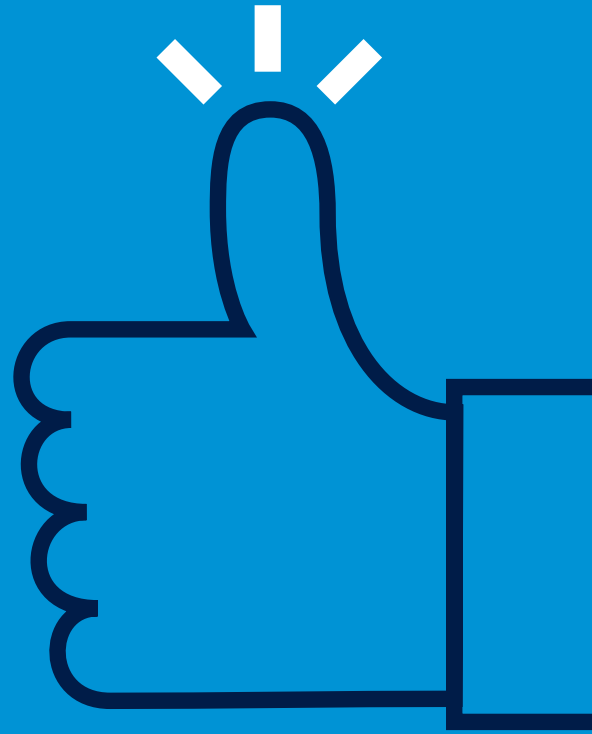


# We do the things you hate dealing with.




Making sense of MIPS, optimizing your practice, and working with data efficiently, all so you can get back to what matters most – your patients.



# MIPS Success

As our flagship service built on learned industry best practices, we offer 3 distinct plans to meet your unique needs. With each plan, you'll have a dedicated, certified success manager to guide you to the MIPS score you deserve.

## Our Plans:

 <b>Basic</b> "Submit what I've got"	 <b>Intermediate</b> "Set me up for success"	 <b>Comprehensive</b> "Take care of it all"
<ul style="list-style-type: none"><li>✓ Avoid the penalty</li><li>✓ Mid-year score review</li><li>✓ Setup of reports</li></ul>	<ul style="list-style-type: none"><li>✓ Get an average rating and positive adjustment</li><li>✓ Quarterly score reviews</li><li>✓ Setup of reports and registry*</li></ul>	<ul style="list-style-type: none"><li>✓ Get a high rating and highest positive adjustment</li><li>✓ Monthly score reviews</li><li>✓ Setup of reports, registry*, and EHR**</li></ul>

## All MIPS Plans Include:

- ✓ **MIPS Boot Camp**  
Start off your success plan with a series of training calls to get you up to speed on the program
- ✓ **EHR, Registry and QPP Coordination**  
Never run a MIPS report or deal with support issues between your vendors
- ✓ **ValView Scorecards**  
E-mailed MIPS score reviews, with suggestions and action items on how to improve
- ✓ **Custom Training Material**  
One-page Cheat Sheets tailored to the measures you are working on
- ✓ **Guided Data Submission**  
Regardless of the method, we setup the submission for you so it's just a click and a signature to file
- ✓ **Custom Compliance Binder**  
Everything you need to prove your submission was successful in the event of an audit
- ✓ **Unlimited support**  
E-mail, call, or even text us

## Money Back Guarantee

If you don't score in the point range we promise, you get your money back.

## Additional Services

Data Submission only: perfect for practice in an APM, or if you just need help closing out the current year.

We also offer Security Risk Analysis, alternative registries, and direct messaging through our partners.

# Practice Optimization

On-site, we're able to reveal hidden issues that may be slowing you down. Our experts review the setup of your EHR and PM systems, shadow your doctors and staff, and come up with solutions on the spot.

Before we get started, we plan out your project like the sample schedule below:

Before Clinic	During Clinic	After Clinic	After Visit
Review of known issues, analysis of current setup of PM and EHR systems	Shadowing of staff in each department, with 1:1 feedback of areas to improve	Meeting with executive team to discuss issues and proposed solutions	Full report, and follow-up meeting to review next steps

# Data and Analytics

Make sense of the data you have and how it can influence the decisions you make. We offer custom services to help you understand even the most complex problems. Sample services include:

Data Migration	Mergers and Acquisitions	Custom Reporting
Let us help you move data between systems	Analyze data across multiple systems to merge into a single dataset	Uncover new marketing opportunities, efficiency gains, and more

<sup>1</sup>Registry is a service offered by our EHR vendor, academy, or a 3rd party system. This may or may not be an added fee. The fee for registry is not included in the Service Packages. MarsdenAdvisors offers Registry service separately if your EHR or academy doesn't have one available. See below for more information.

<sup>2</sup>EHRs may charge additional fees for services that are required for MIPS. MarsdenAdvisors also offers required services separately.

## How We Got Started

After working in clinic and EHR companies, I quickly learned that nobody enjoys dealing with the complexities of compliance programs, as well as applying the required technologies to improve practice efficiencies. From MU to MIPS and beyond, I created a laser-focused team to bridge the gap between technology and medicine — ultimately delivering proven results to our customers. In the last 2 years, we have grown to support over 300 ophthalmologists nationwide.

We hope you'll join us, and finally begin to enjoy using technology in your office!

- Randy Marsden, Founder



## Proven by Numbers, Loved by Customers

**100%**

Clients who met their score goal

**84%**

Earned the exceptional provider bonus

**\$5 Million**

Savings in estimated penalties

“Randy and his team are able to pinpoint issues that we weren't aware of, and develop solutions on the spot to address them. Their recommendations allow us to get the maximum return on investment out of our EHR (rather than just meeting the government requirements).”

- Viki Agvent

Practice Administrator, Southwest Eyecare

## Learn More About Us

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