

Connecting the Healthcare Dots™

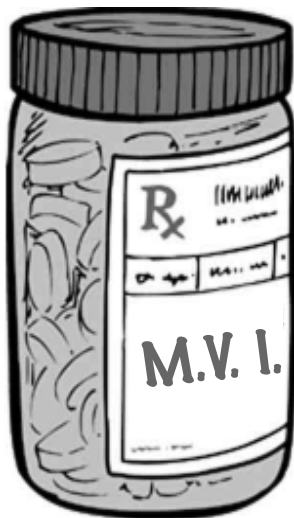
M. Tray Dunaway, MD, FACS, CHCO is the founding and principle dotsultant of Healthcare Value, Inc. and works to improve connectivity of the myriad of “dots” in healthcare. We all, together, are in an “ecosystem of healthcare.” But one of the best, more technically advanced healthcare systems in the world is failing due to the weakness of fragmentation. When mutuality is introduced into the business of medicine, the rising tide lifts all boats. By understanding our commonalities and how to use our diversity to attain better patient successes, we all win. Dr. Dunaway writes, consults, and speaks professionally to physicians, physician office personnel, hospitals and hospital staffs, businesses of healthcare, payers, and patients.

Dr. Dunaway was a rebellious surgeon with a 16 year “every-other-night-call” practice who now gives an insider’s perspective on healthcare business issues. He developed a Risk Based Coding™ system for DRG and E&M coding that revolutionized the compliance world and has become a certified standard nationwide and has resulted in millions of dollars in increased revenue for hospitals and medical practices alike. Today he delivers over 75 programs a year on a variety of topics and shares insights and strategies with audiences nationally providing skills development presentations, training, executive retreats and facilitation programs as well as keynote presentations. He has spoken in 38 states to date. Dr. Dunaway received his MD from the University of Pennsylvania and post graduate training at the University of Virginia and the University of South Alabama. He is a professional member of the National Speakers Association and has been featured in over 30 top healthcare journals, *and*, has way too many frequent flyer miles.



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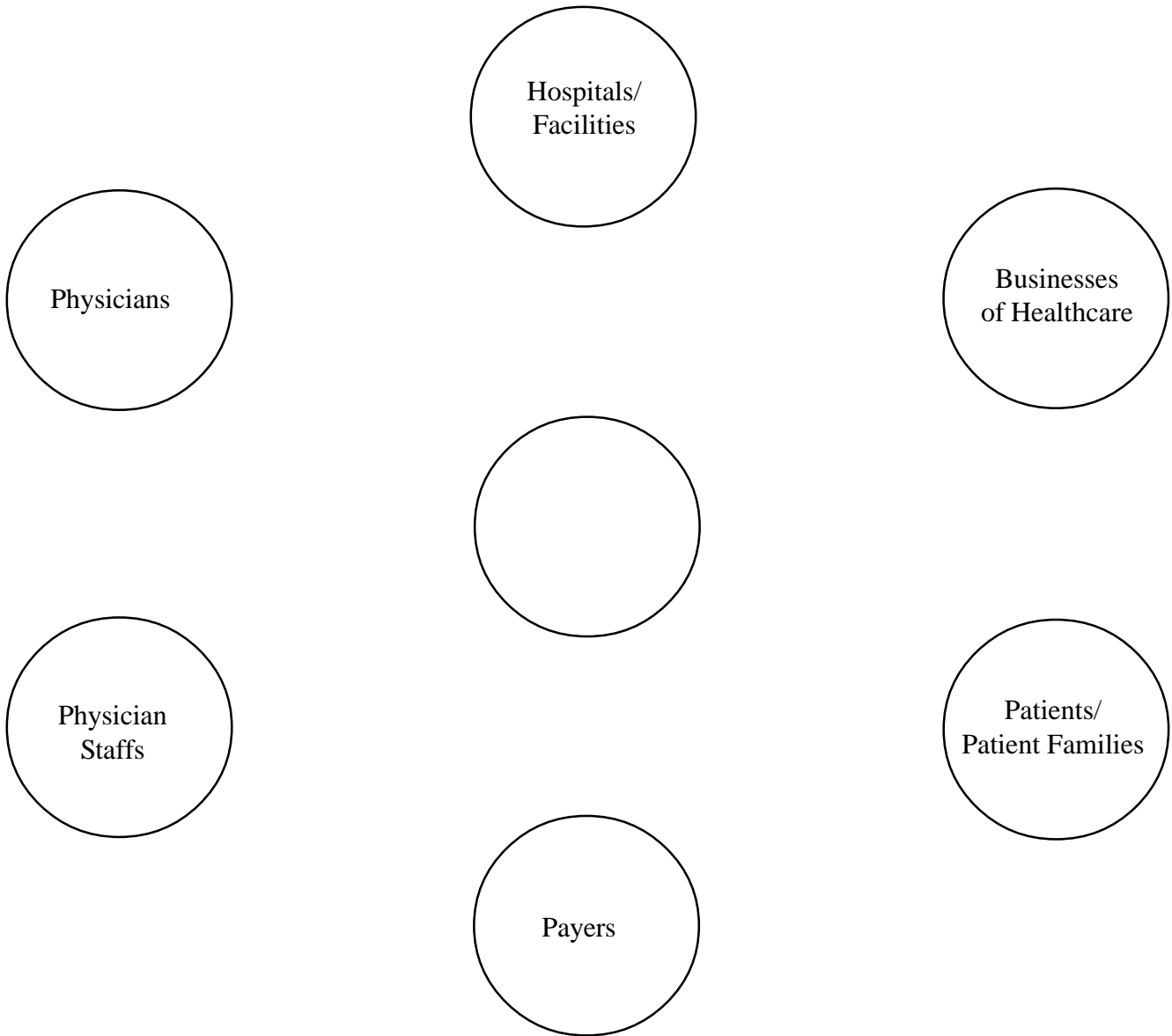
M _____

