JOSEPH S

EASTERN, M.D.

THE OFFICE

Accounts Receivable: Standardized Strategy

anagement of accounts receivable is a significant issue in all private offices, and I've addressed it from multiple angles in previous columns.

In most cases, the patient-owed por-

tion can be kept out of the accounts receivable in the first place. Collect as much as possible at the time of service, even if you have to offer a discount for immediate payment. When immediate payment is impossible, or you must wait for the insurance explanation of benefits, ask for a credit card number that you can keep on file and charge as soon as you know the balance due.

Sending statements should be a last resort, but they should be sent promptly, and no more than three times before you refer the account for collection.

Most difficult or awkward collection problems can be categorized, and you should have a standardized strategy for dealing with each of them. Those strategies should be assembled as a formal written policy and applied consistently each time they arise. Such a policy begins by considering possible scenarios.

Standardize as many situations as possible; for example, make a list of any sit-

> uation in which you always want the patient balance written off, or always want the balance sent to a collection agency without your direction, or always want to make a case-by-case decision.

> Be as specific as possible. What do you want done, for example, when a patient is deceased? Do you want to bill the family or estate, or write off the balance as a bad debt, or some combination of the

two? My office has a "sliding scale" based on the size of the balance due, ranging from writing off the smallest balances to deciding the fate of the largest on a caseby-case basis. The occasional very large balance might merit referral to a specialized company for a probate search, or other identification of accessible funds.

What about a patient who claims to have been laid off from work and does not pay a balance or discontinues payments? Options include referring the account to your collection agency, writing off the balance, or negotiating payment of a reduced balance.

If a patient has no insurance and requests a discount at, or prior to, the time of service, decide if you want to give one, and if so, how much and under which circumstances. My basic no-insurance discount is 40% if payment is made at the time of the visit. Those who can't pay immediately are offered 25% off if they pay within 30 days of service, 10% if within 60 days. Cases of particular hardship are worked out on an individual basis. We have a similar policy for patients who have insurance that my office does not accept.

For inpatient services, when the hospital has discounted or written off the patient balance and the patient requests a discount, we match the discount granted by the hospital. For small balances that remain unpaid after reasonable efforts have been made to collect from the patient, we Continued on following page



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Continued from previous page

write off balances of less than \$25.00 and refer the rest for collection.

Delinquent accounts, after collection efforts have been exhausted without success, are usually unsalvageable; but, occasionally, patients will attempt to negotiate a settlement, once they realize the damage done to their credit rating. I am less generous with discounts under such circumstances, of course, but I usually take 5% off if the balance is paid in full within 10 days, and 10% if paid by credit card immediately, by

phone. We require them to complete a standard "hardship form" to apply for a larger discount.

Nobody collects every balance owed. This is the reality in any business, especially a medical one. The main objective is to do everything possible to minimize uncollected accounts. Develop a system that works, and be disciplined about implementing it.

DR. EASTERN practices dermatology and dermatologic surgery in Belleville, N.J. To respond to this column, e-mail Dr. Eastern at our editorial offices at fpnews@elsevier.com.

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Pristiq desveniafaxine Extended-Release Tablets

BRIEF SUMMARY. See package insert for full Prescribing Information. For further product information and current package insert, please visit www.wyeth.com or call our medical communications department toll-free at 1-800-934-5556.

WARNING: Suicidality and Antidepressant Drugs

WARNING: Subclading and Antidepressant Drugs
Antidepressants increased the risk compared to placebo of suicidal thinking and behavior (suicidality) in children, adolescents, and young adults in short-term studies of Major Depressive Disorder (MDD) and other psychiatric disorders. Anyone considering the use of Pristiq or any other antidepressant in a child, adolescent, or young adult must balance this risk with the clinical need. Short-term studies did not show an increase in the risk of suicidality with antidepressants epressant in a child, aiolescent, or young adult must balance this risk with the clinical need. t-term studies did not show an increase in the risk of suicidality with antidepressants bared to placebo in adults beyond age 24; there was a reduction in risk with antidepressants bared to placebo in adults aged 65 and older. Depression and certain other psychiatric ders are themselves associated with increases in the risk of suicide. Patients of all ages who tarted on antidepressant therapy should be monitored appropriately and observed closely for all worsening, suicidality, or unusual changes in behavior. Families and caregivers should be eld of the need for close observation and communication with the prescriber. Pristig is not poved for use in pediatric patients [see Warnings and Precautions (5.1), Use in Specific lations (8.4), and Patient Counseling Information (17.1 in the full prescribing information)].

