

MEG Academy Full Access Programs and Course Summaries

Master Programs

MEG Academy Introduction

1. **Welcome to MA** - This course discusses the foundational principles of MEG Academy Training and details out how to utilize the Virtual Training (VT) Client Outline.

Start-Up Accelerator

1. **Phase 1: First Steps** - This course navigates through the initial steps necessary to open a private practice from envisioning your ideal scene and starting the incorporation process to exploring financing options and writing out a proforma. This course also covers different practice models to consider and partnership arrangements.
2. **Phase 2: The Location** - This course focuses on how to identify the ideal practice location. Training includes how to complete a market analysis and what metrics to consider. This course will also help with lease negotiation and provide insight on the build-out.
3. **Phase 3: Legal and Compliance Considerations** - This course covers the essential insurance plans and compliance measures you need to protect yourself and your business. It also identifies critical patient documents that should be included in your Welcome to the Practice Folder.
4. **Phase 4: Preparing the Office to Open** - This course details out the final pre-opening steps including contracting and credentialing, marketing your new practice and preparing your staff to deliver care. It also includes a brief tutorial on Quickbooks to help you get comfortable with looking at your business through a CEO's lens.

Practice Environment

1. **The Ideal Practice Environment** - This course focuses on the first key to Private Practice success and identifies some of the most important elements to create the ideal front desk, clinical/gym and marketing spaces. This course also addresses critical equipment to provide your staff to set them up for success.

Company Structure

1. **The Company Organization Chart** - This course explains why a 5 Division Organization chart is essential to establish the foundation necessary to support the growth of your business.
2. **Division 1 - The Administration Division** - This course provides an overview of the responsibilities, products and stats for both the division as well as the individual posts within the Administration Division including the Office Administrator, Office Manager, Front Desk Coordinator and Compliance Officer.
3. **Division 2 - The Marketing Division** - This course provides an overview of the responsibilities, products and stats for both the division as well as the individual posts within the Marketing Division including the Marketing Director, Marketing Coordinator, Social Media Marketing Coordinator and the Patient Care Representative.
4. **Division 3 - The Finance Division** - This course provides an overview of the responsibilities, products and stats for both the division as well as the individual posts within the Finance Division including the Finance Director, Bookkeeper, Billing Team, and Insurance Verification Officer.
5. **Division 4 - The Production Division** - This course provides an overview of the responsibilities, products and stats for both the division as well as the individual posts within the Production Division including the Clinical Director, Clinician, and Aides/techs.
6. **Division 5 - The Executive Division** - This engagement video course provides an overview of the responsibilities, products and stats for both the division as well as the individual posts within the Executive Division for either a small single location or a multi-site practice.

CEO and Executive

1. **Being the Leader of Your Private Practice** - This course not only addresses the “doing-ness” of being an effective leader and manager, but also highlights the “being-ness” of a successful CEO. Upon completion, you will be able to run productive meetings, manage your team more effectively, and utilize the tools necessary to keep a pulse on the health of your business.
2. **Strategic Planning** - This course covers the importance of creating a Business Strategic Plan (BSP) and provides a step by step guide on how to execute building a BSP and well as a Marketing Plan to allow the owner to set goals and targets annually.
3. **Managing By Statistics** - This course reviews the most critical stats and substats to track in a PT Private Practice. This course will help the owner to establish an SOP for stat tracking.
4. **The Bonus Structure** - This course details the bonus structures for the front desk staff, clinicians and the marketing coordinator.

Recruiting, Hiring and Retaining Staff

1. **The 5 Phases of Hiring** - This course introduces the steps of the 5 phase hiring process as well as demonstrates the application of the process including procurement and resume review, phone screen, interview day, interview, and the close.
2. **The 5 Phase Hiring Tools** - This course highlights some of the most successful tools that should be used in the hiring process including the closing form and status sheet to detail out the particulars of the offer as well as the expectations for the post being filled. It also includes recommendations for pre-employment testing and reference checks.
3. **The Secret to Staff Retention** - Creating a strong company culture is imperative to staff retention. Course 3 focuses on how to support and invest in your staff, including how to develop a mentorship program to support the professional growth of your team.

