

# ShopHealth Marketplace & Membership Portal How to Guide



## FREE MARKET MEDICAL ASSOCIATION

### THE FMMA PROMOTES TRANSPARENCY IN HEALTHCARE

The free market movement in healthcare is gaining steam. This is because of providers, patients, and self-funded employers, who believe that changing the way we purchase healthcare services is necessary, and seeking out value driven healthcare providers is important.

Our mission is to unite all of the **islands of excellence** in healthcare and accelerate the speed and growth of the free market healthcare revolution.



CONNECT BUYERS & SELLERS  
OF HEALTHCARE SERVICES



FMMA PILLARS:  
PRICE, VALUE, & EQUALITY



PROVIDE RESOURCES,  
SUPPORT AND EDUCATION

# Go to FMMA.org

# Choose Login or Register

pricing on the Shophealth Marketplace today.

Register Now

### HAVING TROUBLE LOGGING IN?

Don't panic! For security reasons we had to reset all passwords when launching the new system. Just enter your email and the system will send you a customized password reset link.

Reset Your Password

If you don't receive the email within 5 minutes, please check your Spam, Notifications, etc folders.

**IMPORTANT! Current**

**If you have not logged in yet, scroll down and click the green button**

company will be listed in the new marketplace as soon as that form is reviewed! So please don't delay!

Members: To manage your prices, click [HERE](#).

## NOT A MEMBER YET?

Not to worry! You can [REGISTER TODAY](#) to become a member and optionally have your services included in the #Shophealth Marketplace.

## NEW FEATURES INCLUDE:



### MEMBERS CAN MANAGE THEIR INDIVIDUAL DETAILS WITH THEIR INDIVIDUAL LOGIN

- + Manage and update individual pricing and services. For example, a surgeon can list pricing for services they perform in-office.
- + Update individual contact information
- + Add a photo
- + Add education, certifications, awards, etc.
- + Link their profile with their employer or to the free market practice/facility where they offer services



### COMPANIES/PRACTICES/FACILITIES CAN MANAGE THEIR BUSINESS DETAILS WITH A DESIGNATED ADMINISTRATIVE LOGIN.

- + Manage and update facility or company pricing and services. For example, a facility can list their bundled cash price for a procedure.
- Pricing for services you offer  
Company contact information  
Link individual members and approve members who link to the company profile  
Add logos, certifications, awards, and more with a designated administrative login

### MEMBERSHIPS WILL NOW AUTO RENEW

- + Memberships will now auto renew via the method of payment saved in the member portal
- + You never have to wonder if your membership has expired!



SHOPHEALTH  
HEALTHCARE MARKETPLACE

[Sellers](#) [Vendors](#) [Partners](#) [Members](#)

ShopHealth > Account

## Account Dashboard

 Account Overview

 Account Profile

 Personal Profile

 Billing

 Services


 Promotion & Ads

 Events (coming soon)

 User Accounts

 API Keys (coming soon)

 Endorsements

 **Attention:** Your current membership will expire on Aug 01, 2021. Please [provide payment information](#) before this date to allow your account to auto-renew. **You will not be charged until your renewal date.**

### Account Overview

You have 0 services

You have no active Advertisements

You have promotional pricing on 0% of your Services

# To Set-Up Auto Renew, click Billing


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 Manage Accounts

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## Payment Info

① Your account will not be charged for renewal. Please provide payment information before adding any memberships.



### Update Payment Info

Credit card number:

CVC (3 or 4 digit number):

Ex. Month

Ex. Year

# Set Up Your Payment Information Here



# Company Profile

## Company Profile

Company Name

Free Market Medical Association

Address

13431 Broadway Ext

Address Line 2

Suite 130

City

Oklahoma City

State

OK

Zip

73114

Company Email

support@fmma.org

Phone

866-901-FMMA

Fax

Company Website URL

https://fmma.org

Company Logo

① Must be a valid image (JPG or PNG)

Browse... No file selected.



**FREE MARKET**  
MEDICAL ASSOCIATION

Specialties

Company Details: ⓘ

Rich text editor for Company Details. The content is: The Free Market Medical Association's goal is to Unite and strengthen the benefits of free market healthcare. We facilitate and assist:

- Patients finding free market doctors.
- Free market physicians growing their practice.
- Facilities being able to run their business like a business.

Accreditations

Dropdown menu for Accreditations with options: AAAHC, AAASF, NTEC, JCAHO.

[ Clear Selected ] Use [Shift + click] or [Ctrl + click / Cmd + click] to select multiple values

Awards

Dropdown menu for Awards with options: Press Ganey Commitment to Excellence Award, Press Ganey Guardian of Excellence, Press Ganey Physician of the Year Award, Press Ganey Commitment to Excellence Award.

[ Clear Selected ] Use [Shift + click] or [Ctrl + click / Cmd + click] to select multiple values

Certifications

Dropdown menu for Certifications with options: Board Certified in Specialty, Board Certified in Sub-Specialty.

[ Clear Selected ] Use [Shift + click] or [Ctrl + click / Cmd + click] to select multiple values

Options

Dropdown menu for Options with options: Flexible Payment Options, Financing, Special FMMA Pricing, Same Day / Next Day Appointments.

[ Clear Selected ] Use [Shift + click] or [Ctrl + click / Cmd + click] to select multiple values

# Personal Profile

## Edit User

First Name

Megan

Last Name

Freedman

Designation

MD, DO, etc.

Title

e.g. "Physician" or "CEO", etc.

Email Address

megan@fmma.org

Phone Number

megan@fmma.org

Password

\*\*\*\*\*

Confirm Password

☒ Member - if checked, this user will included in the FMMA membership directory, and your account will be charged an annual Membership fee.

☒ Public - if checked, this user will be listed as a Provider under this Company in public searches

Permissions

Admin ☐  
View Only ☐

Bio ⓘ

Rich text editor for Bio.

Profile Photo

Choose a file

Browse

① Must be a valid image (JPG or PNG)

Residencies (one per line)

Text area for Residencies.

Fellowships (one per line)

Text area for Fellowships.

Degrees (one per line)

Text area for Degrees.

# Fill Out Onboarding / Review Form

1. Each Membership Tier has a different form
2. Members will not be publicly searchable until form is completed.
3. If your form does not pop up upon first log in, click your Name and Choose My Account



## Vendor Details

Please select the option that best describes your practice:

Broker/Agent/Consultant

Please provide a brief description of your company:

Please choose the compensation structure that best fits your business (please review the Pillars of the FMMA):

Per employee per month

Please provide details about your compensation structure:

If you are a service that displays, shows, promotes, or is involved with what a provider charges, do you modify their price without disclosing it to all parties involved (for example, do you increase the price of the medical service to include your fees without disclosing it to the Buyer and the Seller)?

Yes

Are your fees disclosed in an up-front transparent way to ALL parties involved?

Yes

If you are a TPA or Broker, do you take ANY compensation from any party that is not your client?

Yes

What do you hope the FMMA membership can provide for you?

Are there any pending or known regulatory actions, lawsuits, or other legal actions against you or your company?

No

Please describe your competition:

Do you agree to abide by the Pillars of the FMMA?

☐ understand that any member whose business models or practices are not consistent with the pillars will not be approved for membership.

☐ agree and understand that if I am found to be in violation of the Pillars of the FMMA, I will have my membership, and potentially the memberships of any other individual of my company, revoked with no refund of membership fees or affiliated (related) expenses.

☐ agree and understand if any member shares details with the Free Market Medical Association of any behaviors, business practices, etc. that they, in good faith, believe to be in violation, or potential violation, of the spirit of the Pillars, or a specific Pillar, you and your company will hold them harmless, regardless of any other agreement in force.

