



This course is offered for .60 ASHA CEUs  
(Advanced level, Professional area).

It is the Mission of Dysphagia Management Systems, LLC (DMS) to provide mobile swallowing evaluation and instrumentation services at the patient's bedside, including the use of the fiberoptic endoscopic evaluation of swallowing (FEES) according to the standards set forth by the American Speech, Language and Hearing Association. As Speech Pathologists that are experts in dysphagia management, it is our mission to utilize our evidence-based evaluation approach to establish medical necessity, document functional risk and make recommendations consistent with the patient's evolution through the continuum of patient care. With this highly specialized Dysphagia Systems Test (DST) protocol, the collaborative goal is to positively affect a reduction in repeat patient hospitalizations, cost of care, and potential to return to a higher level of health status, and lower level of required care.

Carol G. Winchester MS SLP CCC  
President DMS LLC

## Disclosure

Carol G Winchester, MS SLP CCC is the founder of Dysphagia Management Systems, LLC

**Financial:** Carol Winchester is compensated for presenting this course by GWG dba Dysphagia Management Systems, LLC.

**Non-Financial:** Carol Winchester is on the Board of Directors for DMS and receives no compensation as a member of the Board.

## Faculty

**Carol Winchester, MS, SLP, CCC**

Carol Ghiglieri Winchester graduated from St Mary's Notre Dame in 1977 with a degree in Communications. Receiving her Master's in Speech and Hearing Sciences from Bradley University in 1979, Ms Winchester has specialized in Dysphagia Management for the past 30 years. Researching and developing the first Mobile Swallowing Instrumentation model, the Bedside Endoscopic Swallowing Test (BEST), the predecessor of DMS, specifically for the Long Term Care setting. Having now expanded that mobile service to Outpatient, Assisted Living, Independent Living, and Physician's Offices, Ms Winchester has performed more than 15,000 fiberoptic endoscopic evaluation of swallowing (FEES). Ms Winchester is currently employed by DMS, LLC as its President.



Ghiglieri-Winchester Group dba  
Dysphagia Management Systems, LLC

*Presents*

## Basic Business Development For Mobile Fiberoptic Endoscopic Evaluation of Swallowing (FEES)

**Carol G Winchester, MS SLP CCC**

**Online**

## Course Description

This six hour online seminar was designed to provide the the Dysphagia Clinician with the basic processes of developing a business plan for Mobile FEES and how to incorporate ethical and regulatory mandates into the plan.

## Learning Objectives

### Goals:

- The participant will learn to the components necessary to develop a mobile fees business plan.
- The participant will be able to differentiate between good business and bad business.
- The participant will be able to identify the processes involved in invoicing according to HIPAA standards.
- The participant will be able to identify the steps in writing denials of service appeals.
- The participant will be able to differentiate between appropriate and inappropriate contract terms.

## Agenda

0-15	Welcome/Introduction
16-45	Intro to Mobile FEES and the difference between stationary service and mobile service
46-75	Introduction to the business plan for the SLP providing FEES Services
76-120	Components to identify and contemplate before completing the business plan
121-150	Good business versus bad business, how to know the difference!
151-180	AR – How do I manage it? What are my options and how to manage difficult customers
181-210	Invoicing for HIPAA Compliance depending on the setting and communication methods
211-240	Denials and Approvals: How do I assure that I get paid?
241-270	CPT Coding. What do I do if I'm fee for service versus if I'm billing outpatient?
271-300	Contracts: What can I do and what should I avoid?
301-330	How do these components differ depending on what setting I'm in?
331-360	Looking at the completed business plan and focusing on monitoring your costs vs expenses to develop an appreciable margin.

## Course Cost

### Content Disclosure:

This course is a basic introduction to writing the business plan for a FEES provision of services on a mobile basis. The SLP who is considering going into business, or the person who is going to manage a FEES business must understand the components associated with success! This in no way intends to provide all of the information necessary to run a business, rather it will give the participant an idea of how and what to expect should they decide to venture out on their own.