.50.

	# of Doctors	Assessments per month (5 per day X 20)	Profit per month based on \$1.50 per assessment	# of months	Income for You	Yearly Total
Year 1	1 new doctor	100	\$150	6	\$900	\$900
Year 2	1 continuing	100	\$150	12	\$1,800	\$5,400
Year 2	4 new doctors	100 x 4 = 400	\$600	6	\$3,600	

SUMMARY OF INCOME FOR ALL BUSINESSES

Let's review once again the table we provided at the beginning of this document to summarize all the income you can generate in the first two years of business as a medical billing company working with ClaimTek.

	Service	Net income Year 1	Net income Year 2
1 & 2	Medical Billing & Advanced Practice Management Services for Current Claims – Medical & Dental	\$49,950	\$604,800
3	Medical Billing Services to Follow-up on Past Unpaid Claims	\$12,000	\$48,000
4	Collection Services	\$1,000	\$6,000
5	Electronic Fund Transfer	\$620	\$2,480
6	Well-Care Services	\$2,700	\$18,900
7	Document Management	\$3,000	\$11,480
8	Physician Credentialing	\$750	\$1,500
9	MD Audit Shield	\$500	\$3,000
10	CodeMaxx	\$1,200	\$6,000
11	Transcription Services	\$1,680	\$7,840
12	Remote Backup Service	\$500	\$1,300
13	Reseller of PMS	\$22,020	\$37,030
14	EHR Manager Software Sales	\$3,600	\$14,400
15	Custom Wellness Program	\$3,000	\$15,000
16	Patient Assessment Services	\$900	\$5,400
	TOTAL NET INCOME	\$103,420.00	\$783,130.00

WATCH YOUR INCOME SOAR IN 5 YEARS

Putting everything together, it is clear that starting a professional medical billing business with ClaimTek can lead you to an exceptional income within 2 years if you work hard, pursue clients aggressively, and keep your eyes open for opportunities to sell all of the 16 services we set you up with. As this document shows, you might be able to earn more than \$100,000 in Year 1 and more than \$750,000 in Year 2.

These estimates are real and possible to achieve. We have ClaimTek licensees who are performing every one of these services with clients. You may not be able to sell every service exactly as we have calculated, but it is completely reasonable that, with commitment and hard work, you can replicate the type of sales among all 16 services that we have explained. The more knowledgeable, professional, and aggressive you are in promoting, networking, distributing marketing materials, using word of mouth and referrals, and participating in social media, the more likely it will be that you can create the high-income levels this document illustrates in Years 1 and 2.

Rest assured that ClaimTek provides you with all the professional marketing knowledge and tools that help you achieve success. ClaimTek trains you one-on-one in all these businesses and shows you how to start an effective marketing campaign to sign up accounts for every single one. You'll learn many effective ways to reach doctors. We show you how to get the business, how to process the claims and maintain new accounts, and how to sell all the other businesses and services we provide.

What more could you ask for? No other business offers you this much without charging you a huge entry fee! The first step of starting a small Medical & Dental Billing business from home can quickly grow into a viable large-scale operation.

In fact, let's take a look ahead at how you can keep growing your business and create even higher levels of income. By Year 5, you are a true professional and know medical billing inside out. You are familiar and comfortable talking to doctors and their staff to sell any and all products and services, because you know you are fulfilling a need they have. You have exceptional sales skills, and all your clients recommend you to other doctors. Let's project forward to look at your income potential in Year 5.

An Amazing Income Generating Machine

You took the success you generated in Years 1 and 2 and more than doubled it. You grew your medical billing from 10 doctors to 20 doctors. You continue selling all the 16 services: medical billing and practice management for current claims, following up on past-due accounts, EHR, EFT, Collections, Audit Shield, Credentialing, CodeMaxx, Patient Well-Care, Document management, Transcription, Remote Backup, Reseller, Custom Wellness, and Patient Assessment.

