

DIRECT SCREEN COLONOSCOPY PROGRAM



Turn-key program
for GI and Colo-Rectal
physicians

Grow procedure volume

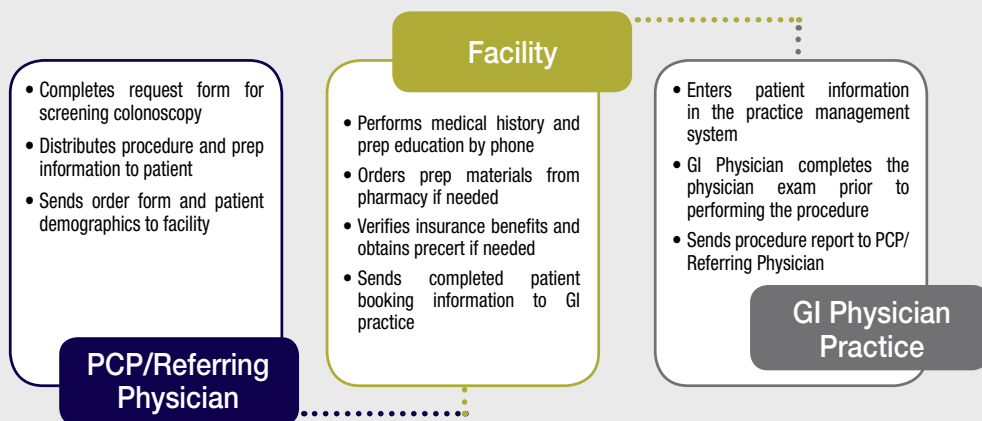
Develop new referral
streams

Save lives!

The Physician Strategy Group (PSG), the consulting division of USPI focused on the sustainability of the physician private practice, is pleased to offer the Direct Screen Colonoscopy Program™. Through this turn-key program, the physician practice is able to offer the community a patient-centered, hassle free approach to colon screenings while growing procedure volume and new referral streams.

Most patients who are 50 years or older, often cite time, money and hassle as the key reasons for deferring a screening colonoscopy. PSG has created a program that removes those barriers while at the same time, offering your practice an opportunity to grow your business. Through the Direct Screen Colonoscopy Program™, the patient skips the specialist office visit that typically precedes the colonoscopy and goes directly to procedure. For the practice, physicians are able to spend more time doing procedures while creating new referral streams for the practice.

PSG has taken the guess work out of starting up this new program by developing the processes and creating the tools to make this program successful. We are able to customize the workflow to accommodate the needs of the practice and providers involved. Here is a sample of the basic process:



Marketing:

PSG has created all the marketing materials that can be customized to each practice. We have all the pieces in place to create a low-cost, highly polished marketing package to educate referral sources and generate new patients to the program. Online scheduling is available for this program.



PHYSICIAN STRATEGY GROUP

SERVING THE USPI PHYSICIAN NETWORK



For more information on the Direct Screen Colonoscopy Program™, please visit www.PhysicianStrategyGroup.com or give us a call toll free at 855.207.5230.