

# Joining Sarasota Memorial Physicians Hospital Organization

Please navigate to [www.smhpho.org](http://www.smhpho.org) to join the PHO.

You will see the home page below. Please select the “How to Become a Member” link.

PHO  
Physician Hospital Organization of Sarasota Memorial  
Physicians making a difference

Home About Contact How to Become a Member Log in

### Welcome to Sarasota Memorial Physician-Hospital Organization

**Benefits of Membership**  
We currently have over 700 members, find out some of the reasons why you should join us.  
[Learn more »](#)

**PHO Partners Portal**  
Our partners have access to information that is important to them.  
[Enter »](#)

**News and Events**  
Our members can keep up with what is happening with the PHO.  
[Check it out »](#)

**OFFICERS**  
Hugh Windom, MD - Chairman  
William Woeltjen, CFO - Vice-Chairman  
Mark Brus, MD - Secretary  
Diane Settle, VP - Treasurer  
Frank E. Burns, MD - President & Medical Director

**PHYSICIAN DIRECTORS**  
Mark Lupo, MD  
Rishi Bhattacharyya, MD  
D. Scott Featherman, MD  
Samantha Kalakurthy, MD  
David Sugar, MD  
Richard Yonker, MD

**HOSPITAL DIRECTORS**  
James Fiorica, MD  
Lorrie Liang, President

**Gulf Coast Provider Network**

**Gulf Coast Medical Management**

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[Important Links](#) [Disclaimer](#)

For all new provider offices choose from the options available under the “Become a Member” heading. If you are an office administrator, please select the first option, physicians will choose the second option.

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### Become A Member

Please be aware that a completed SMH PHO application is **not** a substitute for the Sarasota Memorial Hospital Medical Staff application. [You must complete both applications](#). Please read this [notice](#) from the SMH Medical Staff office.

**For Current Members**  
If you already have an account please login by clicking here.  
 I am currently a PHO physician member  
 I am currently working for a PHO physician member and need access to the website

**Become a Member**  
If you would like to become a member and begin the application process, please select one of the following:  
  
 I am an office manager, corporate administrator, or credentialer, working for a physician who would like to become a PHO member, and need access to begin the application process  
 I am a physician and want to become a PHO member and begin the application process

[Submit](#)

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[Important Links](#) [Disclaimer](#)

## Proceed with creating your PHO Office Administrative Account.

PHO  
Public Health Organization of Southern Maryland  
Public Health Organization of Southern Maryland

Home About Contact How to Become a Member Log in

If you already have an account please login by clicking here.

**\*ATTENTION\***

If you are the physician's representative, please create your own account first by clicking on either Office Manager or Third Party Credentialer and then enter your own name and email address. You will be asked to create the physician's account later in the Create an Application process.

I am a

Physician

Office Manager

Third Party Credentialer

First name

Last name

Suffix

Email address

Confirm Email address

Email addresses do not match

Create password: (minimum of 8 alpha numeric characters with at least one upper case letter and one number - special characters and spaces are allowed)

Confirm password

Passwords do not match

Create Account

Please note ...for security purposes your account will expire after 60 days of inactivity.

Important Links - Disclaimer

You will receive an **“Welcome Email”** that will reference your username and provide a link to return to the PHO website to continue joining.

----- Forwarded message -----

From: SMH PHO Administrator <[support@smhpho.org](mailto:support@smhpho.org)>

Date: Mon, Sep 26, 2022 at 11:45 AM

Subject: UNATTENDED EMAIL - DONOTREPLY - Welcome to the SMH PHO Online Application Process

To: Tiffany Test <[tbowie85@gmail.com](mailto:tbowie85@gmail.com)>

Hello Tiffany Test

Your username to access the online application is : [tbowie85@gmail.com](mailto:tbowie85@gmail.com) .

[Click Here to return to the PHO website Login Page](#)

SMH PHO \*\*\*\*\*

Confidentiality Notice: the information contained in this email and any attachments may be legally privileged and confidential. If you are not an intended recipient, you are hereby notified that any dissemination, distribution, or copying of this e-mail is strictly prohibited. If you have received this e-mail in error, please notify the sender and permanently delete the e-mail and any attachments immediately. You should not retain, copy or use this e-mail or any attachments for any purpose, nor disclose all or any part of the contents to any other person.