Please provide two references below:

Reference #1

Name:

Company:

Phone:

Email:

Reference #2

Name:




Company:

Phone:

Email:

Submit Application

# Account Dashboard

 Account Overview Account Profile Personal Profile Billing Services Promotion & Ads Events (coming soon) User Accounts API Keys (coming soon) Endorsements Manage Accounts

**⚠ Attention:** Your current membership will expire on Aug 01, 2021. Please [provide payment information](#) before this date to allow your account to auto-renew. **You will not be charged until your renewal date.**

## My Services

[+ Add New](#) | [+ Import](#)

| Title | Description | Includes | Excerpt | URL | Price | Actions |
|-------|-------------|----------|---------|-----|-------|---------|
|-------|-------------|----------|---------|-----|-------|---------|

[+ Add a Service](#) or [+ Import your Services](#) to list them on the FMMA Marketplace.

# Choose to Add a Service or Import Services



# Import Services

1. Download template
2. Fill out CSV template file using instructions
3. Ensure file is saved as CSV
4. Click browse and choose the CSV
5. Choose allow duplicates if multiple services have the same name
6. Click upload



## Import Services

### Step 1

Download a CSV template file.

[Download Blank Template](#)

[Download Template with Existing Services](#)

### Step 2

Update your Services catalog in this CSV file. You can use a Spreadsheet tool such as Excel to help you out with this.

⚠ Make sure that you don't change the column titles in the first row, and make sure that you save it as a .csv file.

### Step 3

Import the final CSV here:

☐ Allow Duplicates

ⓘ Checking this option will allow multiple Services with the same name (for example with different prices, details, etc). This generally *should not* be checked. When unchecked, the system will only add the *first* Service with a given name. Duplicates will be ignore

[Upload](#)

### Template Details:

**title \***  
This is the primary way that the service is identified, and generally what users will see first.

**description \***  
This should provide the most detail. You can use basic HTML tags if you desire.

**excerpt**  
① **HIGHLY RECOMMENDED** This should be a shorter description. Less than 140 characters, and should not contain any HTML tags. Will be used if the service is shared on social media, etc.

**price**  
① **LEAVE BLANK FOR UNLISTED PRICES** This is the base price for the public. Should be a numeric value ONLY (ex: 140 or 140.00 for \$140).

**price\_range**  
① **SELDOM USED** This allows you to specify a price range. For example, if you want to offer a Service that could range from \$1200 - \$2100, you would specify the **price** as 1200 and the **price\_range** as 2100.

**fmma\_price**  
To be used if you want to offer a FMMA discount. This works the same as **price**, however this price will be displayed as a FMMA-Exclusive price.

**units**  
① **SELDOM USED** Use this field only if you want to specify a recurring fee, such as a subscription. For a monthly subscription, for example, you would specify **mo** or **month**

**url**  
① **OPTIONAL** Use this field if you have a website for this Service, or you can alternatively have a link to a specific page or your Facility website.

**tags**  
① **MUST BE COMMA (,) SEPARATED** Allows you to include searchable tags.

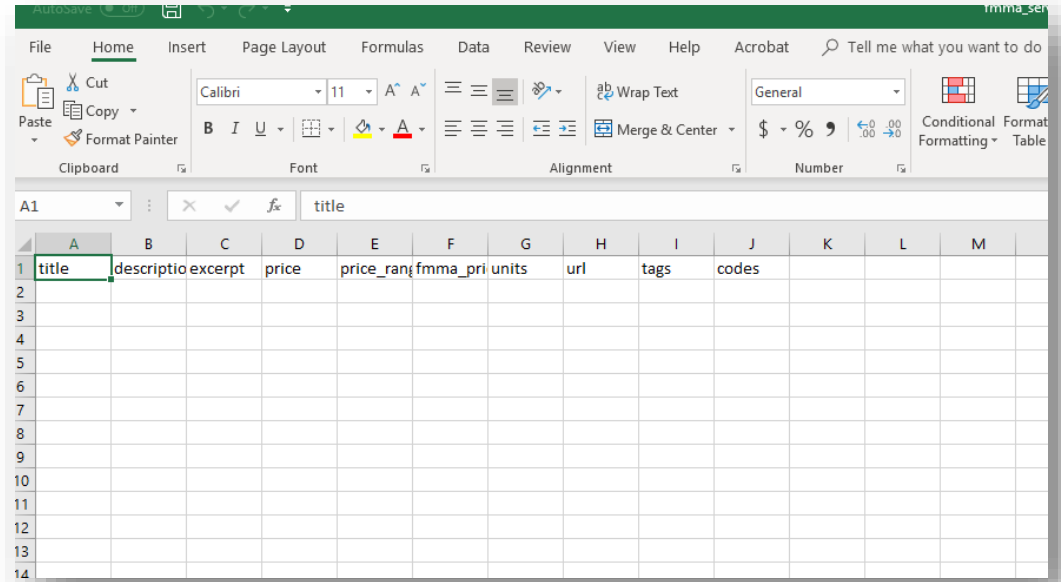
**codes**  
① **MUST BE COMMA (,) SEPARATED** Accepts CPT, DRG and HCPC codes. One code per comma, prefixed like: CPT-25605. Invalid tags will be omitted