V _____

I _____

Cornerstones to Connecting the Dots

1. Honor the C _____
2. Pursue/Promote C _____
3. Improve C _____



Directions:

You're the center dot, connect the dots.

Health

Reputational

Educational

Emotional

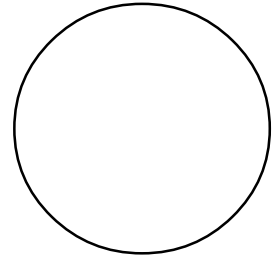
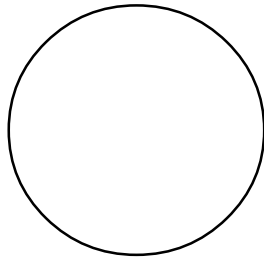
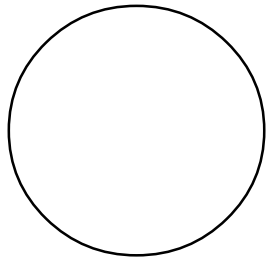
Spiritual



Relational

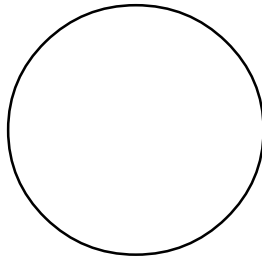
Financial

Experiencial and, if you're fortunate, - - Wisdom



H _____
 P _____
 I _____

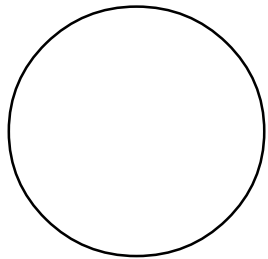
H _____
 P _____
 I _____



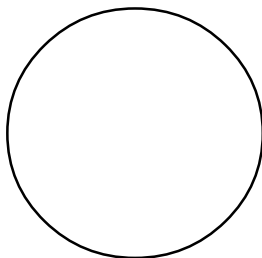
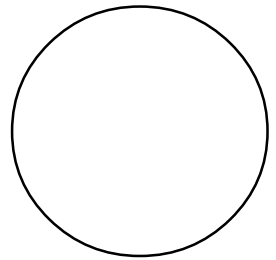
H _____
 P _____
 I _____

H _____
 P _____
 I _____

H _____
 P _____
 I _____



H _____
 P _____
 I _____



Directions:

Label the healthcare dots you have relationships with and the ways you connect to or will plan to improve connectivity with.

Honor the Contribution

Pursue and Promote great Chemistry

Improve Communication

Would you like to have YOUR STORY included in my next book?

Here is what I'm looking for...

Real examples from real people make books come alive. I am writing the "Connect the Dots" series of books for the healthcare field. If you would like to possibly have one or more of your stories included, please give me your example(s). The best ones will be in print in books with national and international distribution.