The “Log In” screen will appear after clicking the link provided in the email, please enter the credentials created \*Please note your username is the email address you entered.

PHO  
Physician Hospital Organization of Seaside Hospital  
Physicians and Staff

Home About Contact How to Become a Member Log in

Login

Username  
The username field is required.

Password  
The password field is required.

Log in

Forgot your password? I don't know my username

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**You must agree to the terms of use of the PHO site.**

PHO  
Physician Hospital Organization of Seaside Hospital  
Physicians and Staff

Home About Contact How to Become a Member Log in

Login

**Terms of Use**

The Physician Hospital Organization (PHO) is dedicated to protecting the personal information of its members. The PHO follows stringent guidelines in granting access to sensitive information on its website. To protect this information each user account must have a unique user name and password. Your password is encrypted within the PHO database and PHO staff does not have access to it. The PHO will not accept any liability for users who share their passwords, either within their corporation or with outside agencies.

I acknowledge that I have read the above agreement and understand the contents.

Continue

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Next, you will be prompted to create account Security Questions

The screenshot shows the PHO website's 'Security Questions' setup page. At the top, there is a navigation bar with the PHO logo and links for Home, About, Contact, How to Become a Member, and My Home. A user is logged in as 'Hello, Tillary Test' with a 'Log off' option. Below the navigation bar is a 'Login' link. The main content area is titled 'Security Questions' and contains the following text: 'To authenticate user name and password reset requests you are required to have answers to security questions on file. These answers will be encrypted in our database. You will only need to answer these questions one time.' Below this is a instruction: 'Select your security questions by choosing from the drop down list below. Each question and answer must be different. The answers need to be a minimum of two (2) characters.' The form consists of three sets of questions, each with a 'Please select' dropdown menu and an empty text input field for the answer. A 'Save Questions' button is located at the bottom of the form. The footer contains the copyright notice '© 2022 - Physician Hospital Organization. All Rights Reserved.' and 'Developed by Genuity Group LLC'. There are also links for 'Important Links' and 'Disclaimer'.

Once your Office Administrator Account is complete you will be prompted to create and complete the Corporation information. You will receive the message below.

**\*The Corporation must be created before proceeding with a PHO membership application.**

The screenshot shows the PHO website's main dashboard with a modal dialog box titled 'Corporation Information Needed'. The dialog contains the text: 'To get started, you must first complete the Corporation information. Please click on [Corporation Maintenance](#) to begin.' and a 'Close' button. A large red arrow points from the right side of the dialog towards the 'Corporation Maintenance' link. The background shows the website's navigation bar with the PHO logo and links for Home, About, Contact, PHO Documents, Fee Schedules, and My Home. A user is logged in as 'Hello, Tillary Test' with a 'Log off' option. Below the navigation bar are links for 'Help Documents', 'Important Messages', 'Corporation Maintenance (Tax ID/DBA, A...)', and 'Manage PHO Bulletin Board Requests'. The main content area includes 'Office Manager Administration', 'Pending Applications: 3', and 'Re-credential Applications: 0'. At the bottom, there are links for 'Physician Profile Maintenance Access', 'Physician Approved Re-credentialing Application Access', and 'Physician Approved Membership Application Access'. The footer contains the copyright notice '© 2022 - Physician Hospital Organization. All Rights Reserved.' and 'Developed by Genuity Group LLC'. There are also links for 'Important Links' and 'Disclaimer'.

Please see the Corporation Maintenance home page below. You will need to select and complete each blue hyperlink.

- Tax ID/DDBA
- Addresses
- Carrier Participation

PHO  
Physician Hospital Organization of Southern Missouri  
Physicians • Patients • Partners

Home About Contact PHO Documents Fee Schedules My Home

Hello, Tiffany Teal Log off

Help Documents Important Messages Bulletin Board

Corporation Maintenance (Tax ID/DBA, Addresses, Carrier Participation) Practice Maintenance (Practitioners, Availability, Modalities, Office Information)

Manage PHO Bulletin Board Requests

Corporation Maintenance

Tax ID/DBA Addresses Carrier Participation

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Important Links - Disclaimer

Tax ID/DBA you will need to enter the following:

- Name
- Tax ID and effective date
- Corporate NPI (If solo practice, please use individual physician NPI for corporate NPI)
- DBA if applicable.

