

## Bringing expertise to your practice.

Ethica focuses on creating customized solutions to ensure measurable results and overall customer satisfaction. Our expert field team brings a wealth of healthcare knowledge in clinical, coding, quality improvement methods and more.

**Mary Mallory, CEMC** serves as a subject matter expert providing knowledge and proficiency in coding and billing. She has significant experience in risk adjustment, compliance review and diagnostic coding. She has been a certified coder since 2010 and has assisted and educated providers and their staff on proper diagnostic coding and other risk adjustment issues.

**Nickie Ewald, RN, CFN, CMI-III, DABFN** brings an extensive clinical background as a registered nurse for 20 years, working in both the inpatient and outpatient settings. Her experience includes assisting practices in obtaining and maintaining patient centered medical home designation, chart reviews for compliance and quality in preparation for audits and site visits. Nickie also helps prepare practices for CMS' Merit-Incentive Payment System.

## About Ethica

Ethica was formed to support the growing needs of physicians and practices trying to meet the demands of physician incentive programs. The healthcare landscape is experiencing extreme changes in all areas of the care continuum. From regulatory, compensation, technology, health management, reporting and patient expectations, Ethica has the experience to assist and improve practice performance.

Ethica's services are founded on the extensive experience, ideals and successes of The Physician Alliance, one of Michigan's leading physician organizations representing more than 2,200 primary care and specialty physicians. This foundation ensures opportunities for clients to receive proven strategies and solutions.

### Contact us to learn more about our services.

info@ethicaholdings.com  
(586) 498-3587  
www.ethicaholdings.com



## Ethica Diagnostic Coding Services



*Ethica is a wholly-owned subsidiary of  
The Physician Alliance.*



## Customized diagnostic coding services to meet your practice's needs.

Accurate coding assigns the appropriate risk to a patient population, validating "how sick" patients are and directly impacting per member per month costs.

Ethica services provide hands-on, personal assistance and feedback to improve the accuracy of your diagnostic coding. This helps:

- Assist in establishing medical necessity for billed services
- Increase referrals from primary care providers due to cost transparency
- Increase revenue for your practice through incentive payments
- Decrease the risk of billing rejections
- Improve physician referrals

## Included in Ethica's five-visit diagnostic coding package:

- Diagnostic coding education
- Specialty specific new Medicare coding overview
- Review and customize new patient template
- Review and customize routing form
- Specialty specific reports - practice and provider level
- Specialty specific pocket coder guide
- Provider level coding education
- Biller survey
- Presentation of audit report
- Review of opportunities to improve accuracy of coding
- Coding audit report update/follow up on recommendations

### Additional Services:

Electronic or paper patient chart review (additional \$125 per hour) includes:

- Initial intake forms
- Medication lists
- Problem lists
- Health histories
- Office notes
- Consultation reports
- Audit report detailing percentage of missed opportunities and recommendations for documentation criteria used for accurate diagnosis coding and coding specificity and billing accuracy.

