



Initial



History



Social



Other History



Vital Signs



Physical Exam



Mental Status



Capacity



Length of Need



Review

## Top 10 Successful Tactics for Promoting Registration and Usage of DMEevalumate.com

- 1) Target your best referral sources first. These will most likely be the offices and practitioners that you have the best relationships with, and will often be the first willing to try a new but proven method of ensuring accurate documentation. *This will also help build confidence when promoting the program to less familiar referral sources.*
- 2) Secure undivided attention: Make a lunch appointment or meeting with your referral source (ideally the entire office). Doing so will give you a chance to show EVERYBODY that works in the practice the benefits, and may give you the time to register and demonstrate the software for a practitioner. This has been one of the more successful methods of promotion.
- 3) Don't just focus on doctors: While many doctors are forward thinking and willing to embrace the future of medical documentation, some are reluctant and often times overwhelmed with other issues. PA-Cs, ARNPs, and most importantly MAs and Office Managers can be an invaluable resource in promoting use of the software. They often do the lion's share of the paperwork and are more likely to immediately embrace a solution to the DME paperwork issues.
- 4) Bring in Prior Authorization denials (if in a PA State): This is concrete proof, black and white, that the office did not follow and meet Medicare requirements. Let the referral contact know that DMEevalumate.com will eliminate 99% of future denials for patients who qualify, and share the current denial rates for your region to further open their eyes. Also remind them that the patient will be notified that their practitioner failed to demonstrate necessity and therefore their claim was denied. Just like any other business, healthcare providers do not want to lose customers.
- 5) Be pro-active with clients you know are going in for an evaluation: Some of my best successes have been situations in which I am notified prior to a client that is going in for a PMD evaluation. Go in one or two days before the appointment, when that office is going to be aware of the impending doom of a traditional PMD experience, and offer them a pro-active solution by showing your contact how much time and labor hours can be saved, along with keeping a happy patient, by using DMEevalumate.com.



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**DMEevalumate.com**  
PATIENT ASSESSMENT TOOL



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- 6) A stitch in time saves nine: Some will perceive a new approach to PMD documentation as an extra step, when in fact it can eliminate several steps that traditionally follow the initial patient encounter. It means no longer having to memorize constantly-changing Medicare criteria, repeated requests from the DME provider for additional information and documentation, and eliminates the probability that a PMD order will timeout and have to be restarted. Here not only do you have happy patients that get equipment decisions and deliveries faster, but also happy offices that no longer have to deal with a DME company constantly faxing and calling to try and obtain accurate and complete documentation.
- 7) A little thanks goes a long way: Be sure to encourage continued use of the program to keep the deliveries moving and patients happy. A simple thank-you card or similar gesture to your referral source can do a great deal to remind and encourage consistent use of DMEevalumate.com. Also be aware of any office turnover that may affect knowledge of DMEevalumate.com and keep new staff or practitioners up-to-date with an informational piece about how to use DMEevalumate.com. The fact that their office had been using it before the personnel change will bolster credibility.
- 8) Integration with EMR programs: When presenting DMEevalumate.com to your referral source, ensure they are aware that the program is compatible with most EMR programs as the output is in .PDF format. It can be scanned in or imported to their patient chart, and faxed to their preferred DME provider.
- 9) Leave-behinds are crucial: Take a folder to leave behind if for some reason you are unable to register your referral source on the spot. Be sure to include the following handouts: How to Register, How My Office Uses DMEevalumate.com, and any literature tailored to your company promoting DMEevalumate.com. Screen shots (available on the support side of the website) can also be a valuable leave-behind.
- 10) Market DMEevalumate just like you market DME equipment: Just like marketing any other product or service, don't be afraid to close with a request for registration in person. Many physicians will welcome the help if you explain it will only take about 2 minutes and goes much faster with you facilitating the process. This will also open the door for an opportunity to demo the software using the training module and ensure they link with your company.



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