INDICATIONS AND USAGE: Pristiq, a selective serotonin and norepinephrine reuptake inhibitor (SNRI), is indicated for the treatment of major depressive disorder (MDD).

is indicated for the treatment of major depressive disorder (MDD).

CONTRAINDICATIONS: Hypersensitivity-Hypersensitivity to desventafaxine succinate, ventafaxine hydrochloride or to any excipients in the Pristiq formulation. Monoamine Oxidase Inhibitors-Pristiq must not be used concomitantly in patients taking monoamine oxidase inhibitors (MAOIs) or in patients who have taken MAOIs within the preceding 14 days due to the risk of serious, sometimes fatal, drug interactions with SNRI or SSRI treatment or with other serotonergic drugs. Based on the half-life of desveniataxine, at least 7 days should be allowed after stopping Pristiq before starting an MAOI [see Dosage and Administration (2.5) in the full prescribing information]. WARNINGS AND PRECAUTIONS: Clinical Worsening and Suicide Risk-Patients with major depressive

isken MAGis within the proceding 14 days due to the risk of serious, sometimes fatal, drug interactions with a SNNI or SSRI treatment or with other sendoment of upon the same of the transport of the devendance at least 7 days should be allowed after stopping Pristip before starting an MAOI (see Dosage and Administration (2.6) in the full prescriping information). WARNINGS AND PRECAUTIONS: Clinical Worsening and Suicide Risk-Patients with major depressive storage of their depression and/or the emergence of sucide like tools and pediatric, may experience worsening of their depression and or the emergence of sucide like the properties of the same properties of

3 consecutive on-therapy visits. In clinical studies, regarding the proportion of patients with sustained hyperfension, the following rates were observed: place 0.05%; Pristig 50 mg (17.3%; Pristig 100 mg (7.7%), Pristig 20 mg (17.3%), and Pristig 400 mg (2.3%), Analyses of patients in Pristig controlled studies who met criteria for sustained hyperfension revealed a dose-dependent increase in the proportion of patients who developed sustained hyperfension. Ahormal Bleeding-58% and SNRis can increase the risk of bleeding events concomitant use of aspirn, other drugs that affect platelet function, norsteroidal and-inflammatory drugs, warfarin, and other anticoagularists can ado to this risk. Bleeding events related to SSRis and SNRis have ranged from ecotymosis, hematoma, epistaxis, and petechiae to mortificate the propertion of the pristing therefore, patients with the concomitant use of Pristig and NSABbs, aspirin, or other drugs that affect coagulation or bleeding. Narrow-angle Glaucoma-Mydriass Is been reported to in association with Pristig, therefore, patients with raised intraocular pressure or flose at risk of acute narrow-angle glaucoma (angle-dosure) glaucoma) should be monitored. Activation of Mania/Pypomania-During all MDD and VMS (vasomotor symptoms) phase 2 and phase 3 studies, main awas reported for approximately 0.1% of patients treated with Pristig, Activation of mania/Pypomania has also been reported in a small proportion of patients with aging affective disorder who were feated with other marketed antidepressants. A with all antidepressants, Pristig and Cardiovascular/Derebrovascular Disease-Cauthon is advised in administering Pristig to patients with a recent history of myocardial infarction, unstable heard disease, uncontrolled hyperbrovascular patients with a recent history of myocardial infarction, unstable heard disease, uncontrolled right patients with a recent history of myocardial infarction, unstable heard disease, and acute and patients and patients and patients and patients and patie

Interstitial lung disease and eosinophilic pneumonia associated with venlafaxine (the parent drug of Pristig therapy have been rarely reported. The possibility of these adverse events should be considered in patients treated with Pristig who present with progressive dyspnea, cough, or chest discomfort. Such patients should undergo a prompt medical evaluation, and discontinuation of Pristig should be considered.

