



Announcing an essential new book — and the single, most effective solution to the critical issues facing your healthcare organization . . .

- How can we increase the quality of care throughout our entire organization?
- How can we receive the highest level of reimbursement that we are entitled to?
- How can we lower our legal risk and compliance risk?
- How can we improve organizational efficiency, and relations with our medical staff?

What is the *one* solution to all these pressing problems — and to many more? . . .

An X-ray image of a human hand and forearm, showing the bones of the fingers, wrist, and forearm. The image is oriented vertically, with the hand at the top and the forearm extending downwards. The bones are clearly visible against a dark background.

Is your clinical documentation quality due for a checkup?

THE PROBLEM

- Documentation was found to be inadequate in 70 percent of patient medical records. (Cascio et al., *Journal of Bone and Joint Surgery*, 2005)
- Documentation discrepancies were found in 62 percent of patient progress notes. (Carroll et al., *Journal of Pediatric Medicine*, 2003)
- A patient's medical record is susceptible to neglect and data loss if the documentation is not provided by the physician immediately after care is given. (Stengel et al., *Journal of Bone and Joint Surgery*, 2004)
- There is a link between poor quality documentation in a patient's medical record and excessive healthcare costs and poor quality of care. (National Coalition for Healthcare, *Charting the Cost of Inaction*, 2003)

Improve the work and profitability of
your entire organization by enhancing
the foundation on which it is built —

HIGH QUALITY CLINICAL DOCUMENTATION

FACT: In a typical hospital visit, at least **14 different clinicians** will document in each patient's medical record.

FACT: The patient record, and what it represents, is at **the core** of every healthcare encounter.

FACT: The patient medical record is **the common ground** between physicians and staff members in your organization — it's critical for **quality care, accurate reimbursement**, and your hospital's **quality ratings**.

FACT: Physicians are **not** trained to develop clinical documentation skills during medical school or residency. The best practices for high quality clinical documentation are never taught or formally learned.

FACT: Most physicians **under-document**, depriving your organization of **critical revenue** you should be receiving.

THE SOLUTION

FACT: The single best way to improve patient care, receive all the reimbursement to which you are entitled, and lower compliance risk, is by increasing the quality of your clinical documentation.

And now there is a scientifically
proven way to achieve that . . .



What you will learn from this book

- Why a healthcare organization's most valuable asset is its clinical information
- The 7 essential criteria that define high quality clinical documentation
- How to properly query physicians over inadequate documentation without putting your hospital in danger of compliance risk
- What works and what doesn't: Use the numerous case studies to learn best practices — and how to avoid costly mistakes — based on the actual experience of other healthcare organizations
- Why a strong physician–hospital relationship is needed for a successful clinical documentation program, and ways to improve the relationship with your medical staff
- How to establish buy-in from busy physicians by getting them involved in your training program, in the right way, from the very beginning
- Why physicians must feel they are partners in any clinically focused process, and how to achieve this
- How to train physicians in time management
- How to use training to increase the performance and motivation of your medical staff
- Why peer learning, mastering, asking, and coaching are essential to clinical documentation training, and how they increase physician confidence and self-efficacy
- How CAMP Method training was scientifically proven to increase clinical documentation quality
- *The 10 Rules of Clinical Documentation*, to ensure compliance and superior patient care
- What an optimal training schedule and session consists of
- How to measure training success (with forms provided on the resource disc)
- Why credible individuals must conduct clinical documentation training, and the ideal — and minimal — qualifications they must have
- How to train the trainers within your organization
- Which groups of staff members, aside from physicians, should receive CDI training — and why
- How clinical documentation quality can impact the fair market value of a primary care physician practice
- The executive team's 7 primary responsibilities in implementing and maintaining a CDI program
- How to use health information as a strategic tool to advance your organization with staff, patients, and the community-at-large
- Essential steps you must follow to ensure a smooth transition to the electronic medical record (EMR)
- How to set up a continuing education program that truly engages your staff
- Why physicians welcome training programs that include testing and case studies
- How to create accountability through measurement
- How to adapt the physician training so that is appropriate and meets the needs of other staff groups
- How to ensure good communications between physicians and clinical documentation professionals
- How to maintain employee engagement
- How to build a strong relationship between your physicians and health information management (HIM) department
- How to create a sustainable program that will maintain high quality clinical documentation for years to come



Finally, the definitive guidebook and learning system on clinical documentation improvement . . .

Improving the quality of clinical documentation is the one sure strategy to enhance the quality of care and increase efficiency throughout your organization. A well-designed clinical documentation program can increase your competitive advantage and even improve relations with your medical staff. In addition, the program will lower your compliance risk and result in more accurate reimbursement and quality ratings.

Nominated for the Best Theory to Practice Award by the Academy of Management, *A Compelling Case for Clinical Documentation* is the most comprehensive guide on clinical documentation training ever published.

In addition to providing a complete overview of the entire field and its most pressing issues, *A Compelling Case* presents the CAMP™ Method for clinical documentation training. The only training method scientifically proven to substantially improve clinical documentation quality, CAMP training is fully explained in this pragmatic and well-documented book. In the end, *A Compelling Case for Clinical Documentation* is not only a definitive guide — it offers each healthcare organization a complete, customizable, and scientifically proven training program to improve its clinical documentation quality.



About the Author

Ruthann Russo, PhD, JD, MPH, RHIT, is a managing director with Navigant Consulting, Inc. and a partner in the law firm of Russo and Russo, LLP, which is based in Bethlehem, Pennsylvania and New York City. She has been working in healthcare organizations, and advising their medical staffs, for over 20 years. Dr. Russo previously served as the chief executive officer of HP3, Inc.; HP3 Research Institute, Inc.; and Cabot Marsh Corporation. She is the developer of the CAMP™ Method training system, scientifically proven to improve physician self-efficacy and clinical documentation quality. *A Compelling Case for Clinical Documentation* is Dr. Russo's seventh book.



A complete handbook, strategy guide, and training system . . .

Take charge of your own clinical documentation program and implement the proven best practices.

A Compelling Case for Clinical Documentation contains everything you need to improve your organization's clinical documentation quality, starting today.

You receive the two-volume strategy guide, the CAMP™ Method Overview DVD, and the training system resource disc as a complete package.

Nominated for the Best Theory to Practice Award by the Academy of Management



CAMP training gives physicians *the tools* needed to consistently produce high quality clinical documentation and *the conviction* needed to do so.

What is CAMP Method Training?

Developed by Dr. Ruthann Russo, the CAMP™ Method is the only training system that is scientifically proven to substantially improve clinical documentation quality and physician self-efficacy over the course of two 2-hour training sessions, spaced about a week apart.

Based on the established theories and practices of self-efficacy education, CAMP training uses four components to increase participant self-efficacy: *coaching, asking, mastering, and peer learning*. These four components are carefully built into the learning activities of the two CAMP Method training sessions.

A Proven Method to Improve Clinical Documentation Quality

Self-efficacy measures a physician's willingness to perform an activity and the belief in his ability to perform it well. Aside from needed conviction, increased self-efficacy translates into *sustainability*, the ability to maintain quality and performance over long periods of time.

Coupled with techniques to improve self-efficacy are CAMP training exercises to review case studies for clinical documentation quality, apply the criteria of high quality clinical documentation, and improve sample records with inadequate documentation, bringing them up to professional-quality standards.

By taking this approach, the CAMP training system gives physicians *the tools* needed to consistently produce high quality clinical documentation and *the conviction* needed to do so.

A Complete Training System for Your Healthcare Organization

A Compelling Case for Clinical Documentation offers a complete, scientifically tested training system you can put to work, starting today. In addition to explaining self-efficacy training and its components, and offering a complete overview of the original CAMP Method study, you are provided with the precise training sequence and all the needed testing forms on an accompanying resource disc. An accompanying DVD also offers an overview of the CAMP training system. Together, all these resources help you to get started right away.

Additional Tools from DJ Iber

By ordering *A Compelling Case to Clinical Documentation* today, you receive everything needed to implement a high-quality training program. But to increase the efficiency and depth of your training program, DJ Iber offers further resources: a Web-based data collection and analysis tool; training workbooks; an instructional DVD to accompany your training; executive guidebooks; and management guidebooks.

Want to learn more about these additional resources? Contact DJ Iber today, or visit our Web site at www.acompellingcase.com.

Major Benefits of this Learning System . . .

- **Easy to sell to your medical staff because it's scientifically proven.** The scientific approach, and data to back it up, will help administrators sell the training system to physicians who are skeptical of anything "new" that will take more of their time.
- **Receive all of the reimbursement you are legally entitled to.** High quality documentation will help improve reimbursement levels for many hospitals, since most physicians are under-documenting. More reliable data results in more reliable reimbursement.
- **A complete training system with resources.** You receive a complete training and learning system, with ready-made evaluation forms, PowerPoint presentations, and training-session outlines, minimizing the need to look elsewhere. It empowers your organization to perform initial and follow-up training independently, and consistent with your own specific needs.
- **Assess the state of your current clinical documentation program.** Determine where you are or what you need to do.
- **Protect your hospital against compliance claims.** When physicians are trained in clinical documentation, tested, and hospitals have proof they know how to document accurately, compliance risk is nearly eliminated. When documentation is clearly defined as the doctor's responsibility, not the hospital's — and you have a compliant method in place for querying physicians — any basis for compliance claims is eliminated.



Order Now

A Compelling Case for Clinical Documentation

Vol. 1: *Use Clinical Documentation to Achieve Strategic Alignment with Your Medical Staff*, 223 pages

Vol. 2: *Use the CAMP Method to Improve Clinical Documentation Quality*, 243 pages

Order A Compelling Case for Clinical Documentation today, and receive the complete CAMP Method Training System. You will receive the two-volume handbook and strategy guide — *A Compelling Case for Clinical Documentation* — along with the CAMP Method Overview DVD and the training system resource disc for only \$395 + \$11.95 shipping.

Order this book online at www.acompellingcase.com. Or mail or fax this order form to DJ Iber Publishing.

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One Bethlehem Plaza, Suite 1010
Bethlehem, PA 18018



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