## Import Services

Template is  
a CSV file  
that will  
open in  
Excel

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Fill out the cells per the  
instructions.



The screenshot shows the Microsoft Excel interface with a template for importing services. The spreadsheet has columns for title, description, price, price range, units, url, tags, and codes. The first row (row 1) contains the headers: title, description, price, price\_range, units, url, tags, and codes. The subsequent rows (rows 2 through 14) are empty, providing space for data entry.

|    | A     | B           | C     | D           | E     | F   | G    | H     | I | J | K | L | M |
|----|-------|-------------|-------|-------------|-------|-----|------|-------|---|---|---|---|---|
| 1  | title | description | price | price_range | units | url | tags | codes |   |   |   |   |   |
| 2  |       |             |       |             |       |     |      |       |   |   |   |   |   |
| 3  |       |             |       |             |       |     |      |       |   |   |   |   |   |
| 4  |       |             |       |             |       |     |      |       |   |   |   |   |   |
| 5  |       |             |       |             |       |     |      |       |   |   |   |   |   |
| 6  |       |             |       |             |       |     |      |       |   |   |   |   |   |
| 7  |       |             |       |             |       |     |      |       |   |   |   |   |   |
| 8  |       |             |       |             |       |     |      |       |   |   |   |   |   |
| 9  |       |             |       |             |       |     |      |       |   |   |   |   |   |
| 10 |       |             |       |             |       |     |      |       |   |   |   |   |   |
| 11 |       |             |       |             |       |     |      |       |   |   |   |   |   |
| 12 |       |             |       |             |       |     |      |       |   |   |   |   |   |
| 13 |       |             |       |             |       |     |      |       |   |   |   |   |   |
| 14 |       |             |       |             |       |     |      |       |   |   |   |   |   |

# Import Services

| description   | excerpt  | price   | price_range  |
|---|--|---|--|
| Laparoscopic Procedures on the Biliary Tract; Laproscopic Gallbladder Removal   | Laproscope Gallbaldder Removal   | 3575.00   | 4000   |
| <p><b>Full Description of Procedure or Service.</b></p> <p>For example, if implants are included, state that here.</p> <p>This should provide the most <b>detail</b>. You can use basic HTML tags if you desire.<br/> Sample HTML Tag:<br/> <b>Bold a word:</b> <b>&lt;b&gt;WORD&lt;/b&gt;</b><br/> <u>Underline a word:</u> <b>&lt;u&gt;WORD&lt;/u&gt;</b></p> | <p><b>Common Name</b></p> <p>For example, use Laproscopic Gallbladder Removal instead of Cholecystectomy</p> <p><b>HIGHLY RECOMMENDED</b></p> <p>This should be a shorter description. Less than 140 characters, and should not contain any HTML tags. Will be used if the service is shared on social media, etc.</p> | <p><b>Standard Bundled Price or Base Price</b></p> <p>If the price has a range, put the <b>lowest price</b> in this column and the <b>highest price</b> in the price_range column.</p> <p><b>LEAVE BLANK FOR UNLISTED PRICES.</b></p> <p>This is the base price for the <b>public</b>. Should be a <b>numeric value ONLY</b> (ex: 140 or 140.00 for \$140).</p> | <p><b>List if There is a Price Range</b></p> <p>If you use this column, you will need the <b>highest price in this column</b> &amp; the <b>lowest price</b> in the price column to make the range.</p> <p><b>SELDOM USED:</b></p> <p>This allows you to <b>specify a price range</b>. For example, if you want to offer a Service that could range from \$1200 - \$2100, you would specify the price as <b>1200 and the price_range as 2100</b>.</p> |