Personnel Management

1. **Conflict Resolution** - This course is designed to address the “soft skills” associated with being a good manager. It includes chapters on how to operate with high personal integrity, improve company culture and how to gain agreement to resolve upsets.
2. **The 4 Flows of Management** - This course provides lecture/role plays demonstrating the 4 flows of management: employee upset with employer, employer upset with employee, employee asking for a concession and employer asking for concession and shows how to handle each flow.
3. **Building an Effective Team** - This course illustrates the importance of incorporating the concept of “exchange” into your practice. This refers to compensating employees for products, not time. Establishing this principle will improve the overall efficiency of your practice.

Marketing Enhancement

1. **The Marketing Division** - This introductory course established the ideal marketing structure including the internal and external marketing departments. This course also helps guide you in the build out of your marketing plan.
2. **Internal Marketing** - This course focuses on the marketing strategies and tools to be used within your four walls. It covers how to leverage your patient’s successes to generate internal referrals and increase return business. The course also discusses how to use social media in your internal marketing efforts.
3. **External Marketing** - This course focuses on the marketing strategies and tools to expand your referral base. It covers how to establish rapport with physicians, allied health professionals and the public.
4. **Effective Branding** - This course introduces the concept of brand awareness and covers the “PR personality” along with basic branding strategies.

Systems of Operation

1. **Policy and Procedure Manual** - This course covers the importance of not only having a P&P Manual, but also enforcing those policies and procedures and keeping employees accountable. This tool serves as the “rules of the road” for your organization.
2. **Selecting the Right EMR** - One of the more important decisions you will need to make as an owner is which EMR system is best for your group. This course outlines the essential features needed for the clinician, practice management as well as the billing department.
3. **The Bonus Structure** - This course details the bonus structures for the front desk staff, clinicians and the marketing coordinator.
4. **Compensation Options** - This course analyzes the various compensation structures to consider in a PT private practice including traditional, Pay For Performance and Profit Sharing Models.

Billing and Collections

1. **Billing and Collections Management** - This course provides insight on outsourcing billing vs hiring an in house biller.
2. **The Staff's Responsibility** - This course introduces the Front Desk Management System, which identifies the front desk, clinician's and billing teams roles in the timely submission of and payment of claims.
3. **Understanding PT Billing and Collections** - This course defines key terminology used in Billing and Collections and illustrates the entire billing process. This course will assist in your ability to interpret AR reports.

Scaling and Expansion

1. **How to Scale Your Practice** - This course provides a step by step process on how to determine your clinic's capacity for total patient volume (The Production Center Formula). It also identifies a systematic approach to hiring staff as your business grows.
2. **How to Expand Your Practice** - This course addresses how to expand your practice successfully and open other clinics allowing you to benefit from the economy of scale.

Certification Programs

New Hire Certification

1. **MEG Academy Training** - This course introduces the employee to Brian Gallagher and MEG Academy. They will learn the training approach of education, duplication and application used throughout the certification process.
2. **The Policy and Procedure Manual** - This course emphasizes the importance of the P&P manual and assigns the task of reading through the company's P&P manual and signing the acknowledgement form.
3. **New Hire Orientation Checklist** - This course will assist with the onboarding of a new staff member to the team. A primary focus of the training includes establishing patient rapport and being a patient care advocate. An employee will also fully understand how to ask for success stories and will be able to perform the Give Me 5 drill upon completion of training.
4. **Effective Communication and Conflict Resolution** - This course is designed to address the "soft skills" associated with being a good employee. It includes chapters on how to operate with high personal integrity, contribute to a strong company culture and how to gain agreement to resolve upsets.
5. **The Team Approach** - This course introduces the concept of "exchange" and will help you to understand you are NOT exchanging time for money, but rather you are being compensated to deliver a product.

