



ICS NETWORK NEWS

News and Information for Authorized ICS Resellers and Claims Processing Centers

Volume II, Number 1

April 1994

To get a detailed report on the number of practices in your area, contact ICS's Marketing Services Group (Keri Liverance @ extension 256) and request a Target Marketing Area Analysis. There is a \$50 processing fee, but the information can prove invaluable when formulating your marketing strategy and spending your marketing dollars.

Marketing Stats



How Many Practices are within Your Reach

According to the Statistical Abstract of the United States - 1991, there are 426,000 private medical and dental practices comprised of 543,000 individual practitioners. This works out to about one practice for every 56 people.

To get a rough idea of the number of practices in your area, simply divide the population of each surrounding county or town by 56.

Some locations have higher density, some less, but on average, these numbers should apply to your area.

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The Presentation

Tips on Presenting ICS Products and Services



When marketing to a practice during business hours, it is important to remember that the primary focus of the doctor is to service patients, not talk to sales people. Keep this in mind and abide by the following rules:

Be brief and to the point. Time is money to the practice. Be as prepared with your message as possible and do not occupy large blocks of the doctor's time. Stay focused on your presentation and avoid "amusing anecdotes". If necessary, schedule multiple visits at the doctor's convenience.

Make use of literature. You will rarely see the doctor during the business day while he or she is seeing patients. Be prepared to leave informative, high quality literature that the doctor can review at a later time. By reviewing the materials in a more relaxed manner, the doctor - the decision maker - will be more educated and better able to discuss your products and services on your return visit.



Organize the materials and package them in a quality presentation folder. This makes your first impression with the doctor one of strength, quality, and professionalism. Literature should be of high quality and basic in nature, presenting the information needed for a basic understanding of your products and services. This will reduce the time you spend educating the doctor on "the basics" and allow you to focus on a more productive, sales-oriented presentation.

If you don't know the answer, that's okay. You will be asked specific technical or industry-related questions for which you may not have an immediate response. Be honest with the doctor and tell him or her that you don't have an answer but will get one immediately. If time permits during your presentation, contact your regional manager or account manager for the answer. If time does not permit, immediately get the requested information and forward it to the doctor.

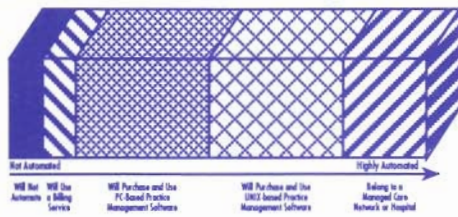
Always put yourself in the doctor's shoes. What would you want to hear if the table was turned and you were on the receiving end of the presentation? A good exercise is to review your presentation with an associate. Write down your questions and prepare an answer for each. Compare these with the questions the doctor asks you and modify your list, noting most frequently asked questions. Fine-tune your presentation so the most often asked questions are answered first. When you can answer 99% of doctor's questions before they are asked, you're there!



These are just a few points to consider when working with your prospective clients. Effective marketing, however, is a combination of many techniques, all boiling down to one point - understanding your customer and earning their trust and confidence. The deal will only be closed when the doctors trust what you say to be true and are confident that you will provide them with the best possible products and services.

The Automation Spectrum

Inside Washington



The need for automation varies according to practice size, as well as other factors. At one end of the spectrum are practices that will not automate or will outsource to a billing service. In the middle are practices that will purchase and use DOS- or UNIX-based practice management software. At the high end are practices tied into a network. ICS products and services cover more than two-thirds of this spectrum.

1994 will again be a year of uncertainty in our industry. Last year, as health care providers tried to determine how the proposed changes coming out of Washington would affect them, decision-making on equipment and service purchases literally ground to a halt. All sectors were affected including computer service providers to the healthcare industry.

After all that was said and done, it now appears that significant changes on the federal level will not occur on the scale initially proposed - nor does it need to.

Companies such as ICS and its network of resellers and claims processing centers, as well as clients, are working hard to provide efficiencies in the healthcare system.

Although the market slowed down for a while last year, we believe that ICS emerged as a strong player in the healthcare systems market. This is due to the introduction of new and innovative products and services that are uniquely positioned to take advantage of whatever "flavor" of Health Care Reform passes through Congress and is enacted into law.

Claims Processing Center Update

Remember Three Things: Service, Service, Service

According to ICS statistics, 20% of all respondents to ICS direct mail are primarily interested in "outsourcing" their claims and/or patient billing operations. Due to the complications presented by the uncertainty of Health Care Reform, many physicians are taking a "wait-and-see" attitude before making any decisions about automation.

Here are a few tips to remember when marketing your claims processing center services:

- ☞ **Health Care Reform is an uncertainty.** That's precisely why some healthcare providers should consider outsourcing - at least until the smoke clears over the next few years.
- ☞ **Offer your clients something they can't get anywhere else - convenience and management of information.** Use the information at your finger tips and offer some statistics to your clients. Chances are, you can provide valuable insight to his or her practice that is worth paying a little extra for. Contact your ICS regional manager for ideas.
- ☞ **Concentrate on primary care providers - family practice, pediatrics, general dentistry, and internal medicine.** Primary care is in the most turmoil today and, traditionally, primary care providers have been the least compensated of the healthcare specialties. These providers are more likely to avoid large capital expenditures for computers and equipment, taking advantage of outsourcing services.
- ☞ **Simplify the coding headaches of multi-specialty practices.** Procedure coding for a multi-specialty practice can be complex and reduce office efficiency. By removing this burden from the practice, you can actually help reduce their administrative costs. Look to oral surgeons as prime targets as they must file both dental and medical claims for a single patient.



Health Care Reform More Talk - Less Action

About this Issue

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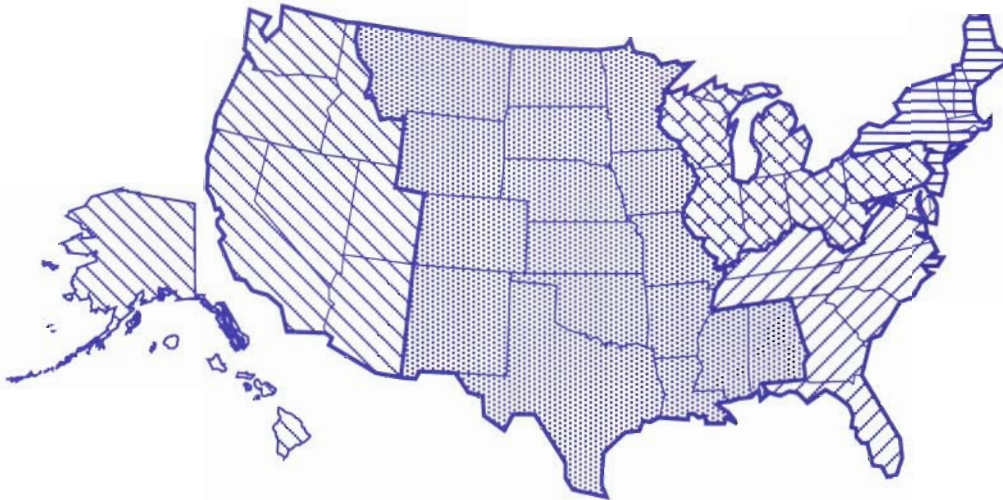
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About ICS

Know Your Regional Manager

At ICS, we have established regional managers, located in our Norcross office, that are available to assist you in your sales and marketing efforts. This is your primary contact with ICS... all product orders and marketing requests should go through your regional manager. Additionally, your regional manager is available to help you with the "tough sell" - whether you need a simple consultation or an Over-The-Phone Demo (OTPs). Your regional manager is also responsible for passing leads on to you that have been generated either by ICS's national marketing campaign or as the result of your company's target mailing.



Welcome New Resellers!

West

Bob Silverstein
Regional Manager
Extension: 164

Ron Alfieri
Kenneth Chow
Tom Hammond
Loc Luu
Maureen Meyer
Evon Nazaroff
Richard Synnott
Charlie Tan
Jim Thomas
Dave Tish

Central

John Idol
Regional Manager
Extension: 131

Charlotte Anthonisen
Charlie Caspari
Mickey Clark
James Honeycutt
Dana Brewton

Great Lakes

Scott Keiser
Regional Manager
Extension: 111

Janice Liskey
Fred Boelio
Kirk & Laura Leonard
Mike & Judy Torcaso
Jeanie Zupanik
Steve Schmidt

New England

Peter Loughlin
Regional Manager
Extension: 110

Tom Giacobbe
Chris Burke
Mike Glasser
Doug Fee
Pete Lyster

Southeast

Chip Idol
Regional Manager
Extension: 141

Ben Berger
Edna Behr
Tom Greene
Marvin Bradford
Warren Mosby
Burrell Brown
Rosie Granato
Kathi Willems
Theron Long
Robert Bontrager
Roger & Pat Pare
David Kim
Ray Gombes
Pat Warner

Get Us Your Updates!

Lead Tracking

Each month, hundreds of sales and outsourcing leads are generated from our national and target marketing efforts. We must know the status of all leads generated so we can properly evaluate our efforts. Let your regional manager know what's happening with each lead.

Database Updates

When you discover a practice has opened, moved, closed, or changed their information in any way, send us the information so we can update our database. The higher the quality of our database, the better we can successfully target our marketing efforts.

ICS Marketing Assistance Program - MAPping Your Future

Marketing can be one of the most intimidating aspects of running your business. It is a game of trial and error, successes and failures. But you don't have the time or money for errors and failures. To help you get the most "Bang-for-Your-Buck", ICS has developed the Marketing Assistance Program.

Each month, ICS mails more than 60,000 pieces of direct mail to 1- and 2-doctor medical practices. We experiment with messages, layouts, and yes, even color combinations. The goal is to develop direct mail pieces that provide the best response for the least production costs. Likewise, we have spent a lot of time, effort, and resources developing effective marketing pieces such as folders and product sheets. This enormous volume of direct mail and printed material has allowed us to negotiate printing and mailing rates far below what you, as an individual with limited needs, would be able to achieve.

Under the Marketing Assistance Program, we can help you identify your prospect base and market to it effectively. From business cards to letterhead to folders to mail pieces, ICS can provide you deeply discounted pricing for printing and/or mailing. We can also help you develop your Target Marketing Area and provide you with a complete profile. Here are some of the services we provide:

Target Marketing Area and Analysis. It is important that you define a TMA so that you can focus and maximize your efforts. The TMA Analysis provides you with counts of 1- and 2- doctor medical practices, broken down by cities, counties, specialties, and zip codes. From these breakdowns, you can plan direct mail campaigns and advertising. We also provide you with a telemarketing list, sorted first by city and then by zip code. You can use this list for telemarketing or for planning door-to-door cold calling. The cost of preparing a TMA Analysis is \$50. We will work with you to best define your area.

Marketing Sample Pack. This pack provides color samples of the ICS proposal and business materials. Use these samples to select the corporate look that is right for you. Because of the cost associated with preparing this sampler, we must charge \$15 per pack. This amount will be credited against your first order.

Proposal Materials. These materials are designed to provide a strong connection between your company and ICS. You can purchase label sets that allow you to "customize" these materials. It is important that your first impression with a prospect be one of quality and professionalism. These materials are designed to do just that without emptying your wallet.

Business Materials. ICS can provide you all the stationery you need to provide impressive corporate communications; again, providing a strong link with ICS.

Target Marketing. We can provide a wide variety of target marketing services including direct mail and handout pamphlets. Samples are included in the Marketing Sample Pack.

For more information or to order materials, complete and return the attached card below or call **Keri Liverance** at **800/444-0201** or **404/447-1311**, ext. **256**.

Detach and return to ICS

Yes, I would like to know about the ICS Marketing Assistance Program!

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____ County: _____

Phone: _____ Facsimile: _____

- Please prepare and send me a Target Marketing Area Analysis (\$50)
- Please send me a Marketing Sample Pack (\$15 to be credited against your first order - no charge to ICS Authorized Resellers)
- Please contact me about the ICS Marketing Assistance Program

Charge to my credit card (circle one & complete):

Total Charge: \$ _____
Visa Mastercard Amex Discover
Card Number: _____
Name on Card: _____
Expiration Date: ____/____/____

ICS Marketing Services as of 04/01/94

Proposal Materials from ICS Stock

Allow 5 to 7 days for delivery

Dealer Kit Restock (product sheets and "Product Lines").....	\$20.00	each
Product Sheets	\$3.75	/25 pack
"Product Lines" Letterhead	\$2.50	/25 pack
ICS Corporate Brochures	\$99.00	/25 pack
Proposal Packs (Each Pack includes 1 of the following)	\$185.00	/25 sets
Portfolios (folder with Rolodex Card).....	\$39.00	/25 pack
What's In It For Me?	\$40.00	/25 pack
The Market (booklet)	\$64.00	/25 pack
Your Proposal (folder)	\$28.00	/25 pack
The Products (folder)	\$28.00	/25 pack
Custom Imprinting on Covers and Folders.....		Call for Info
Labels for Covers and Folders.....		See Below
10" x 13" Envelopes with Graphic.....	\$6.00	/25 pack

Business Materials

Includes Design - Allow 10 to 15 days for delivery

Business Start-Up Kit (includes the above)	\$460.00	each
Business Cards	\$40.00	/500 pieces
Business Letterhead	\$78.00	/500 pieces
2nd Sheet (matches letterhead - no printing)	\$17.00	/500 pieces
Business Envelopes	\$126.00	/500 pieces
Sets of Labels (each set includes 1 address size, 1 portfolio size, 2 business card size, and 8 ID size)	\$221.00	/100 sets
Business Start-Up Kit Restock.....	\$440.00	each

Target Marketing

Includes Design - Allow 10 to 15 days for delivery

Target Marketing Area Analysis w/Telemarketing List.....	\$50.00	process fee		
	500 pcs	1000 pcs	2500 pcs	
8½" x 11" Tri-fold Mailer w/Business Replay Card				
2-sided, Your choice of 1 ICS color	\$136.00	\$163.00	\$256.00	
2-sided, Your choice of 2 ICS colors	\$188.00	\$223.00	\$342.00	
Bulk Mailing (includes processing & 3rd class postage)	31¢	each piece		
Mailing Labels Only (30 names per sheet)	\$1.85	/sheet		
8½" x 11" Tri-fold Handout Pamphlet				
2-sided, Your choice of 1 ICS color on coated paper	\$119.00	\$139.00	\$195.00	
2-sided, Your choice of 2 ICS colors in coated paper	\$168.00	\$196.00	\$266.00	

Additional services and pricing available upon request

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and
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