YOU CAN EARN FROM MEDICAL BILLING ALONE \$1,215,600 IN YEAR 5

Service pricing method [choose one]:	<input checked="" type="radio"/> Percentage		<input type="radio"/> Flat Fee		Help	
Years to reach your goal:	5 ▼					
	Q1	Q2	Q3	Q4	Goal	Help
Projected Revenue						
Number of doctors:	0	1	3	4	20	Help
Average monthly claims per doctor:	0	300	350	350	440	Help
Percent charged:	0	5	6	6	7	Help
Average claim value:	0	125	125	125	175	Help
Projected Monthly Gross Income:		\$1,875	\$7,875	\$10,500	\$107,800	Help
Projected Expenses						
Marketing expense per month:	500	500	500	500	500	Help
Administrative expense per month:	300	300	300	300	5000	Help
Clearinghouse expense per month:	0	50	150	200	1000	Help
Projected Monthly Total Expenses:	\$800	\$850	\$950	\$1,000	\$6,500	Help
Totals						
Projected monthly net income:	(\$800)	\$1,025	\$6,925	\$9,500	\$101,300	Help
Projected quarterly cash flow:	(\$2,400)	\$675	\$21,450	\$49,950		Help
Projected yearly income:				\$49,950	\$1,215,600	Help

**Turn the Page Again to See the Income Calculations
for All Services in Year 5.**

**YOU CAN MAKE OVER \$1.6 MILLION IN YEAR 5 BASED ON
CONSERVATIVE ASSUMPTIONS ABOUT YOUR SALES OF ALL
16 BUSINESSES**

SERVICE	CALCULATION	INCOME FOR YOU
Medical Billing & Advanced Practice Management Services for Current Claims	You have 20 doctors, each averaging 440 claims per month with an average value of \$175. You charge 7% fee on all money collected. You now have 2 employees or contractors, each of whom you pay \$2500 per month in salary and benefits. You still spend \$500 per month in marketing; your clearinghouse expense is \$50 per doctor.	\$1,215,600
Medical Billing Services to Follow-up on Past Unpaid Claims	Among your 20 doctors, they have \$800,000 in uncollected accounts. You manage to collect 60% of this, \$480,000. You get a 20% fee.	\$96,000
Collection Services	You are now doing collections for 8 doctors for 6 months each. Each doctor has 25 incidents per month. That's 200 incidents per month @\$8.00 profit, thus \$1600 per month profit X 12 = \$19,200.	\$19,200
Electronic Fund Transfer	You continue to sell EFT to doctors at a profit of \$1.55 per transaction. This year, you have 12 doctors working with you and each has 100 patients who use EFT for 4 months to pay off their bills. That's 1200 transactions per month X 4 = 4800 transactions X \$1.55	\$7,440
Well-Care Services	You are now handling well-care mailings for 6 doctors, each giving you an average of 300 patients per month to send greetings and appointment reminders to. That's 1800 mailings per month X 12 = 21,600 mailings @ \$1.50 per mailing.	32,400

Document Management	You are asked to scan 2 clients this year @ \$5,000 fee and you have 2 doctors who have you continue to come in every month for ½ day to scan additional documents, @ \$400 per visit X 12 X 2 doctors = \$9600. Plus 3 doctors use your cloud storage for a profit of \$40/per month = \$480 per year X 3 = \$1460. Don't forget that this service can be sold to any business that utilizes large amounts of documents.	\$16,060
Physician Credentialing	You sell 4 physicians on credentialing this year, with an average commission of \$750 per physician.	\$3,000
MD Audit Shield	You continue to sell Audit Shield to doctors, even those for whom you are not doing medical billing. This year, you sell 7 of them at an average profit of \$500 per incident.	\$3,500
CodeMaxx	You continue to sell CodeMaxx to 5 doctors this year, with an average monthly commission of \$200 per month. The doctors average 8 months of service. Thus 5 X \$200 = \$1000 X 8 months = \$8000	\$8,000
Transcription Services	You are now serving 4 doctors for transcription with an average per month commission of \$280 X 12 months X 4 doctors = \$13,440.	\$13,440
Remote Backup Service	By this fifth year of your business, you have 15 clients using your remote backup at a profit of \$100 per client. Here, too, backup services can be sold to many types of clients.	\$1,500
EHR Software sales	You have 20 doctors using EHR Manager	\$72,000
Reseller Software/Hardware	You continue to sell more MedOffice packages as well as other software, training, clearinghouse services, and some hardware to many doctors' offices as well as some other businesses. Let's say your average monthly sale over the year nets you \$2500 in profit and this year you made 20 such sales.	\$50,000