Here is an example of what I am looking for. This is about a hospital administrator connecting with her doctors. She draws A line on the "dot matrix" and writes: "I make a point to schedule lunches with a variety of doctors who may not necessarily be on the executive committee. This allows me to let more doctors know what's going on in the hospital and also allows me to get feedback directly from physicians. It has helped create better physician hospital relations."

Here is what you do...

Pick either 1 or 2:

1. Tell me who you are by selecting one of the dots on the left [doctor, hospital, office, etc...] then connect with one of the dots on the right [same list]. Next, write out an example of how you, (or the other dot!), made the connection. Your example can be as long as you like. (use the back of the paper!) Do not worry about writing it out perfectly. My editors will smooth it out and make you look good!
2. Give me a couple of sentences to describe the essence of your story and then check this box [] so I'll know to call you to get the rest of the details. Then I'll write up your story after briefly interviewing you.

Name _____

Address _____

Phone # _____

E-mail _____

Please *sign* for permission to print your story with your name _____.

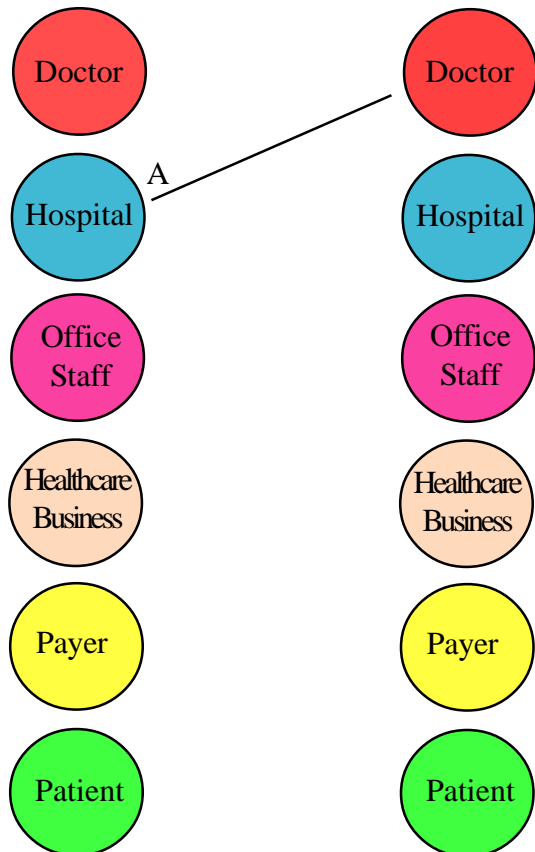
DEADLINE...

The deadline is near. I need your example asap!
If you can, please take a moment **now** to jot something down and then check that you would like a follow up call.

1.

2.

DOT MATRIX



Thank you for helping to connect the dots!

Evaluation



“After weathering a maelstrom between our medical staff and administration/trustees, Tray’s program was exactly what I was looking for -- an entertaining approach to a desperate message -- cooperation is an economic necessity.”

Lisa Senn, JD, Board of Trustee Chm., Newberry Hospital

“Entertaining, intelligent, relevant and timely commentary on an emerging solution to our healthcare crisis.”

Jacob Montgomery, MD

“Hats off to you! You’re a doctor’s doctor, a coder’s ally and an administrator’s hero.”

Lynn Wilette, RHIT, Director HIM, Deaconess Med. Ctr.

An important part of improving our programs is knowing what your audience thinks . Would you share your opinions about today's presentation? You could even win the "Quote of the Day" contest! Just tear out this sheet and put it in the back of the room or up front with Tray
Thank you - - Tray.

May we please have and use a quote from you about Tray's program?

What did you like best about the program?

Which idea(s) will you use first?

Name _____ Address _____

City _____ St _____ Zip _____ Phone _____ - _____

Email address _____

(please print if you wish to receive Tray's FREE newsletter in the works on medical *business* success)

What additional topics would you like Dr. Dunaway to include in a program like this one?

Our major source of business is through referrals. Do you know of a healthcare business or association that could benefit from a speech or seminar from Dr. Dunaway?

Thank you!

(If you don't have all the info write what you have and we'll call you for the rest.)

Referral Name _____ Title _____

Company _____

Address _____ City _____ Zip _____

Phone (_____) _____ - _____ Email _____