

Population Health & Fee for Service Survival Guide

Physician Office Efficiency and Efficacy

September 23, 2017

BECKER'S

HOSPITAL REVIEW

 UPFRONT
Confidential

Agenda

1. Introduction
2. Aligning for Shared Success
3. Financial Transparency and Alignment
4. Create the Necessary Access
5. Pre-visit Preparation



Co-Founder and CEO,
Upfront Health Care
balbert@upfronthhealthcare.com

Ben Albert

Before starting Upfront Healthcare Services, Ben was the Founder and CEO of Care Team Connect (CTC), a SaaS-based provider care management platform, now known as Crimson Care Management. CTC established itself as the leading care management platform in support of value-based care and was acquired by the Advisory Board Company in October 2013.

Before starting CTC, Ben spent five years in various executive-level positions at PatientKeeper Inc. (acquired by HCA) and was the vice president of Institution Products at Data Harbor, Inc. (acquired by myevaluations.com).

Ben recently served as an Entrepreneur In Residence and Operating Partner within the Strategic Investments Division of Cambia Health Solutions, where he advised portfolio companies, participated in the evaluation of new investments and furthered the development of his new venture, Upfront Healthcare Services.

Ben holds an MBA in entrepreneurship from the University of Illinois, