

A New Revenue Stream For Your Practice: Skin Cancer Screening And Treatment

**Skin Cancer
Is The Most
Common Form
Of Cancer In The
United States.**



**One in Five Americans
Will Develop Skin Cancer**



**Current Skin Cancer Patients Are
Being Referred To Other Physicians
(And Taking Their Revenue With Them)**



**Skin Cancer
Certification
=
Increased
Hourly
Collections**

**Skin Cancer Patients Are Being
Treated With Confidence In House
(And Their Revenue Is Collected)**



**Collections Per Hour
Pre Skin Cancer
Certification:**

**\$350
PER HOUR**



**Collections Per Hour
Post Skin Cancer
Certification:**

**+42%
\$500
PER HOUR**



**Skin Cancer Patients Are
High Return Rate Patients**



**THE
FUTURE ?**

**For More Detailed Information On How You Can Increase Your Hourly
Collections With Skin Cancer Certification Please Read The Following**



www.skincancercourses.com • 1-888-997-0112

A New Revenue Stream For Your Practice: Skin Cancer Screening And Treatment

Skin Cancer screening and treatment will add a new revenue stream to your practice that will:

- provide an important new level of care to your patients
- save your patients time and money
- have a low cost of implementation but a high return
- minimize unnecessary referrals
- become a reoccurring revenue source for years to come

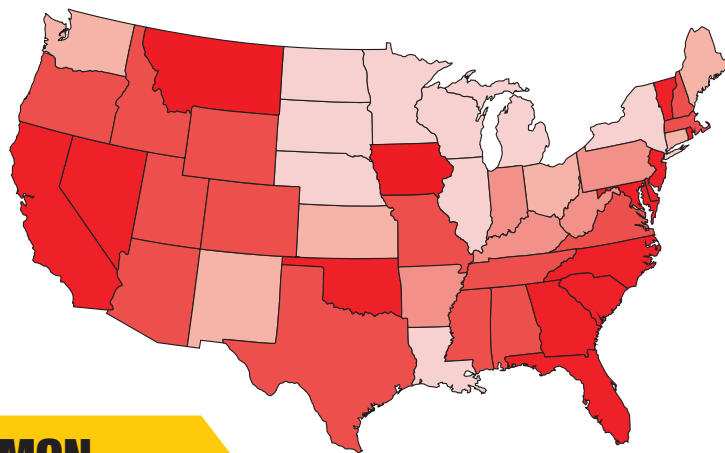
To set up this service it will take a small investment which will repay itself many times over.

All that is required is:

- attendance at a 2-day education course to train you and your selected team member(s) on the clinical skills
- purchase a small number of low cost instruments
- carry a small assortment of consumables which will drive revenue.

Practitioners who have added Skin Cancer screening and treatment to their practice have doubled their revenue per hour and increased their bottom line far more.

Thankfully skin cancer presents itself on the outside of the skin and therefore is much easier to detect. All it takes is for a trained* clinician to conduct a full skin check to identify the most obvious lesions. If a suspect lesion is identified, the clinician can take a punch or shave biopsy to obtain a diagnosis from a pathologist. The result of the biopsy will guide further management. Low level lesions which make up over 90% of all skin cancers can be managed within a primary care environment. If a case is beyond the skill set of your clinicians for management they will refer them to the appropriate specialist. This way the patient gets immediate action on their lesion of concern and you are only referring the cases that need specialist intervention.

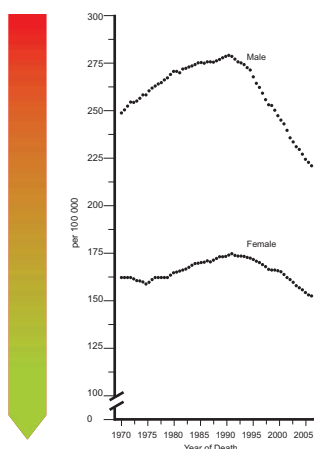


Cancer Mortality Rates by State:
Melanoma White Males 1970-2004 All Ages

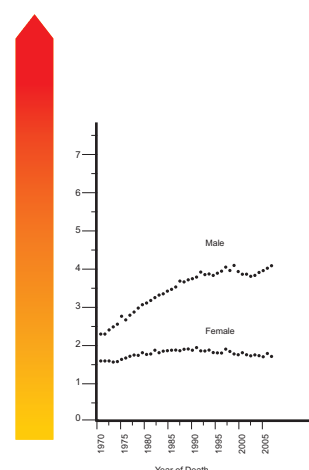
SKIN CANCER: AMERICA'S MOST COMMON AND EASILY DIAGNOSED AND TREATED CANCER

Skin Cancer is the most common cancer in the US and while many cancers are decreasing in mortality, skin cancer continues to grow in incidence and mortality.

