



# THE MAGNET™



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NORTH CAROLINA'S SOURCE FOR IMPORTANT PHYSICIAN INFORMATION

## Policyholder Service Center Opens for Your Calls

One thing has always set MAG Mutual apart from the competition: our unwavering commitment to world-class, *exceptional service*. Service is the MAG Mutual difference and the promise we make to our policyholder-owners.

To keep serving you at the highest levels, we have opened a Policyholder Service Center to help MAG Mutual respond to your telephone inquiry with the speed, professionalism and accuracy you deserve.

Now, callers to our main office numbers ([800-282-4882](tel:800-282-4882) and [404-842-5600](tel:404-842-5600)) will be first greeted by a short, automated welcome message to quickly help them get the service they need. Callers will be given a short menu of options that will route them directly to the appropriate resource in our Service Center.

The Policyholder Service Center has been functioning since September 6. Our Policyholders are already enjoying the quick and thorough assistance the Center provides. The knowledgeable and experienced staff have worked in various parts of MAG Mutual. They not only all bring a tremendous knowledge base, but more importantly, all have first class customer service skills. ●

## Got EMR?

In our July issue we asked readers whether they had implemented an electronic medical record (EMR) in their practice. Ours was a very unscientific survey, but we learned much from the several hundred responses we received.

- **EMRs are not just for big practices.** A surprisingly large number of EMR users are solo physicians
- **Satisfaction levels are generally high.** Most physicians rated their EMR in the 8-10 range (with 10 being most satisfied)
- **Some systems are more predominant.** Among the EMRs most commonly listed among respondents were: JMJ Technologies; Medinformatix; A<sup>4</sup> Health Systems® and Misys Healthcare Systems
- **And, more practices will be converting.** Our respondents divided almost evenly into three groups: a third have already implemented EMRs, another third plans to in the next year or so, and a final third had no plans to do so

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## Risk Management Tips

### *Establish and Follow a Return Call Protocol*

Neglecting to return patient phone calls or taking a long time to do so can endanger your patients and harm your practice. The worse case scenario is to underestimate a medical need, and the patient doesn't get treated. Even in non-emergency situations, not returning calls creates the impression that the physician and practice don't care about the patient's well being and sets the stage for the practice losing that patient.

### **Your written procedure for returning phone calls should include:**

**Steps for answering the call.** Front office staff should have triage guidelines, understand the urgency of the call, how to appropriately document and route each call.

**Information to obtain from the patient.** In addition to a description of the problem or question, staff should date and time the call, the caller's name, who received the call, the advice given and/or was a referral made, follow-up plan or disposition of the matter. It is also important to verify the patient's phone number and the best time to return the call.

**Information the patient needs from the practice.** Staff should tell the patient when to expect to hear back from you.

**Methods for taking the messages.** Some practices use electronic systems, others use notepads and/or customized forms placed in the medical record.

**Place to leave the message for you.** Set up a process so everybody understands how messages are delivered.

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(Got EMR, continued from page 1)

Implementing an EMR system involves considerable commitment of both time and money. MAG Mutual Healthcare Solutions, Inc. offers consulting services to help make the process easier for your medical practice.

For more information, please contact David Miller at **678-226-0035** or [dmiller@magmutual.com](mailto:dmiller@magmutual.com). ●

(Risk Management Tips, continued from page 1)

**System for noting you received and returned a message.** This can help avoid confusion, duplicate work.

**Time frame for returning patient phone calls.** Most practices try to return calls by the end of the business day of the patient's original call.

**Process for handling unusual or unexpected situations.** For example, a patient refuses to leave a message in the voice mail system and wants to speak to the nurse or physician right away.

Don't wait until problems crop up to decide how the staff should handle return phone calls. If you need more information, please call Georgette Samaritan at **404-842-5686** or **800-282-4882, ext. 5686**. ●

## Fall 2005 Publication Catalog: Your Medical Resource Reference Guide

The new fall catalog is available now and loaded with extras. In addition to all the money-saving guides we've offered in the past, the fall 2005 MAG Mutual Healthcare Solutions, Inc. catalog offers access to more than 60,000 new medical books and practice management software and services.

Place your order today and receive a **FREE** Cowboy Codey! Supplies are limited, one bear per order. With an order of \$550 or more, you'll receive a man's and woman's diamond dial watch set—with a genuine diamond, goldtone accents, precision quartz movement and a lifetime warranty! Call toll free **888-738-7485** or for special savings, order online at [www.coderscentral.com/books](http://www.coderscentral.com/books). ●



## DID YOU KNOW?

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For a free, confidential, no-obligation analysis of your current purchases and comparison with ILS pricing, call **888-249-7880**, toll free, for your MAG Mutual/ILS program representative.

## POLICY CHANGES

### New Declaration Page

We're really pleased to respond to policyholder suggestions and have made some changes to the Declaration Page in your medical professional liability policy. The revised page will now more clearly display the dollar amount of the coverage limits for each physician insured in the policy and their retroactive coverage date.

In addition, if you add or remove a physician from the policy during the policy year, you will be issued a supplemental DEC page specifically detailing the change and its impact on the policy.

**MAG Mutual Insurance Company rated A- Excellent by A.M. Best**



**MAG MUTUAL**®  
Because your patients come first.

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