

COPM Content Outline

- I. Basic Otolaryngology Knowledge 10%**
 - A. Knowledge of basic otolaryngology terminology
 - B. Familiarity with basic otolaryngology procedures and protocols
 - C. Familiarity with basic otolaryngology instruments
 - D. Knowledgeable about otolaryngology practice triage
 - E. Familiar with customary otolaryngology patient services
 - F. Anatomy
 - G. Pharmacology relevant to otolaryngology

- II. Finance and Accounting 20%**
 - A. Practice generally accepted accounting principles (i.e., GAAP)
 - 1. General ledger
 - 2. Cash flow
 - 3. Income statement
 - 4. Depreciation
 - 5. Balance sheets
 - 6. Accounts receivable
 - 7. Payroll
 - 8. Accounts payable
 - 9. Audit trails
 - B. Study and evaluate operations and financial reports
 - C. Prepare and monitor budgets
 - D. Demonstrate an understanding of corporate structure and its tax implications
 - E. Implement and coordinate accounting procedures
 - 1. Internal controls
 - 2. Protocols
 - F. Develop a cost/benefit analysis
 - G. Practice valuation (what one is, how to do one, who can do one)

- III. Marketing 10%**
 - A. Conduct internal and external customer satisfaction surveys
 - B. Develop and implement a marketing plan
 - C. Design, implement and monitor advertising and promotional programs
 - D. Plan and conduct public relations programs
 - E. Referral management and development
 - F. Develop and implement a marketing strategy

- IV. Operations 30%**
 - A. Develop, prepare, analyze and monitor operational reports
 - 1. Productivity
 - 2. Financial
 - 3. Utilization
 - 4. Inventory

- 5. Human Resources
- B. Identify need, create and implement policies and procedures
- C. Identify, analyze and implement processes for practice improvement
- D. Develop, implement and monitor a compliance program
 - 1. Malpractice
 - 2. Policies and procedures
 - 3. Minimize legal exposure
 - 4. Patient relationships
 - 5. Employee relationships
 - 6. Confidentiality: patients and employees
 - 7. Patient records release
 - 8. Regulatory compliance
 - 9. Coding
 - 10. Documentation requirements
 - 11. Reimbursement monitoring
 - 12. Supervision
- E. Establish and maintain external relationships
(i.e, vendors, third-party payors, referral sources)
- F. Develop, implement and monitor a business and/or strategic plan
- G. Manage and maintain property, facilities, equipment and supplies
- H. Design, implement, and monitor organizational structure
- I. Design, implement, and monitor managed care operations
- J. Establish and maintain fee schedule

V. Management Information Systems (MIS) 10%

- A. Analyze and manage IS
 - 1. Computer systems
 - 2. Phone systems
 - 3. Telemedicine
 - 4. Electronic medical records
 - 5. Integration of systems (i.e, LANS, WANS, etc.)
 - 6. Electronic billing
- B. Technology of IS
- C. Hardware and software
 - 1. System maintenance
 - 2. File maintenance
- D. Database administration

VI. Human Resources 20%

- A. Develop and administer personnel policies
 - 1. Job descriptions
 - 2. Recruitment and hiring
 - 3. Retaining
 - 4. Training and development
 - 5. Discipline and dismissal
 - 6. Evaluation
- B. Formulate and administer compensation and benefit programs

1. Salary and benefit surveys
 2. Physician compensation
 3. Incentive plans
 4. Insurance benefits
 5. Retirement benefits
 6. Other benefits
- C. Understand and comply with federal laws & regulations and guidelines pertaining
- D. to personnel (i.e, OSHA, HIPAA, ADA, Equal Pay Act, etc.)
- E. Develop and facilitate communication skills and techniques