



Sample Physician/Hospital Intro:

Today/Tonight we wanted to bring in a true documentation expert, a speaker who could inspire you to new heights. We wanted someone who could take us all to a new level of documentation compliance, someone who could make a lasting impact on each and every one of us. *(pause...)* Then we found out what someone like that cost! *///**So after careful consideration, here's what we came up with...

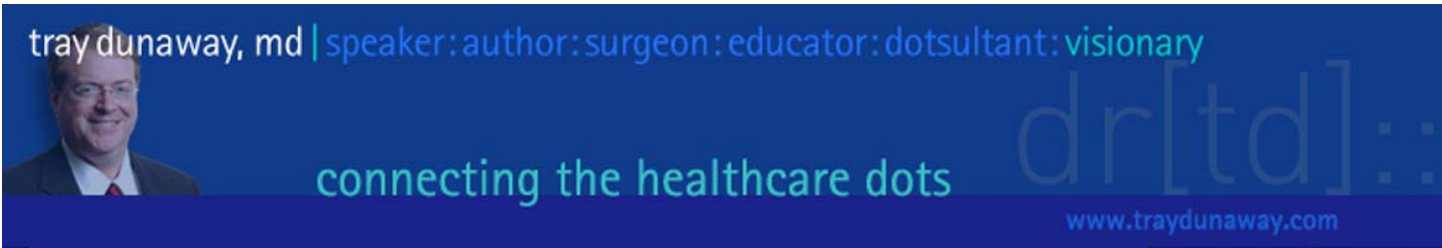
He had been thrown off of his medical staff because of delinquent medical records so often they used Velcro to attach his name to his hospital mailbox. *///* He would get hives at the mere mention of the "C" word, *(pause and whisper)* "compliance." *///* His hospital's medical record department had employees who couldn't recognize him by sight because they'd never actually seen him. *///* But oh, how things have changed.

Dr. Tray Dunaway was a rebellious surgeon with a 16 year "every-other-night-on-call" practice in South Carolina. His frustrations with the "business of medicine" led him to develop a risk-based coding system that revolutionized healthcare compliance and has become a certified standard for facilities nationwide. His documentation system has resulted in millions of dollars in increased revenues for hospitals and medical practices alike with DRG and E&M coding alike. Today he conducts over 75 programs a year to implement his system, conduct executive retreats, and has been featured in over 30 top healthcare journals.

He has spoken across America, from Florida to Hawaii and 36 other states to date and has qualified for a professional membership in the National Speakers Association. Please help me welcome America's Favorite Medical Record Delinquent ----- Dr. Tray Dunaway.

**(///) Pause for expected laughter*





Sample Homecare Conference Intro:

This morning wanted to kick off our conference with a speaker who could inspire you to new heights. We wanted someone who could take us all to a new level of physician understanding and partnering, a physician who could understand and help the frustrations of Home Health nurses; someone who could make a lasting impact on each and every one of us.... Then we found out what someone like that cost! So after careful consideration, here's what we came up with...

He had been thrown off of his medical staff because of delinquent medical records so often that they used Velcro to attach his name to his hospital mailbox. He thought good marketing was when he visited his local Piggly Wiggly Grocery store on double coupon days, (*aside*) is there really a store called Piggly Wiggly?, and his local home health agency routinely created all orders in triplicate because that's how many times they had to send them for signature before he'd return them. But oh, how things have changed.

Dr. Tray Dunaway was a well-liked yet rebellious surgeon with a 16 year "every-other-night-on-call" practice. Initially, his frustrations with the "business of medicine" led him to develop a risk-based coding system that revolutionized healthcare compliance and has become a certified standard for facilities nationwide and has resulted in millions of dollars in increased revenues for hospitals and medical practices. Today he conducts over 75 programs a year on a variety of healthcare business issues, has spoken in 38 states and has been featured in over 30 top healthcare journals.

Today, this frustrated doctor turned healthcare pioneer and "dotsultant" will unleash some of his newest thinking on the business of homecare and how it impacts our relationships with physicians and their offices.

Please help me welcome America's Favorite Home Care Nightmare ----- Dr. Tray Dunaway.





Sample Healthcare Executive Intro:

We wanted to bring in a true expert, a speaker who could inspire you to new heights. We wanted someone who could take us all to a new hospital and physician partnering and understanding... someone who could make a lasting impact on each and every one of us.

Then we found out what someone like that cost! So after careful consideration, here's what we came up with...

He had been thrown off of his medical staff because of delinquent medical records so often that they used Velcro to attach his name to his hospital mailbox. He would get hives at the mere mention of the "C" word, (*whisper*) "compliance." And for years, he thought hospital administrators and department heads were out to get him. But oh, how things have changed.

Dr. Tray Dunaway was a well-liked yet rebellious surgeon with a 16 year "every-other-night-on-call" practice in Camden, South Carolina. His frustrations with the "business of medicine" led him to develop a risk-based coding system that revolutionized healthcare compliance and has become a certified standard for facilities nationwide. His documentation system has resulted in millions of dollars in increased revenues for hospitals and medical practices with DRG and E&M coding alike. Today he conducts over 75 programs a year from hospital physician education programs to executive retreats connecting the dots of healthcare. He has spoken in 38 states and has been featured in over 30 top healthcare journals.

This morning/afternoon, this frustrated doctor turned healthcare pioneer and "dotsultant" will unleash some of his newest thinking on business issues of medicine.

Please help me welcome America's Favorite Medical Record Delinquent and *Hospital Administration Nightmare* ----- Dr. Tray Dunaway.