Custom Wellness Program	By this time, you are working with 8 doctors on the custom wellness program, and each doctor has 200 patients per month who pay him for it. You split the \$5 fee so you earn a profit of \$2.50 per patient per month. The calculation is $8 \times 200 \times 12 \text{ months} \times \2.50 profit for you = \$48,000.	\$48,000
Patient Assessment Services (PAS)	In your fifth year, you are working with 10 doctors on P.A.S and each one has 5 patients per day take the questionnaire. That's 100 per month per doctor x 10 doctors = 1000 per month X 12 months = 12,000 assessments. You make a profit of \$1.50 per assessment. That's $12,000 \times \$1.50 = \$18,000$.	\$18,000
TOTAL NET INCOME		\$1,604,140.00

WHAT IF I AM ONLY PARTIALLY SUCCESSFUL?

As you have just seen, the income potential is enormous if you manage to just get 4 doctors by end of Year 1 and 10 doctors by the end of Year 2. But we want to be completely forthright in sharing these calculations with you. You may be wondering: What if I don't get 10 doctors? What if I don't manage to sell any of these other 15 businesses?

We doubt that will happen to you if you follow our trainings closely and commit to working hard to get clients. Medical billing is no different than any other business. It takes effort and persistence to get clients. It is a sales job as much as a medical billing job. We are not promising a get-rich-scheme; we are telling you it takes effort. But you will not find any business that doesn't require hard work to make exceptional income.

But let us tell you that you do need to feel you are wasting your money if you cannot get 10 doctors. Buying a business opportunity from ClaimTek is a fantastic chance to earn an exceptional income, even if you only get 9, 8, 7, 6, 5, or just 4 doctors. Look at the income potential in the chart below from having a medical billing business for two years with these other end results. These figures were generated using the Detailed Calculator and the same numbers as we used in the section of this report on Medical Billing. All input numbers are the same as before (except that clearinghouse fees are proportional to the number of doctors you have, so that changes in each scenario below, simply by multiplying \$50 X the number of doctors you have). We also account for the fact that you will probably hire an assistant once you have 6 to 10 doctors and you pay that assistant \$2500 per month.

Look at the chart below. You can see that even if you remain at 4 doctors during the entire two years, you still make \$246,720 in Year 2. Even you do not sell any of the other 16 services, you can see that you are still earning an exceptional income from just medical billing alone just by having between 4 and 10 doctors for whom you consistently work in Year 2 doing 440 claims / month with an average value of \$175 per claim. Don't forget that the income in Year 1 is modest only because you are taking 12 months to build up to 4 doctors, but once you hit Year 2, your income skyrockets as the chart shows.

**Potential Income from Only Doing Medical Billing &
Advanced Practice Management Services**

	Net Income Year 1 (build-up to 4 doctors over 4 quarters)	Net Income Year 2
10 doctors – (1 assistant @\$2500/mo.)	\$49,950	\$604,800
9 doctors – (1 assistant @\$2500/mo.)	\$49,950	\$540,720
8 doctors – (1 assistant @\$2500/mo.)	\$49,950	\$476,640
7 doctors – (1 assistant @\$2500/mo.)	\$49,950	\$412,560
6 doctors (1 assistant @\$2500/mo.)	\$49,950	\$348,480
5 doctors (no assistant)	\$49,950	\$310,800
4 doctors (no assistants)	\$49,950	\$246,720

ONLY WITH CLAIMTEK CAN YOU GENERATE THIS TYPE OF INCOME

This type of income potential is unmatched by any competitor. Only ClaimTek provides you with so many diverse products and services to sell to doctors and even to other types of businesses. No other medical billing business opportunity gives you the wealth of products, training, and support that ClaimTek does. We take your success very seriously. We are in business to help you learn medical billing and develop your business in the type of income-generating powerhouse that these examples have proven it can be. If you work hard, learn the ropes of the insurance medical billing procedures, and sales, you can succeed as high as these calculations demonstrate.

ClaimTek gives you the chance to get an open door to a doctor – even if they don't want your medical billing right away, you have over a dozen other chances to sell them on something they can use. And by building a strong, trusting relationship with them, you can win their business many times over. Soon they very well may hire you to manage their medical billing.

Thank you for your interest in ClaimTek and for taking the time to explore the exciting business opportunities in the growing field of Medical Billing & Practice Management. I promise that ClaimTek will do everything possible to help you be successful in your business venture.

Sincerely,



Kyle Farhat
President/CEO

