



IMC Integration

Level	Marketing	Sales	Corporate Development	Equipment & Tools	Training
<b>Level I</b>	Select target market	Integrate insurance agents	PS Liaison	ePSS	The power of the first visit
	Assign zones to centers	Start telemarketing	PS Director	The Guide to Clinical Preventive Services	5YRM Questionnaire
	Quantify potential members	Establish minimum No. of carriers	Suggest small changes	Poster, Flyers, CMS PS forms	
	Start with Age Ins			5YRM Questionnaire	
	Dress centers with posters, flyers.				
Practice needs to understand that all 5YRM exams need to be made, and have the capacity to schedule all the exams. The first visit is the differentiator.					
<b>Level II</b>	Move to all senior population	TM to all senior populations	Get acquainted with Grade system	Adequate preventive services rooms.	Pocket Guide usage
	Multiple Carriers	Multiple carriers	Work interprofessionaly	Purchase/lease any 5YRM equipment not in practice	ePSS usage
					Implementing USPSTF recommendations into health profession education
					Learn how to use I statement in clinical practices
Practice needs to identify health screening principles, and implement the concept of evidence based medicine. Needs to recognize the building blocks of preventive services, and make them part of the way medicine is practiced. Practice has the capacity to perform all 5YRM in-house.					
<b>Level III</b>	Expand to new centers	Sell in new centers	Work with legislators		Continuous PS training
			Adapt practice payment schedule to PS practices		
			Convert into Medicare Advantage Carrier		
Practice transitions into fully integrated Medicare Advantage Plan with strategic positioning.					