

MARY ANN HODOROWICZ CONSULTING, LLC

**Nutrition, Diabetes Education, Health Promotion and Insurance Reimbursement
for Professionals For the Healthcare and Food Industry**

NEEDS and GOALS ASSESSMENT

Date:		Best day(s) to contact you (circle) M — Tu — W — Th — F — Sa -- Su			
Best times to contact you:		May I call you in the early evening?		YES	NO
		May I call you on Sat. or Sunday?		YES	NO
Name:		Credentials:			
Position Title:					
Business/Company/Association/Program Name:					
Street Address :					
City:		State:		Zip:	
				Time Zone:	
Work No.:		Cell No.:		Fax:	
				Home No.:	
E-mail:			Web site address:		
PLACE OF EMPLOYMENT CATEGORY (CHECK ALL THAT APPLY):					
<input type="checkbox"/> Business/commercial company (for profit)			<input type="checkbox"/> Health food store		
<input type="checkbox"/> Business/commercial (non-profit)			<input type="checkbox"/> Restaurant, cafeteria		
<input type="checkbox"/> Hospital			<input type="checkbox"/> Private practice/self-employed		
<input type="checkbox"/> Nursing home/long term care			<input type="checkbox"/> Skilled nursing facility		
<input type="checkbox"/> Clinic/health center			<input type="checkbox"/> HMO/insurance/other health care		
<input type="checkbox"/> Home health/hospice			<input type="checkbox"/> Pharmacy		
<input type="checkbox"/> Public health department/rural health center			<input type="checkbox"/> Government (state, federal)		
<input type="checkbox"/> University, collage, school			<input type="checkbox"/> Wellness center		
<input type="checkbox"/> Professional membership association			<input type="checkbox"/> Television, radio station		
<input type="checkbox"/> Physician's office			<input type="checkbox"/> Grocery store		
<input type="checkbox"/> Dietetic internship program			<input type="checkbox"/> Other (specify):		
MAJOR EMPLOYMENT AREAS OR RESPONSIBILITIES (CHECK ALL THAT APPLY):					
<input type="checkbox"/> Business management or supervisor			<input type="checkbox"/> Medical Nutrition Therapy (MNT)		
<input type="checkbox"/> Hospital food and nutrition services management			<input type="checkbox"/> Diabetes Self-Management Education (DSME)		
<input type="checkbox"/> Hospital inpatient clinical nutrition management			<input type="checkbox"/> Writing, editing, publishing, media work		
<input type="checkbox"/> Program director or educator in academia			<input type="checkbox"/> Information technology/communications		
<input type="checkbox"/> CDE			<input type="checkbox"/> Marketing and/or public relations		
<input type="checkbox"/> Consultant			<input type="checkbox"/> Insurance billing or medical record claims coding		
<input type="checkbox"/> Dietitian			<input type="checkbox"/> Community nutrition/nutrition education		
<input type="checkbox"/> RN			<input type="checkbox"/> Advocacy/association membership work		
<input type="checkbox"/> Account Rep			<input type="checkbox"/> Teaching		
<input type="checkbox"/> Chef			<input type="checkbox"/> Health promotion, wellness		
<input type="checkbox"/> Research			<input type="checkbox"/> Other (specify):		
<input type="checkbox"/> Product development <input type="checkbox"/> Product distribution <input type="checkbox"/> Product sales <input type="checkbox"/> Product marketing/advertising for:					
<input type="checkbox"/> Food <input type="checkbox"/> Nutritional supplements/tube feedings <input type="checkbox"/> Package/labels <input type="checkbox"/> Medical equipment/supplies					
<input type="checkbox"/> Food service supplies <input type="checkbox"/> Glucose testing supplies <input type="checkbox"/> Drugs, insulin <input type="checkbox"/> Vitamin/mineral supplements					
<input type="checkbox"/> Health/food related magazines <input type="checkbox"/> Other:					

WHICH CATEGORIES BELOW ARE YOUR NEEDS IN? (CHECK ALL THAT APPLY):

THIRD PARTY REIMBURSEMENT (INITIATING, MAINTAINING, INCREASING) FOR:

- Medical Nutrition Therapy (MNT)
- Diabetes Self-Management Training/Education (DSMT, DSME)
- Medical Nutrition Therapy (MNT)
- Enteral Nutrition Tube Feedings
- Parenteral Nutrition Feedings
- Diabetes/Blood Glucose Testing Supplies
- Diabetes/Blood Glucose Testing Supplies via Pharmacy Benefit Management
- Insulin Pump and Training
- Continuous Blood Glucose Monitoring System
- In-Office Hemoglobin A1c Test
- Other (specify): _____

Specific needs are for: Consulting Training Presentation Article on:

- ___ Medicare reimbursement coverage guidelines
- ___ Private payer reimbursement coverage guidelines
- ___ Claims coding
- ___ Claims processing
- ___ Completing CMS 1500 and/or UB04 claim form
- ___ How to become Medicare MNT provider
- ___ How to become credentialed provider with private insurance companies
- ___ MNT/DSME superbill
- ___ Physician referral/order form
- ___ Other (specify): _____

DEVELOPING and/or ENHANCING THESE PATIENT PROGRAMS IN YOUR PRACTICE SETTING (HOSPITAL, CLINIC, PHYSICIAN OFFICE, ETC.):

- MNT
- DSME
- Weight Loss
- Diabetes Prevention
- Nutrition Wellness

DEVELOPING YOUR OWN PRIVATE PRACTICE FOCUSED ON:

- MNT
- DSME
- Weight Loss
- Diabetes Prevention
- Nutrition Wellness

Specific needs are for : Consulting Staff Training Presentation Article on
 Program Development Mary Ann to Conduct Program on:

- ___ Using "differentiation of nutrition services" model to maximize market share by gaining competitive edge
- ___ Detailed business plan for program operations/structure to maximize physician and self-referrals and patient attendance
- ___ Outcomes tracking and management
- ___ Curriculum for outpatient program
- ___ Curriculum for inpatient diabetes survival skills training
- ___ Deciding on which private practice reimbursement model to use (5 different models)
- ___ Electronic (modifiable) forms for program and clinical operations: DSME MNT (patient attendance, patient assessment, nutrition diagnosis, nutrition prescription, nutrient/calorie calculation per calorie level,

documentation, progress notes, flow sheets, outcome tracking, etc.)

___ Physician referral/order form

___ Staffing

___ Writing program proposal for administration

___ Program performance and budget

___ Marketing, advertising plan

___ Increasing physician referrals

___ Increasing self-referrals and/or program attendees

___ Decreasing patient appointment "no show" rates

___ Other (specify): _____

OBTAINING RECOGNITION FOR DSME PROGRAM (REQUIRED FOR MEDICARE BILLING)

Specific needs are for : **Consulting** **Training** **Presentation** **Article on:**

National Standards for Diabetes Self-Management Education

American Association of Diabetes Educators' new 7 behaviors for diabetes self-management

PRESENTATIONS TO PROFESSIONALS

Topic(s) can be selected from list below* or can specify own topic.

Name of event: _____

Sponsoring organization: _____

Date of event: _____ Date of presentation: _____

Location of event: _____

Is presentation planned as pre-conference workshop? YES NO MAYBE

Will presentation have outside sponsorship? YES NO MAYBE

Are CEUs desired? YES NO MAYBE

Time frame for presentation (minutes/hours): _____

Attendees level of understanding of topic is assumed to be: minimal moderate advanced

Specific topics (Mary Ann's signature presentations):

Money Matters in MNT and DSME: Increasing Reimbursement Success in All Practice Settings

How to Implement a Successful Hospital-Based or Private Practice MNT Program

Diabetes Encounters of the Senior Kind: Unique Self-Management Challenges of the Older Person with Diabetes and Practical Ways to Minimize Them!

Zest for Life: Nutrition and Lifestyle for Healthy Aging

Update on the Nine Newest Medicare Provisions Impacting MNT Coverage and Utilization and New CPT Codes for RDs Use

T.A.P. into Personal and Professional Potential: A 15 Point Make-Over of Traits, Attitudes and Practices Leading to Extraordinary Success!

Patient Empowerment: Proven Model for Enhancing Behavior Change in Patients with Chronic Disease

FINALLY! A Super Easy, Step-by-Step Guide for Making a Nutrition Diagnosis

Critical Connections to Advance Your Career and Your Profession: Performance, Advocacy,

Competency and Expertise Sharing

- *Improving the Quality and Effectiveness of Chronic Care Teams (Based on: Institute of Medicine's Quality Chasm Report; Better Diabetes Care by National Diabetes Education Program; Breakthrough Series: IHI's Collaborative Model for Achieving Breakthrough Improvement, '04 by Institute of Health Care Improvement)*
- *Business Matters: How to Create a Dynamic Business Plan for Building, Maintaining and Growing a Dietitian's Private Practice*
- *How to Successfully Market Your Medical Nutrition Therapy Program and Your Private Practice: Don't Just Survive, Thrive!*
- *"C" How to Increase Referrals and Patient Attendance in Hospital-Based MNT and DSME Programs: Proven Marketing Strategies Guaranteed to Keep Your Program Thriving!*
- *If a 'Best Practice' Nutrition Department is Your Dream, Then Implementing a "5 Star Quality Management Plan" Should Be Your Passion!*
- *Be a 'Best Practice': A Comprehensive Quality Management Plan for MNT and DSME Programs*
- *Simplifying and Summarizing the American Dietetic Association's Medical Nutrition Therapy Evidence-Based Guides for Practice*
- *Developing a MNT and DSME Outcomes Management System: It's Easier and More Essential Than You Think!*
- *A Dietitian's Business Plan for Implementing a Successful Hospital-Based and/or Private Practice MNT Program*
- *Defining Good Business: The Dietitian's Step-by-Step Guide for Developing a Comprehensive Business Plan for a Private Practice*
- *Step-by-Step Guide for Obtaining American Diabetes Association Education Recognition Program Certification for Your Diabetes Education Program*
- *How to Establish a Successful Hospital-Based Outpatient MNT Clinic*
- *Everything the RD Needs and Wants to Know to Successfully Provide the Medicare MNT Benefit...And Then Some!*
- *Getting Paid What You're Worth in a Physician's Medical Practice: How the RD Can Determine and Negotiate the Best Business Plan*
- *Using and Understanding the Nutrition Care Process and Model*
- *Should a Private Practice Dietitian use a Medical Biller? Crunching the Numbers and Examining the Pros and Cons So You Can Decide!*
- *Train the Trainer Workshop on MNT and DSMT Programs: Obtaining Medicare and Private Payer Reimbursement, Increasing Referrals and Attendance and Enhancing Program Efficiency, Viability and Quality*

