



A MEDICAL-LEGAL NEWSLETTER FOR PERSONAL INJURY ATTORNEYS BY DR. STEVEN W. SHAW

Service, Communication and Efficiency Count

The other day a paralegal that we have worked with for almost 20 years called and told us she had just started working in a new law practice. She wanted to know if we would accept clients from the firm, even if they had been treating with other providers. When I asked why she wanted to switch her client load to us, she expressed her frustration with the treating doctors and their offices. She went through a litany of challenges and unprofessional behavior that she had never experienced in our office. It made me realize that the law offices we work with and especially those that we do not, might not know about the efforts we make to assist their support staff get the job done. So, as I do a few times a year, I will take this newsletter and identify some of the areas of service that we hope make our organization the place for your clients.

Technology: All of our offices share a centralized datacenter. The data center is cloud based and hosts multiple virtual servers that handle our billing application, document management system (scanned images), VoiP telephony, Hosted Exchange, PACS radiology system and more. This means that, regardless of which office is contacted, you can request nearly anything and that person can immediately provide you with an answer. Our technology assists us in providing prompt, efficient and professional service to your office.

Interdisciplinary Approach: Our affiliated offices offer services by medical physicians, chiropractic physicians or physical therapists. Coordination of care between the providers assures that proper care is administered and that over-utilization and redundancy is avoided. It also means that diagnostic and therapeutic procedures such as EMG, Ultrasound, digital radiology, diagnostic and therapeutic injections are all just a phone call away. The entire team is composed of orthopedists, physiatrists, neurologists, emergency physicians, physician assistants, chiropractors and physical therapists. Arrangements with outside providers for MRI and surgical interventions have also been established for the benefit of the patient.

Personal Injury Experience: Unlike most offices, our practices are limited to patients who are traumatically injured. That means we are not treating babies and families for maintenance care or developing life time chiropractic care programs. While there is nothing wrong with that style of practice, it represents a general practice and not a specialized practice like ours. Our patients have litigation concerns and attorneys. After 26 years in this specialty, we have developed procedures and protocols that are designed to optimize patient outcome, control costs, document residuals, facilitate interoffice communications and support efficient coordination of data. All this is done without any ethical compromise. All doctors have had post-graduate training in injury mechanics, collision analysis, trauma management, impairment rating not to mention advanced training in orthopedics, radiology, neurology and rehabilitation.

Staff Training: Many of our support staff have been with us for 10-20 years and are highly skilled. Newer staff are not just hired and put at a work station. They are trained for their position diligently by senior staff. They understand that the relationship our office has with your office and your clients is a top priority. Each new staff member receives comprehensive training in our office procedures and must satisfy a senior member's scrutiny before being "deployed". We expect them to be friendly, knowledgeable and cooperative. Most of all, we want them to be focused on the patient and attorney in all their actions. They understand we are in a service economy and only as competitive as we are service oriented.

Location and Facility: For all practical purposes, our Hartford, New Britain and East Hartford offices can service the entire Hartford County. All practices are conveniently located off major highways and reachable by public transportation. Doctors and staff are multi-lingual. Abundant and safe parking is available at all locations. All therapy equipment is up to date and calibrated regularly. New patients are usually seen on the same day. We accept LOPs and do not charge for routine reporting. All billing is centralized so only one call is necessary for records or financial information.

I could go on but experience with your office is worth 1,000 words. Think about your current experiences and ask yourself, "**Are we getting the service we need and is it done efficiently?**" If the answer is no, you should give me a call so we can find a way to fill that void. Ask your peers about us and you'll be pleasantly surprised. For additional information, please email me at Dr.Shaw@ShawChiropractic.com

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