

PI FAX & Email ALERT

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The Season for HOT PI Reports :

Does it make economic sense to choose "low yield" diagnosis [Lewkovich Sept 06] when presenting your patient's case to the insurance company?

In the next 10 months our firm and this newsletter will promote a movement for DC's to completely change their approach on writing the PI report.

Basically, we want you to "tear up" the old model, literally. Let's talk.

The NEGATIVES for most reports:

1. They look like medical reports, when 70% of the injuries are chiropractic.
2. Most reports look tired and uninteresting.
3. Most reports do not reveal the real trauma suffered by your patient.
4. Most reports are narrative style, making it a difficult read, when writing in short sentences in an OUTLINE form is much better.
5. Most reports do not use the CPT 2006 AMA Standard Edition.
6. Most reports use Chiropractic Coding Desk Books. Throw them away.

We will be talking about the NEW PARADIGM on report writing to a CCA district near you. We've never talked about reports like this before.

We believe that report writing can be easier, more comprehensive and yield far better settlement results, with just a couple of changes of style.

SHAWN STEEL'S SPEAKING SCHEDULE: All DC's always *invited*

San Joaquin/Stanislaus	Oct. 03, 2006
San Diego	Oct. 04, 2006
San Gabriel	Nov. 01, 2006
LA Southwest	Nov. 02, 2006
LA Metro	Nov. 08, 2006
North Bay	Nov. 15, 2006

Road Fatalities & Injuries Increase

- 4,120 people died in traffic accidents in California in 2004
- 4,329 people died in 2005
- 5.1 % increase in one year

*National Highway Traffic Safety Adm.

Rising motorcyclist and pedestrian deaths and injuries push total to a 20 year high.

Motorcyclist's deaths and injuries rose for an eighth straight year.

Acting Transportation Sec Maria Cino "motorcyclists need to wear their helmets, drivers need to buckle up and all motorists need to stay sober."

Great advice, but a little late in most cases.

DC's are seeing more pedestrian and motorcyclist injuries than ever before. The reasons are obvious.

Motorcyclists are no longer just Hells Angels but are made up of professional and middle class riders. There is an explosion of motorcycle riders. Each time a car cuts off a motorcyclist the rider will get badly hurt.

Given the growing population we witness more clogged streets, anxious drivers, who are striking more pedestrians than ever to gain on one signal. The streets are more dangerous.

PRACTICE TIP

Give special attention to the motorcyclist or pedestrian patient. Their injuries are almost always more traumatic. Look for:

- Closed Head Injuries
- Internal trauma
- Extremity injuries
- Skin scarring