STRATFORD

Stratford notes:

*I*n the past several years we have had clients ask us to charge their credit card automatically each month. We now have a way to do this. All we need is a note authorizing the payment, the card number and the expiration date. We also need the name on the card if it is different from the name that we print on the monthly statement. You will still get the usual monthly statement with the balance due as always, but it will be stamped paid and you will have a receipt attached for your records. We accept Mastercard and Visa.•

Automatic payment by credit card is an easy way to be sure you have

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*D*o you bill on the UB92 form? Do you do "outpatient" billing? We have recently completed the testing of our Institutional EDI software using the ANSI 837 format. We have successfully transmitted patient claims with EDS (California Medicaid). The software should work for all carriers in all states that accept the ANSI 837 format. We have also updated the fields on the UB92 claim questions. If you want this program and you have prepaid support, you can have it at no charge by faxing your request to 650 692 1073. Be sure to include your complete name and address and the diskette size that your computer requires (3 1/2 or 5 1/4).

We will test for you if you do "inpatient"

billing. We are testing with Delta Dental for the DentiCal program in California using the ANSI 837 format.€

*W*e will have an exhibit at the Blue Shield Medi-fest meeting in San Francisco July 27-29. We will be in booth number 301 at the entrance to the exhibits. If you attend the meeting, be sure to stop by and say Hi. We plan to have our software there on a Windows NT server based network with one or more Windows 95 workstations.

The MediFest 95 meeting is the first annual conference to be held by Educational Services for Medicare (ESM). This will be the most complete Medicare Part B conference held in California.•

If you are not billing electronically using the ANSI 837 or National Standard Format program, let us help you get your templates setup so you can begin. We will do the initial tests for you. Please fax your request to 650 692 1073.

FROM THE EDI CORNER......

Blue Cross/Blue Shield of Massachusetts has one million members. They are going to have an Internet World-Wide Web server, as well as on-site multimedia kiosks equipped with modem connections to the insurance carriers' customer-service operations.

Blue Cross plans to allow hospitals and physicians to automatically file claims and insurance information on-line. Future services also could include providing users with instant updates on claims being processed and other member information.

How is this different from other carriers? There are no long distance charges for the Internet. Many Internet access providers offer unlimited access for a low, fixed monthly charge. Some of our larger groups may be able to save a lot of money by using the Internet instead of calling long-distance or joining a service like Compuserve.

There are, of course, some potential problems. When you transmit over the Internet, your files are broken up into many small pieces called "packets".

Some of the present Internet software packages cannot put these pieces back together properly. Your files can get scrambled.•

In Melbourne, Australia you get fined $1500 if they catch you pressing buttons on your cell phone while driving. Brazil and eight states in the US have similar laws.

BURNING COMPUTER DISPLAYS

Some of our customers forget to turn the brightness down on their monitors at night. This causes the image to be burned into the screen permanently. It can burn so badly that you need to replace the display. If you cannot remember to dim the display, you should get a "screen saver". Microsoft Windows has a built-it screen saver.•

MUTUAL FUND WATCH

-Ticker-	—————Name—————
PBHGX	PBHG Growth
PRSCX	T. Rowe Price Scn Tech
CHSPX	Crabbe Huson Special
RSIGX	RSI Retrmnt Emerging Gr
PKSCX	Parkstone Small Cap Ist
LLPFX	Longleaf Partners
SCFCX	State St Rsrch Cap C
BRWIX	Brandywine
KAUFX	Kaufmann
ICSCX	Regis ICM Small Company
HRTVX	Heartland Value
VPMCX	Vanguard/Primecap
RBEGX	Warburg Pinc Grth & Inc C
PAGRX	Permanent Port Aggr Gr
SAFQX	Safeco Equity
BARAX	Baron Asset
FLISX	Invesco Strat Leisure

USER SURVEY

We got a good response from our survey last month regarding the Internet. One of our customers in New Jersey wants to start a discussion forum on the Internet. We have been looking at various ways to accomplish this. We are working on getting a "Home Page" on the Internet. We would like to make this newsletter and our brochures and other materials available. We have also considered putting a limited version of our software there for anyone to download. The download procedure would take a long time since the compressed file is about four megabytes. On the same server we could put a "form" that anyone could use to enter a question or other comment. Then anyone with access to the Internet could view the form and possibly reply to the question/comment. If you are interested or you have other ideas, please fax them to Stratford.•

