



HEALTH

ALTERNATIVE PRACTICE MODELS

Elation Health | Heather Bettridge



TEXAS MEDICAL
ASSOCIATION

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Heather Bettridge

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ABOUT THE AUTHORS

Elation Health brings the right information, at the right time, to support the craft of independent primary care. Elation's certified, cloud-based EHR system connects patients and providers in a dynamic health information network, enabling collaboration on mutual patients at the point of care. Elation's "Clinical First" design is trusted by a network of over 200,000 physicians practicing within independent primary care practices and other innovative care models. Elation Health allows physicians to deliver extraordinary patient care and revolutionize medicine. Learn more at www.elationhealth.com.

Heather Bettridge, BA, CPC, CPMA, serves as associate vice president of TMA Practice Management Services, and directs all consulting and educational activities, products, and services. Her 20 years' diverse health care experience includes practice operations, policy and procedure development, financial analysis, human resource management, clinical documentation improvement and audit activities, and new practice start-ups. Ms. Bettridge holds a bachelor's degree from The University of Texas at Austin and is certified as a professional coder as well as a professional medical auditor by the American Academy of Professional Coders.

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Course Objectives

Upon completion of this enduring material, readers should be able to:

- Break down the different direct care practice models;
- Develop professional relationships with affiliates, vendors, and other third parties to assist in practice viability;
- Identify strategies for marketing and networking through several channels; and
- Maintain compliance through local and federal guidelines.

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