Front Desk Certification

1. **MEG Academy Training** - This course introduces the employee to Brian Gallagher and MEG Academy. They will learn the training approach of education, duplication and application used throughout the Front Desk Certification process.
2. **Division 1 Structure** - This course provides an overview of the responsibilities, products and stats for both the division as well as the individual post of Front Desk Coordinator.
3. **Tracking Stats** - The Front Desk coordinator is introduced to the Front Desk Stat grid in this course. The tutorial provides detailed instructions on how to fill the stat grid out.
4. **Post Orientation Training** - This course covers the vital duties of the Front Desk Coordinator (FDC) including lectures and role plays on how to perform patient registration, check patients in, schedule full POCs, collect over the counter money along with other responsibilities the FDC is accountable for.
5. **Understanding Billing and Collections** - This course defines key terminology used in Billing and Collections and illustrates the entire billing process. After completion of this course, you will be able to accurately verify and explain insurance benefits to the patient.
6. **Front Desk Policies** - This course highlights important policies that should be incorporated and adhered to at the front desk.
7. **FDC Enhancement** - This course includes advanced training for handling common problems that occur in a PT private practice including issues with over the counter collections and patient upsets.

Office Manager Certification

1. **MEG Academy Training** - This course introduces the employee to Brian Gallagher and MEG Academy. They will learn the training approach of education, duplication and application used throughout the Office Manager certification process.
2. **Division 1 Structure** - This course provides an overview of the responsibilities, products and stats for both the division as well as the individual post of Office Manager.
3. **Tracking Stats** - The Office Manager is introduced to the Front Desk Stat grid along with the corresponding weekly and monthly graphs, Target Calculator and % prescribed grid in this course. The tutorial provides detailed instructions on how to utilize these tools.
4. **Post Orientation Training** - This course covers the vital duties of the Office Manager (OM) including onboarding and training staff.
5. **Management Training** - This course not only addresses the “doing-ness” of being an effective manager, but also highlights the “being-ness” of a successful manager. Upon completion, you will be able to run productive meetings, manage juniors more effectively, and utilize the tools necessary to keep your team on task.
6. **The 4 Flows of Management** - This course provides lecture/role plays demonstrating the 4 flows of management that an Office Manager may encounter: employee upset with employer, employer upset with employee, employee asking for a concession and employer asking for concession and shows how to handle each flow.

Office Administrator Certification

1. **MEG Academy Training** - This course introduces the employee to Brian Gallagher and MEG Academy. They will learn the training approach of education, duplication and application used throughout the Office Administrator certification process.
2. **Division 1 Structure** - This course provides an overview of the responsibilities, products and stats for both the division as well as the individual post of Office Administrator.
3. **Tracking Stats** - The Office Administrator is introduced to the Front Desk Stat grid and corresponding weekly and monthly graphs, along with the Target Calculator and % prescribed grid in this course. The tutorial provides detailed instructions on how to utilize these tools.
4. **Post Orientation Training** - This course covers the vital duties of the Office Administrator (OA).
5. **The 4 Flows of Management** - This course provides lecture/role plays demonstrating the 4 flows of management that an Office Administrator may encounter: employee upset with employer, employer upset with employee, employee asking for a concession and employer asking for concession and shows how to handle each flow.
6. **The 5 Phase Hiring Process** - This course introduces the steps of the 5 phase hiring process as well as demonstrates the application of the process including procurement and resume review, phone screen, interview day, interview, and the close.