COMPUTERIZED PATIENT RECORD

We have had requests over the years for a way to scan the patient chart into the computer so it could be rapidly accessed without having a person look for it. It seems like it should be easy to get a $1000 scanner and begin scanning your charts. Unfortunately there is a lot of labor in the scanning process. You can fill a 1 gigabyte hard disk very quickly. You cannot recall a scanned image unless you give it a meaningful file name. How long to you want to keep information? Many doctors think that the most valuable information is the past exam. If a 58 year old male appears at the emergency room with chest pain, how valuable is it to have information from a previous routine check up? Should you keep pediatric charts for 20 years for litigation purposes? The problem at this time is the cost of storage and maintenance of a very large database. For example, a group of primary care doctors or a 350 bed hospital can generate 1.7 million pages of medical records each year. One scanned page requires 50,000 bytes of storage. To keep records on-line for 3 years would require as much as 220 gigabytes of storage. This storage does not include diagnostic images, correspondence, and other necessary documentation. This is still too expensive for most organizations but the price is dropping daily.

We have attended meetings which were focused on imaging techniques. Most people in that field think in terms of keeping records for tax purposes and related reasons. Five years is considered a long time to keep the records on line. This may not be acceptable for medical records.

There are people who are trying to design a standard coding structure for medical records for all specialties. If data can be coded it takes much less storage. Coded data can be used for searching and reporting much easier than free text or scanned images.•

STRATFORD COMPANY GROWTH

We are almost finished with our five- year company restructuring. We could not have handled the present client base without it.

As you may know, we moved our warehousing a few years ago. Now we can ship the same day that your order is received.
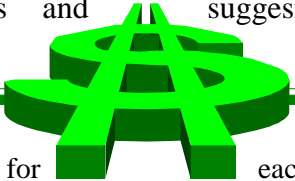
We started an additional support group and installed an 800 number. Now you can always get a support person when you call. "Call backs" are unusual. Amazingly, we were able to do it without charging more! Now we are looking at ways to extend the hours.

> If you have prepaid software maintenance, please use the 800 number to call directly to the support group. The average "hold time" is less than 4 minutes. You won't need a call back.
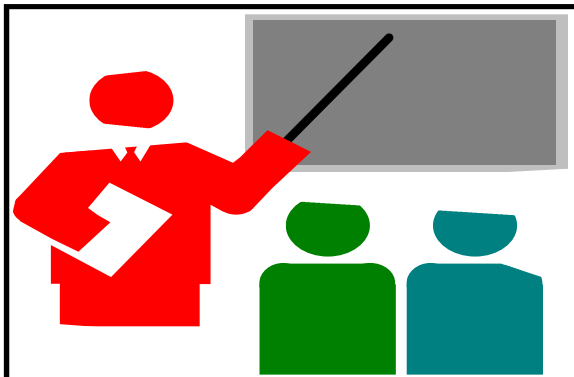
Most of our sales come from our dealer network. We have a sales group to handle routine calls regarding the software. They take calls 7 days a week, 24 hours a day.

Our average monthly support is $38.50 (31%) less than it was ten years ago. We continually look at new ways to use technology to lower our costs. As we increase the number of licensed users, we will be much more efficient and we hope to charge even less as we spread our costs.

Most of the changes we make are either suggested by our customers or result from customer comments. We welcome your comments and suggestions.•

Stratford will pay you $100 for each person* you refer who purchases Stratford Software at full price ($895). Simply fax or write to give us your referral. **We must receive the referral notice in advance of the sale**. **We cannot pay for a referral if you notify us after the sale.** *Subject to

ADVANCED TIP OF THE MONTH

If a civilian provider's services are rendered at a Military Treatment Facility (MTF) as part of a "resource sharing" program do the following:

In addition to identifying the place of service as '26', the provider is required to identify the services as being rendered pursuant to a Resource Sharing Agreement. This is done by adding a three digit extension to the tax ID number.

Setup a new insurance record for Champus with the MTF number following the insurance company name. For example, if the treatment facility number is 027 you would create an insurance record with the following name:
CHAMPUS CLAIMS (MTF:027)