

ArcBITS Newsletter

Inside this issue:

DX Analysis	1
How To Use	1
Popular Names	2

ArcSys Hot Tip

To run the report described in this newsletter, click on the Bar Chart icon in the menu and choose Marsonomics in the pull down list. The report will ask for a date range. The date range is used in counting the frequency of diagnosis usage and the weighted payments by city. It will ask for how many rows of data to be listed. You can choose from 10 to 50 in steps of 10. 10 is just right, 50 is probably way too much detail. Depending on the size of your data base, it will take about 2 minutes to run.

MARSonomics

This month's newsletter pays tribute to the book *Freakonomics* by S. Leavitt and S. Dubner. Basically, it suggests that there are for more interesting things to uncover from massive amounts of data than the usual things we think of when examining dollars and counts. Red Planet now has a new software tool that sheds some interesting light on what is going in your business.

For instance, we usually have a good idea of the types of problems that patients come to see doctors for. Do you ever wonder if we see more men or women for problem "x"? What are the ages of the patients that we see for problems?

The following report (courtesy of Urology of Greater Atlanta) is sorted in descending order by their most common primary diagnoses.

DIAGNOSIS.....	COUNT	KIDS.	TEENS	20S..	30S..	40S..	50S..	60S..	70S..	80S..	90S..	MALE	FEMALE
N40.1 BENIGN PROSTATIC HYPERPLASIA WITH	25489												
	13%	0%	0%	0%	1%	5%	15%	32%	34%	11%	1%	100%	0%
N20.0 CALCULUS OF KIDNEY	16548		88	439	1265	2085	3474	4189	3893	1010	105	9029	7519
	8%	0%	1%	3%	8%	13%	21%	25%	24%	6%	1%	55%	45%
R31.29 OTHER MICROSCOPIC HEMATURIA	14044		45	230	636	1488	2561	3907	3630	1395	152	7115	6929
	7%	0%	0%	2%	5%	11%	18%	28%	26%	10%	1%	51%	49%
C61 MALIGNANT NEOPLASM OF PROSTATE	13289					18	150	1549	4214	5453	1805	100	13289
	7%	0%	0%	0%	0%	1%	12%	32%	41%	14%	1%	100%	0%
N32.0 BLADDER-NECK OBSTRUCTION	8879				13	97	341	1179	2372	3398	1351	128	8581
	4%	0%	0%	0%	1%	4%	13%	27%	38%	15%	1%	97%	3%
R35.0 FREQUENCY OF MICTURITION	7251			26	139	269	538	1131	2065	2244	726	113	3990
	4%	0%	0%	2%	4%	7%	16%	28%	31%	10%	2%	55%	45%
N39.0 URINARY TRACT INFECTION, SITE NOT	6085	1	25	170	290	396	707	1659	1752	961	124	812	5273
	3%	0%	0%	3%	5%	7%	12%	27%	29%	16%	2%	13%	87%
E29.1 TESTICULAR HYPOFUNCTION	5976				43	346	1111	1610	1436	1218	212		5976
	3%	0%	0%		1%	6%	19%	27%	24%	20%	4%		100%
N18.2 CHRONIC KIDNEY DISEASE, STAGE 2 (5776			5	40	97	437	978	1946	1755	490	28	3996
	3%	0%	0%	1%	2%	8%	17%	34%	30%	8%	0%	69%	31%
N28.1 CYST OF KIDNEY, ACQUIRED	5570			6	13	69	260	696	1525	2285	661	55	3516
	3%	0%	0%	0%	1%	5%	12%	27%	41%	12%	1%	63%	37%

There are two rows for each diagnosis. The first row shows the total count of the diagnosis. (If there were two procedures on one visit and each had the same diagnosis listed as primary, the count would be 2. If this patient is seen 5 times the count would be 10.) The second row shows the percentage for each age group.

The column headings show the age of patients in steps of 10 years. The far right columns show the breakdown by gender. If you look at Urinary Tract Infections, patients in their 70s have the highest incidence at 29%. Women are at 87%. The first column of numbers is the frequency for all diagnoses. In this sample we would say that Benign Prostatic Hyperplasia accounts for 13% of all visits.

We leave this report as an exercise for the inquisitive student to pursue other nuggets of interesting data. Why do males have a higher or lower incidence for a non-gender diagnosis?





Popularity

One of the interesting items discussed in *Freakonomics* is the popularity of first names. Over the decades parents have different notions on what they're going to name their children. It could be cultural, religious or it could be based on celebrities. Listed below are the top ten "baby" names for each decade.

