

Instructor Biography

Michael Coates is a national authority on medical lien law and lien recovery and negotiations, and a recognized speaker, author, innovator, advocate, coach, instructor and mentor.

He teaches, coaches, and trains medical providers in all specialties on how to build a “Power Practice” with proven processes, profitable payment systems, and accelerated growth strategies.

Earlier in his career, Michael was a business coach and, before that, a civil litigation partner in a large national law firm. His previous experience includes insurance defense/personal injury, medical malpractice defense litigation, contract formation and litigation, risk transfer and avoidance, and business and financial services litigation at several firms.

In 2020, the California Chiropractic Association (CalChiro) named Michael’s company it’s Affiliate of the Year.

LinkedIn: <https://www.linkedin.com/company/pimadeeasy/>

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Instructor Contact Information

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Instructor Curriculum Vitae

Michael Coates

- President and founder, Medical Lien Recovery, Inc., 2012-present
- President and founder, PI Made Easy, Inc., 2018-present

Education (college/year)

- Juris Doctor, University of the Pacific McGeorge School of Law, Sacramento, Calif. 1987
- Bachelor of Science, Biology, University of Southern California, Los Angeles, Calif., 1978

Licenses/licensing agency

- California State Bar, 1987-present License #135444

Certifications/status/certifying agency

No additional certifications

Professional experience

- President, Michael L Coates Sr., Esq., a PLC, Anaheim, Calif., 1997-2017
- Partner, Arter & Hadden, Los Angeles, 1995-1997
- Senior Associate, Lewis, D'Amato, Brisbois and Bisgaard, Irvine, Calif. 1994-1995
- Senior Associate, Saxon, Dean, Mason, Brewer & Kincannon, Irvine, Calif. 1991-1994

Areas of expertise

- Medical lien law, lien recovery and negotiations
- Medical practice business management
- Business litigation and coaching
- Contract formation, negotiation and enforcement
- Risk transfer and avoidance

Professional Affiliations

- ChiroCongress – Volunteer workgroup member (Public Facing, Intra-Professional, Diversity-DEI) supporting its national five-year chiropractic industry strategic plan
- California Chiropractic Association (CalChiro) –Member: PI Task Force, CE Committee

Teaching experience

- *Mentor*
Career Advantage Program, University of Southern California Marshall School of Business, 2014-present
- *Guest lecturer*
Southern California University of Health Sciences, Whittier, Calif., 2018-2019
Palmer College of Chiropractic, San Jose, Calif., 2022

Professional education programs

- Florida Chiropractic Association (FCA) The National 2022: The No Surprises Act and Billing LBP X-rays – Update from Florida Blue (CE course)
- Florida Chiropractic Association (FCA) South East 2022 – The No Surprises Act and Billing LBP X-rays – Update from Florida Blue (CE course)
- California Chiropractic Association (CalChiro) – Presenter: Statewide medical lien recovery workshop series, annual conference CE classes, PI Task Force certification program
- ChiroHealthUSA – Presenter: Medical lien recovery issues, “The Ethics of Personal Injury” and “Bullet-proofing Your Medical Lien” seminars
- Foundation for Chiropractic Progress (F4CP) – Presenter: “The Ethics of Personal Injury” seminar
- Chiropractic College Guest Lecturer – Undergraduate course presentations (personal injury and medical liens) at Southern California University of Health Sciences and Palmer Chiropractic

Multimedia Archive

To access the following resources, visit <https://pimadeeasy.com/ce-12-2022/> and log in using the password *CE@2o22*.

PI Power Hour (exclusive PI Made Easy content)

- *“Don’t Get Surprised by the No Surprises Act! A New 2022 Compliance Mandate” with Harry Nelson* – The session covers which medical providers and patients are covered by the law, what the NSA now requires of providers, patients’ new dispute resolution rights, and the cost of non-compliance for providers.
- *“Preventing & Detecting Fraud & Embezzlement in Your Practice” with Hank Kahrs* – Eight out of 10 medical practices will fall victim to embezzlement. The risk is even greater for practices handling personal injury liens. This session focuses on the measures, policies and procedures providers can use to prevent or limit the damage from such a breach and how to effectively implement them.

- *“End Denials and Reductions with Smarter Billing & Coding” with Sam Collins* – This two-session program takes a closer look at billing do’s and don’ts for chiropractors, physical therapists and acupuncturists, and delves into the pain management side as well. They cover coding and reimbursement strategies, pre-existing injuries, co-morbidities, incomplete diagnoses, extended treatment, and health team integration.
- *“Building Traction in Your Business” with Dr. Ray Foxworth* – Running a successful practice means thinking like an entrepreneur. And it means having a grip on your business instead of the other way around. Pulling from the principles outlined in Gino Wickman’s 2012 self-help management book, “Traction,” the forum looks at how providers can gain the traction they need to transform their practice.

PI Doctors Elite with Dr. Tony Williams

- *“Win-Win: Reasonable Fees, PI Attorneys & You”*
- *“Understanding the No Surprises Act”*
- *“Liens and Letters of Protection: The Secrets of Getting Paid”*

Podcasts and Webinars

- *Chiro Hustle with Jim Chester – “Unity without Uniformity in Chiropractic” July 31, 2022*
- *Dr. Kevin Christie’s The Modern Chiropractic Marketing Show – “How to Ethically and Efficiently Add Personal Injury to Your Practice” Feb. 24, 2022*
- *ChiroHealthUSA – “Doing Business Better: Bullet-proofing Your Medical Lien Agreement” June 9, 2020*

Publications

- AAC Journal (Arizona Association of Chiropractic)

“Just Say ‘No’ – The Difference Between Settling and Winning in Personal Injury”
December 2020

- Acupuncture Today

Coming in 2023:

- *“What Is the Best Paying Segment of Your Practice? (It Should Include Personal Injury!)”* Note: Two-part article

- Chiropractic Economics

“Expanding your personal injury referrals segment” January 2022

“Chiropractic and strategies to combat the opioid epidemic” Feb. 15, 2022

“Don’t be surprised by the No Surprises Act” March 2022

Coming in 2023:

- *“Are you part of the good, bad or ugly documentation practices in personal injury?”*
- *“Injury care – personal injury – is the doorway to higher practice valuations and filling those wellness care visits!”*
- *“Evidenced-based chiropractors are best positioned for personal injury!”*
- *“Are you coding, charging and billing to your highest advantage in personal injury?”*

- Dynamic Chiropractic

“Keeping Difficult Attorneys at Bay in Personal Injury Cases” July 2022

“Navigating and Responding to Post-Settlement Complaints in Personal Injury Cases” September 2022