ADVERSE REACTIONS: Clinical Studies Experience: The most commonly observed adverse reactions in Pristig-treated MDD patients in short-term fixed-dose studies (incidence 25% and at least twice the rate of placebo in the 50 - or 100-mg dose groups) were nausea, diziness, insomina, hyperhidrosis, constipation, somnolence, decreased appetite, anxiety, and specific male sexual function disorders. Adverse reactions reported as reasons for discontinuation of treatment. The most common adverse reactions leading to discontinuation in at least 2% of the Pristig-treated patients in the short-term studies, up to 8 months, the most common was womiting (2%). Common adverse reactions leading to discontinuation in at least 2% of the Pristig-treated patients in be short-term studies, up to 8 months, the most common was womiting (2%). Common adverse reactions that occurred in 25% of Pristig-treated MDD patients at any dose in the 8-week, placebo-controlled, fixed-dose, premarketing clinical studies in general disorders incidence of common adverse reactions that occurred in 25% of Pristig-treated MDD patients at any dose in the 8-week, placebo-controlled, fixed-dose, premarketing clinical studies in general disorders and administration site conditions. Fatigue of the pristigue of the pris

controlled clinical studies with does of 50-400 mg, systolic orthostatic hypotension (decrease ≥30 mm Hg from spine to standing position) occurred more frequently in patients, active and agree to standing position occurred more frequently in patients, active and agree to standing position occurred more frequently in patients, and agree the proposal uses of pristing. Because postable of the proposal patients and proposal patients and proposal patients and proposal patients and proposal patients. A proposal patients are protected work proposal uses of pristing. Because postable to reliably estimate their frequency or establish a causal relationship to drug exposure. Skin and abcularaneous lasson disorders—a frequency or establish a causal relationship to drug exposure. Skin and abcularaneous lasson disorders are reported work of using Pristing in combination with other CNS-active drugs has not been abcularaneous lasson disorders and proposal patients. A proposal patients who have recently been discontinued from a monoamine ordises inhibitor (AMO) and stated on antidepressals with pharmacological properties similar to Pristing (SNRs or SSRs), or who have recently had SNRI or Standing and properties similar to Pristing (SNRs or SSRs), or who have recently had SNRI or Standing and properties similar to Pristing (SNRs or SSRs), or who have recently had SNRI or Standing Amount of the standing properties similar to Pristing (SNRs or SSRs), or who have recently had SNRI or Standing Amount of the standing and the potential for servician syndrome, caution is advised when the properties of the standing and the potential for servician syndrome, caution is advised when the standing and the potential for servician syndrome, caution is advised when the standing and the standin

recommended dose in patients with hepatic impairment is 50 mg/day. Dose escalation above 100 mg/day is not recommended [see Clinical Pharmacology (12.6)].

OVERDOSAGE: Human Experience with Overdosage—There is limited clinical experience with desvenlafaxine succinate overdosage in humans. In premarketing clinical studies, no cases of fatal acute overdose of desvenlafaxine were reported. The adverse reactions reported within 5 days of an overdose >600 mg that were possibly related to Pristiq included headache, vomiting, agitation, dizziness, nausea, constipation, diazinea, dry mouth, paresthesia, and tachycardia. Desvenlafaxine (Phistiq) is the major active metabolite of veniafaxine, Overdose experience reported with veniafaxine (the parent drug of Pristiq) is presented below; the identical information can be found in the Overdosage section of the veniafaxine package insert. In postmarketing experience, overdose with veniafaxine (the parent drug of Pristiq) is presented below; the identical information can be found in the Overdosage section of the veniafaxine package insert. In postmarketing experience, overdose with veniafaxine (the parent drug of Pristiq) has occured predominantly in combination with alcohol and/or other drugs. The most commonly reported events in overdosage include tachycardia, changes in level of consciousness (ranging from somnolence to coma), mydriasis, serizures, and vomiting. Electrocardiogram changes (eg, prolongation of 0T interval, bundle branch block, QRS prolongation), sinus and ventricular tachycardia, braydecardia, hypotension, rhabdormyolysis, vertigo, liver necrosis, serotionin syndrome, and death have been reported. Published retrospective studies report that venilaraxine overdosage may be associated with an increased risk of fatal outcomes compared to that observed with SSRI antidepressant products, but lower than that for tricyclic antidepressants. Epidemiological studies have shown that venilaraxine in overdosage, as opposed to some characteristics) of venidataxine in overdo This brief summary is based on Pristiq Prescribing Information W10529C009, revised September 2009

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