All Cancers



Melanoma



Many of your current patients have skin lesions they are not even aware of. By offering a skin check service they will be grateful. They will self-identify and will book the service at little or no cost to your practice. Patients who have their skin checked are encouraged to do so annually so they will effectively become recurrent patients for your practice. They will also tell all of their family and friends who will help grow your business.

Our Certificate in Primary Care Skin Cancer Medicine program is designed to provide training in the diagnosis and management of skin cancer medicine, as well as the business, marketing, and legal aspects in the primary care setting.

A New Revenue Stream For Your Practice: Skin Cancer Screening And Treatment

Become a trained clinician

The unique aspect of this program is we can offer you and your clinical team world leading post graduate medical education to ensure they can diagnose and treat with confidence.

This 2-day workshop is structured to optimize your knowledge in Skin Cancer Medicine and enable you to successfully meet existing and future marketplace challenges. The world class program was developed in Australia – a country with the unenviable record of the highest incidence of melanoma in the world. More than 5,500 medical practitioners from 12 countries have participated.

Using the same proven model, this University certified, AMA and AAFP accredited education course will teach you how to deliver this service in your practice. The course is delivered by specialists in Dermatology, surgery, business, and primary care workflow management.



Program Overview

Diagnosis and Management

The 2-day Certificate course will provide the participant with the ability to:

- diagnose common skin cancers and associated conditions
- perform skin checks and identify suspicious lesions
- use a Dermatoscope and the 3-point checklist to differentiate between benign and suspicious skin lesions
- understand, select and apply appropriate treatment options for common skin cancers
- safely excise and close small and low risk cancers with direct suture
- understand limitations in training and experience, and consequently know when to refer a patient to the appropriate specialist: dermatologist, mohs surgeon and / or other medical practitioners.

Business and Marketing

- set up skin cancer service within your clinic
- how to set up an efficient appointment book for skin cancer
- practical application of workflow management
- how to convert an exam room in 30 seconds
- tools required / cost of supply
- staff and how to maximize utilization
- a US Physician's experience running a skin cancer clinic
- how to exceed patient expectations
- how to maximize your existing patient database and
- how to get referrals.

You and your clinical staff will be able to deliver the service once attending the workshops and add value to your practice immediately.

A New Revenue Stream For Your Practice: Skin Cancer Screening And Treatment

Most medical services are expensive to set up and deliver and provide little return to the bottom line. Skin cancer screening, biopsies and basic management are very low cost with a very high return on time and consumables.

The table below shows the Medicare rates, as an example, for the most common services with the time and resources required.

Service	Time	Cost of Consumables	CPT Code	Revenue (2012 Medicare Allowable)
Skin Check	15 minutes	\$0.00	99213	\$69.72
Cryotherapy	1-2 minutes	\$1.00	17000 - 17267	\$79.81 - \$282.33
Punch Biopsy x 1	5-7 minutes	\$3.00	11100	\$102.28
Elliptical excision in a non-cosmetic sensitive area	15-30 minutes	\$10.00 - \$15.00	11400 - 11626	\$119.67 - \$439.29
Layered Closure	15 minutes on top of Elliptical excision	\$10.00 - \$15.00	12031 - 12032	\$231 - \$300.30 + the Elliptical excision above

* All of the above services are taught as part of the course *



2013 Dates & Locations

April 26-27
Las Vegas, NV

June 28-29
Chicago, IL

August 16-17
Los Angeles, CA

November 16-17
Ft. Lauderdale, FL

**These Courses
Are Run Four
Times A Year And
Have Limited
Places. Enroll Today
To Secure Your
Position.**

To enroll in the Certificate in Primary Care Skin Cancer Medicine Course go to www.skincancercourses.com or call toll free on (888) 997-0112.

Medico-legal Aspects

Some are fearful that if they start looking at their patient's skin that they are open to the risk of being sued. All medicine has risk and the risk of doing nothing is also dangerous. The advantage with skin cancer is if the patient or your medical team identifies a lesion of concern you can easily take a biopsy to obtain a diagnosis from a pathologist. If the lesion is outside your teams comfort level they can easily refer to a Dermatologist.

Many patients have lesions they aren't even aware of so you and your trained team will be able to point out lesions of suspicion and help save lives.

Conclusion

This new service your practice could provide will be of great value and allow you to control more of your business. Our goal is to provide a convenient and affordable alternative to patients who have genuine concern for their health due to personal, family or environmental history.

With the Primary Care Skin Cancer Medicine program you can also create a new revenue stream that will last for many years.

We invite you to integrate this new service and revenue stream to your practice.

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THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