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Physicians • Patients • Partners

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Hello, Tiffany Teal Log off

Help Documents Important Messages Bulletin Board

Corporation Maintenance (Tax ID/DBA, Addresses, Carrier Participation) Practice Maintenance (Practitioners, Availability, Modalities, Office Information)

Manage PHO Bulletin Board Requests

Corporation Maintenance

Testing For Job Aid

Tax ID/DBA Addresses Carrier Participation

Name Testing For Job Aid

Tax ID 12345431

If solo practice, please use individual physician NPI for corporate NPI

Corporate NPI 1234567891

Tax ID Effective Date 9/1/2022

DBA(s)

Same as Corporation Name

If DBA different than corporation name (enter name below and click save DBA)

DBA

Save DBA Next

Important Links - Disclaimer

You will need to enter the following address types:

- Service/Practice Locations
  - Please add ALL practice locations.
- Mailing, if different from practice location
- Billing, please ensure this address reflects the address on the required W-9.

Be sure to indicate the ADDRESS TYPE for each address entered.

The screenshot shows the 'Corporation Maintenance' form for 'Testing For Job Aid'. A red arrow points to the 'Address Type' section. The form includes the following fields:

- Address Type:** Check all that apply for this location.  Practice Location,  Corporate Mailing,  Billing.
- Practice Name:** Testing For Job Aid
- Same as Corporation Name:**
- Street:** 123 Test Avenue
- Building/Suite:** 101
- City:** Venice
- State:** FLORIDA
- Zip Code:** 12432
- Postal Code:** postal code
- Main Phone:** 9419172233
- Fax:** 9419172234
- Effective Date:** 09/01/2022

Buttons: Save, Return to List, Previous, Next.

Be sure to select SAVE after every address. You will be able to add additional addresses.

The screenshot shows the 'Corporation Maintenance' form for 'Testing For Job Aid' with a list of addresses. A red arrow points to the 'Add Address' button. The table below shows the address list:

| Practice Name       | Street          | Building/Suite | City   | State | Zip   | Effective Date | Practice Location                   | Billing                             | Mailing                             | Term Date |
|---------------------|-----------------|----------------|--------|-------|-------|----------------|-------------------------------------|-------------------------------------|-------------------------------------|-----------|
| Testing For Job Aid | 123 Test Avenue | 101            | Venice | FL    | 12432 | 9/1/2022       | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |           |

Buttons: Add Address, Previous, Next.

To finalize your corporation please select which products you would like to participate with.

**\*All corporations must select Gulf Coast products to continue. The remaining products are at your discretion.**

The screenshot shows the PHO Corporation Maintenance interface. At the top, there is a navigation bar with links for Home, About, Contact, PHO Documents, Fee Schedules, and My Home. The user is logged in as Tiffany Test. The main content area is titled "Corporation Maintenance" and "Testing For Job Aid". There are three tabs: "Tax ID/DBA", "Addresses", and "Carrier Participation". The "Carrier Participation" tab is active, displaying a table of products. A red arrow points to the "Edit" button in the first row of the table.

| Product Name   | Product Description   | Participate | Effective Date | Term Date |
|--|---|-------------|----------------|-----------|
| <a href="#">Edit</a> Aetna   | Commercial Evaluation and Management CPT4 Codes and Procedure Codes: (10021-80900, 92002-92014, 92551-92559, 96041-96049) at 111% of 2013 Fixed Year Medicare Physician Fee Schedule (OB at 128%) Lab and Drugs, Immunizations and X-rays at 100% Aetna Market Fee Schedule All Other services: at 135% of Aetna Market Fee Schedule (OB at 130%) |             |                |           |
| <a href="#">Edit</a> First Health/Coventry   | PPO Commercial. Reimbursement is 125% of 2005 RBRVS Medicare Schedule Allowance.  |             |                |           |
| <a href="#">Edit</a> Gulf Coast Provider Network                                     | PPO Commercial. Reimbursement is 136% of Current Medicare Schedule Allowance.   |             |                |           |
| <a href="#">Edit</a> Gulf Coast Provider Network Select                              | POS Commercial. Reimbursement is 120% of Current Medicare Schedule Allowance.   |             |                |           |
| <a href="#">Edit</a> HealthSmart formerly known as Accountable Health Plan/Interplan | PPO Commercial. Reimbursement is 125% of Prevailing Medicare Allowance.   |             |                |           |
| <a href="#">Edit</a> Humana  | Commercial at 120% of 2014 Medicare allowable and renews at 123% second year Medicare at 100% Please review the Payment Attachment for additional fee schedules   |             |                |           |
| <a href="#">Edit</a> Integrated Health Plan  | PPO Commercial. Reimbursement is 85% of billed charges.   |             |                |           |
| <a href="#">Edit</a> MultiPlan 2014  | PPO Commercial contract at 140% of 2013 Medicare schedule allowance/RBRVS.  |             |                |           |
| <a href="#">Edit</a> Stay In Good Health   | Commercial 120%   |             |                |           |
| <a href="#">Edit</a> Three Rivers  | PPO Commercial. Reimbursement is 80% of billed charges.   |             |                |           |

Select **"Edit"** to the left of each product to indicate **"yes"** you would like to participate.

The screenshot shows the details for a selected product. The "Carrier Participation" tab is active, displaying the following information:

- Carrier: Gulf Coast Provider Network
- Description: PPO Commercial. Reimbursement is 136% of Current Medicare Schedule Allowance.
- Participate:  Yes  No

Below the form, there is a message box: "Participation and Effective Date will be determined by the SMH PHO based on the Carrier Agreement. This selection will apply to all physicians practicing under this tax ID." At the bottom, there are two buttons: "Submit Request" and "Cancel Request".

For each product you select a green check will appear.

Corporation Maintenance

Testing For Job Aid

Tax ID/DBA    Addresses    Carrier Participation

[Print](#)

|                      | Product Name  | Product Description  | Participate | Effective Date | Term Date |
|----------------------|---|--|-------------|----------------|-----------|
| <a href="#">Edit</a> | Aetna   | Commerical Evaluation and Management CPT4 Codes and Procedure Codes: (10021-69990, 92002-92014, 92551-92559, 96401-96549) at 111% of 2013 Fixed Year Medicare Physician Fee Schedule (OB at 128%) Lab and Drugs, Immunizations and X-rays: at 100% Aetna Market Fee Schedule All Other services: at 135% of Aetna Market Fee Schedule (OB at 138%) |             |                |           |
| <a href="#">Edit</a> | First Health/Coventry   | PPO Commercial. Reimbursement is 125% of 2005 RBRVS Medicare Schedule Allowance.   |             |                |           |
| <a href="#">Edit</a> | Gulf Coast Provider Network                                     | PPO Commercial. Reimbursement is 136% of Current Medicare Schedule Allowance.  | ✓           |                |           |
| <a href="#">Edit</a> | Gulf Coast Provider Network Select                              | POS Commercial. Reimbursement is 120% of Current Medicare Schedule Allowance.  | ✓           |                |           |
| <a href="#">Edit</a> | HealthSmart formerly known as Accountable Health Plan/Interplan | PPO Commercial. Reimbursement is 125% of Prevailing Medicare Allowance.  |             |                |           |
| <a href="#">Edit</a> | Humana  | Commerical at 120% of 2014 Medicare allowable and renewals at 123% second year Medicare at 100% Please review the Payment Attachment for additional fee schedules  |             |                |           |
| <a href="#">Edit</a> | Integrated Health Plan  | PPO Commercial. Reimbursement is 85% of billed charges.  |             |                |           |
| <a href="#">Edit</a> | MultiPlan 2014  | PPO Commercial contract at 140% of 2013 Medicare schedule allowance/RBRVS.   |             |                |           |
| <a href="#">Edit</a> | Stay In Good Health   | Commercial 120%  |             |                |           |
| <a href="#">Edit</a> | Three Rivers  | PPO Commercial. Reimbursement is 80% of billed charges.  |             |                |           |



[← Previous](#)

[Finish ✓](#)

Select **Finish** then you may proceed with creating a new physician application.