Clinician Certification

1. **MEG Academy Training** - This course introduces the employee to Brian Gallagher and MEG Academy. They will learn the training approach of education, duplication and application used throughout the Clinician certification process.
2. **Division 4 Structure** - This course provides an overview of the responsibilities, products and stats for both the division as well as the individual post of Clinician.
3. **Tracking Stats** - The Clinician is introduced to the Clinician Stat grid in this course. The tutorial provides detailed instructions on how to fill the stat grid out.
4. **Post Orientation Training** - This course covers the vital duties and expectations of the Clinician.
5. **PT Enhancement** - This course includes advanced training for handling common problems that occur in a PT private practice including noncompliant patients, patients who disagree with the POC, patients who try to self discharge along with many other scenarios.
6. **Delivering the Optimum Quality of Care** - This course provides insight on how to measure quality of care and also provides strategies for improving patient compliance.
7. **The Team Approach** - This course introduces the Front Desk Management System, which describes the clinician's role in effective front desk operation.

Clinical Director Certification

1. **MEG Academy Training** - This course introduces the employee to Brian Gallagher and MEG Academy. They will learn the training approach of education, duplication and application used throughout the Clinical Director certification process.
2. **Division 4 Structure** - This course provides an overview of the responsibilities, products and stats for both the division as well as the individual post of Clinical Director.
3. **Tracking Stats** - The Clinical Director is introduced to the Clinical Director Stat grid in this course. The tutorial provides detailed instructions on how to fill the stat grid out.
4. **Post Orientation Training** - This course covers the vital duties and expectations of the Clinical Director.
5. **Management Training** - This course not only addresses the "doing-ness" of being an effective manager, but also highlights the "being-ness" of a successful manager. Upon completion, you will be able to run productive meetings, manage juniors more effectively, and utilize the tools necessary to keep your team on task.
6. **The 4 Flows of Management** - This course provides lecture/role plays demonstrating the 4 flows of management that a Clinical Director may encounter: employee upset with employer, employer upset with employee, employee asking for a concession and employer asking for concession and shows how to handle each flow.

Patient Care Representative Certification

1. **MEG Academy Training** - This course introduces the employee to Brian Gallagher and MEG Academy. They will learn the training approach of education, duplication and application used throughout the Patient Care Representative Certification process.
2. **Division 2 Structure** - This course provides an overview of the responsibilities, products and stats for both the division as well as the individual post of Patient Care Representative.
3. **Tracking Stats** - The PCR is introduced to the Internal Marketing stat grid in this course. The tutorial provides detailed instructions on how to fill the stat grid out.
4. **Post Orientation Training** - This course covers the vital duties and expectations of the PCR.
5. **Understanding Billing and Collections** - This course defines key terminology used in Billing and Collections and illustrates the entire billing process. After completion of this course, you will be able to explain insurance benefits to the patient.
6. **Internal Marketing** - This course focuses on internal marketing strategies and tools to improve patient compliance and increase internal referrals. It covers how to ask patients for success stories, handle patient upsets, perform reactivation calls and how to implement the Welcome to the Practice folder.
7. **Social Media** - The course discusses how to use social media in your internal marketing efforts.

Marketing Coordinator Certification

1. **MEG Academy Training** - This course introduces the employee to Brian Gallagher and MEG Academy. They will learn the training approach of education, duplication and application used throughout the Marketing Coordinator Certification process.
2. **Division 2 Structure** - This course provides an overview of the responsibilities, products and stats for both the division as well as the individual post of Marketing Coordinator.
3. **Tracking Stats** - The Marketing Coordinator is introduced to the External Marketing stat grid in this course. The tutorial provides detailed instructions on how to fill the stat grid out.
4. **Post Orientation Training** - This course covers the vital duties and expectations of the Marketing Coordinator.
5. **External Marketing** - This course focuses on external marketing strategies and tools to expand the referral base of the practice and increase brand awareness. It covers how to establish rapport with physicians, allied health professionals and the public.
6. **Management Training** - This course not only addresses the “doing-ness” of being an effective manager, but also highlights the “being-ness” of a successful manager. Upon completion, you will be able to run productive meetings, manage juniors more effectively, and utilize the tools necessary to keep your team on task.