- *Insider Secrets of Successfully Providing Reimbursable Medicare MNT and Therapeutic Diet Meals to Homebound Seniors in an Elderly Nutrition Program: The Time Has Come...Are You Ready?*
- *Business Matters: How to Create a Dynamic Business Plan for Building, Maintaining and Growing Your Facility-Based, Reimbursable MNT Program*
- *Six Super Star Metrics” for Evaluating the Performance and Value of Your MNT and DSME Programs...or Why Revenue is only 1/6 of the Programs’ True Value!*

Any of these PowerPoint® presentations can be customized to fit your needs like a hand in a glove! They can also be formatted to fit the time frame allotted. Just ask! As I self-publish a manual on MNT and DSME reimbursement, another on establishing a MNT program and also sell electronic MNT and DSME forms, I offer a big discount to conference attendees upon purchasing these resources in the month following my talk. I also donate several copies of the manuals and the electronic forms for a raffle or door prizes for your meeting! This is my way of saying thanks for the honor of speaking to your group!

PRESENTATIONS TO CONSUMERS

- *Nutrition in Pre-Dialysis Renal Disease*
- *Nutrition in Renal Failure*
- *Diabetes: S.W.E.E.T.S. Control*
- *Diabetes Prevention*
- *Nutrition in Primary Biliary Cirrhosis*
- *Weight Loss / Weight Control*
- *5 Star Healthy Eating Plan*
- *The Skinny on Fad Diets*
- *Health Heart Nutrition*
- *Vitamins, Minerals, Supplements: Right for You?*
- *Dietary Fats: The Good, The Bad and the Ugly!*
- *The Newest Dietary Guidelines for Healthy Americans*
- *Healthy Restaurant Eating*
- *Controlling Eating Triggers: Trigger Foods, Moods and Situations*
- My other interest is: _____

HAVING NUTRITIONALLY BALANCED MENUS WRITTEN FOR (SPECIFY):

HAVING AN INSTRUCTIONAL MANUAL WRITTEN ON (SPECIFY TOPIC):

HAVING MY PRODUCT OR SERVICE EXPERTLY REPRESENTED AND PROMOTED AT:

- Consumer trade show
- Professional trade show

Specify product or service:

TEACHING DIETETIC STUDENTS “REAL-WORLD” PRACTICAL SKILLS (Using ADA’s MNT evidence-based practice guidelines, MNT outcomes management, MNT and diabetes education reimbursement from Medicare and commercial payers, developing a private practice, developing a recognized diabetes self-management education program, constructing a business plan, writing a business proposal, patient empowerment, effective nutrition counseling skills, etc.)

OTHER CONSULTING AND/OR TRAINING NEEDS (SPECIFY):

Which of these parameters meets your needs best? The CONSULTING/TRAINING IS:

- On site Off site Telephone conferences Other (specify):
 In half-day increments In whole day increments Other (specify):

What is your desired time frame for having your needs met?

What is your *firm* deadline?

If your need is for employee TRAINING, approximately about how many will be in attendance?

OTHER NEEDS, CONCERNS, COMMENTS:

OPTIONAL: How did you learn about **MARY ANN HODOROWICZ CONSULTING, LLC?**

web search referral heard Mary Ann speak ADA practice group networking
 classified ad in magazine Internet listserv I'm a former patient of Mary Ann's
 I'm a former or current client of Mary Ann's other (specify):

ANYTHING ELSE?

Thank you for taking the time to complete this form! Please submit to Mary Ann (see bottom of page). I will contact you as soon as possible so we can talk further about meeting your needs.

12921 SYCAMORE • PALOS HEIGHTS, IL 60463
Office: 708. 359.3864 • hodorowicz@comcast.net
www.maryannhodorowicz.com
Fax: 866.869.6279