

# Vicki Rackner MD FACS

Dear Physician,

## **Are you leaving money on the exam table?**

Through running my own surgical practice, I discovered the critical importance of keeping track of how money flows in and out of your practice.

You might be surprised to learn that doctors in private practice, on average, walk away from about 30% of their income. The most common cause: failure to collect their hard-earned fees!

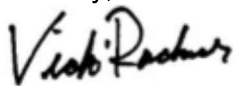
Today I call on my experience as a surgeon in private practice, and on the clinical faculty at the University of Washington School of Medicine, to help physicians thrive. My goal is to help physicians in private practice achieve the personal, professional and financial goals that attracted them to a career in medicine.

My colleague, Cory Reiman of iCURE, LLC, shares my commitment to helping physicians in private practice retain their autonomy.

That is why I have included the enclosed book, *The New Thriving Medical Practice*, as a gift to you. I co-authored this book with Patrick Phillips, the Chairman of the Medical Revenue Management Association of America. I am so impressed with the leadership, vision and value of MRMAA that I recently accepted their invitation to serve as the Chair of their Advisory Board. I hope that you find value in this book.

If you would like to find out just how much lost revenue you could recover each month, Cory has offered to perform a complimentary Practice Analysis to find out if you are maximizing your revenue each month. Simply call 651-404-7373 and mention my name.

Sincerely,



Vicki Rackner MD FACS