

What has been your best business decision during the past year? Why?



Transitioning all of our paper documents and files to an electronic document retrieval system was a key decision this past year. As a medical billing firm, our organization must continue to develop ways to reduce costs and increase productivity. Because reimbursement rates to health care providers have been decreasing during the last several years, simply asking for a rate increase from our clients is not possible as our own expenses rise. By allowing for instant retrieval of documents needed to process claims and seek payment for outstanding patient accounts, we have increased employee productivity by 20 percent in the last year alone. Our systems allow for integration with our billing software and medical practice electronic health record (EHR) systems. Additionally, this has freed up physical workspace to allow for new client growth. ...

**Jeffrey Hamlin**

President  
Physicians Advisory Group Inc.



Fire Tech Productions is a small business that offers expert training and education to the fire protection industry. We have clients all over the US. Our business is growing, but like many entrepreneurs we are very cautious in this economy. My business partner, Dave Craynon, and I decided to hire a full-time employee. It was a leap of faith. It has been the best decision we've made. This hire has enabled us to grow because we can now focus on marketing, reporting and sales, which provide us with the needed data to plan. Planning for our future is how we grow. We don't grow by answering the phones and doing items someone else can do just as well or even better. Dave and I are excited about Fire Tech's future and look forward to hiring another full-time employee!

**Lisa Salzman**

Vice president  
Fire Tech Productions, Inc.