Use the Template Guide to help you fill out the template correctly.

# Import Services

| fmma_price   | units  | url  | tags  | codes  |
|--|--|--|---|--|
| 3500.00  |  | www.surgerycenterok.com  | Gallbladder,<br>Cholecystectomy,<br>Laposcopic  | CTP-47562, CPT-47563   |
| <b>FMMA Discount</b><br><br>This price is <b>only viewable</b> to <b>FMMA members</b> when they log in. If the price is the same, please leave blank<br><br>To be used if you want to offer a FMMA discount. This works the same as price, however this price will be displayed as a <b>FMMA-Exclusive price</b> . | <b>Reoccurring Fee such as DPC Monthly Fee</b><br><br>For example, a DPC <b>monthly membership fee</b> . The cost per month would go in Price, the frequency would be listed here.<br><br><b>SELDOM USED:</b><br>Use this field only if you want to specify a <b>reoccurring fee</b> , such as a <b>subscription</b> . For a monthly subscription, for example, you would specify mo or month. | <b>Link to Your Website or a Specific Service</b><br><br>For example, link to your site or a description of the procedure.<br><br><b>OPTIONAL:</b><br>Use this field if you have a website for this Service, or you can alternatively have a link to a specific page or your Facility website. | <b>What you Want People to be Able to Search by</b><br><br>For example, for a gallbaldder procedure: Cholecystectomy, Gallbladder, Laposcopic, etc.<br><br><b>MUST BE COMMA (,) SEPARATED</b><br>Allows you to include <b>searchable tags</b> . | <b>All Codes Included or Cod Used in Place of</b><br><br>Will <b>NOT load</b> without a <b>CP DRG, or HCPC</b> listed in front numerical code. See below.<br><br><b>MUST BE COMMA (,) SEPARATED</b><br>Accepts <b>CPT, DRG and HCPC</b> codes.<br>One code per comma, prefix <b>CPT-25605. Invalid tags w be omitted</b> |

Use the Template Guide to help you fill out the template correctly.

# Adding Individual Services

1. Title
2. Description
3. Services included in price
4. Price (lowest)
5. Price range (highest)
6. FMMA discount price
7. Units (for a reoccurring fee)
8. CPT/DRP codes (use a comma to separate)
9. Tags (what you want it to be searchable by)
10. URL/website link



Personal Profile

Billing

Services

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Events (coming soon)

User Accounts

API Keys (coming soon)

Endorsements

Manage Accounts

Add Service

Current Sen  
No services added

Title

Description

Includes

Price (USD)

Range (optional)

FMMA Discount Price

Units (optional)

CPT/DRG Code(s)

Tags

URL

Save



SHOPHEALTH  
HEALTHCARE MARKETPLACE

## Search Sellers

SEARCH

Hide Search Filters ▲

Price Range

Minimum

Maximum

Keyword / Tags

Specialties

Search only these providers

CPT or DRG Code(s)

Separate codes with a space ...

# Now You are Ready!

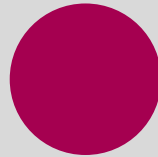
Any distance

City, ST or Zip Code ...





**FREE MARKET**  
MEDICAL ASSOCIATION



# Questions?

Contact Us at  
[support@fmma.org](mailto:support@fmma.org)