BOYS									
KIDS.....	TEENS.....	20S.....	30S.....	40S.....	50S.....	60S.....	70S.....	80S.....	90S+....
HENRY	JOSHUA	MICHAEL	MICHAEL	MICHAEL	JAMES	JAMES	JAMES	JAMES	JAMES
MARVIN	MATTHEW	CHRISTOPHE	CHRISTOPHE	JAMES	MICHAEL	MICHAEL	ROBERT	WILLIAM	WILLIAM
USE	MICHAEL	JAMES	JAMES	DAVID	DAVID	ROBERT	WILLIAM	ROBERT	JOHN
KERAL	JOHN	JOSHUA	DAVID	CHRISTOPHE	JOHN	JOHN	JOHN	JOHN	ROBERT
MORRELL	CHRISTOPHE	TYLER	MATTHEW	JOHN	ROBERT	WILLIAM	CHARLES	CHARLES	CHARLES
KORIE	DAVID	WILLIAM	ROBERT	ROBERT	WILLIAM	DAVID	DAVID	RICHARD	WILLIE
JEFFERY	JACOB	MATTHEW	JOSHUA	JASON	MARK	CHARLES	THOMAS	GEORGE	GEORGE
BRENTON	JOSEPH	JUSTIN	JASON	WILLIAM	CHARLES	RICHARD	RICHARD	THOMAS	THOMAS
VIRAT	NICHOLAS	JOHN	JOHN	BRIAN	RICHARD	THOMAS	LARRY	DONALD	HENRY
AUD	NOAH	ROBERT	WILLIAM	KEVIN	KENNETH	LARRY	GEORGE	JOSEPH	JOSEPH
GIRLS									
KIDS.....	TEENS.....	20S.....	30S.....	40S.....	50S.....	60S.....	70S.....	80S.....	90S+....
ISABELLA	MADISON	JESSICA	JENNIFER	JENNIFER	LISA	LINDA	MARY	BETTY	MARY
FINLEY	EMILY	BRITTANY	JESSICA	KIMBERLY	DONNA	MARY	LINDA	MARY	DOROTHY
ANNIE	HANNAH	ASHLEY	ASHLEY	ANGELA	MARY	DEBORAH	BARBARA	BARBARA	HELEN
MARY	JESSICA	KAYLA	AMANDA	LISA	PAMELA	PATRICIA	PATRICIA	DOROTHY	MARGARET
KASSIE	BRIANNA	AMANDA	STEPHANIE	MELISSA	CYNTHIA	BRENDA	BETTY	SHIRLEY	ELIZABET
FLORA	RACHEL	LAUREN	AMY	MICHELLE	ANGELA	SUSAN	SANDRA	HELEN	VIRGINIA
KEOLA	ALEXIS	MEGAN	TIFFANY	STEPHANIE	SANDRA	SANDRA	BRENDA	JOYCE	RUTH
LIDA	LYDIA	JENNIFER	HEATHER	AMY	TERESA	DEBRA	SHIRLEY	DORIS	ANNIE
	COURTNEY	SAMANTHA	LAUREN	TAMMY	SUSAN	BARBARA	NANCY	PATRICIA	LOUISE
	LEAH	SARAH	MELISSA	HEATHER	KAREN	PAMELA	CAROLYN	FRANCES	BETTY

We've high-lighted showing how Michael (don't know why we zeroed in on that name) *soared* into popularity back in the 1950s and finally bumped James completely out of the picture. (Heh, heh, Mom always liked Michael best.) It should be noted that the Kids and Teens aren't a very good measure of names because this practice does not see many children. In fact, only 8 girls (names) were seen. Also, we don't know where these people were born. Perhaps all of the 80-year old Bettys moved from Ohio and have consequently glutted our stats. Regardless, it's fun to look at. You'll more than likely see your uncles, aunts, parents and grandparents listed.

Lastly, we show by city who are the patients who generate the most revenue by city. The city at the top is the "best". Only zero balance procedures are used in determining what appears. This report would not balance to anything else. The AVGDAYS is how many days it takes to collect and zero out the transaction. The second column of numbers show how many days below (-) the practice average or over (+). Here, the McDonough patients get paid off 4 days faster than the average and account for 19% of total revenue for the reported accounting period. This information could be used to determine if it makes sense to open up a new office in another city (or close). Here, the top 4 cities account for 48% of total business.

WEIGHTED DAYS TO COLLECT

CITY.....	AVGDAYS	+ or -	PAYMENTS....	% OF ALL
MCDONOUGH	40	-4	1340101	19%
GRIFFIN	41	-3	764721	11%
STOCKBRIDGE	41	-3	740534	10%
ATLANTA	42	-2	592768	8%
HAMPTON	41	-3	356190	5%
LOCUST GROVE	40	-4	355935	5%
JONESBORO	40	-4	355545	5%
JACKSON	44	0	268806	4%
ELLENWOOD	37	-7	127856	2%
RIVERDALE	41	-3	120935	2%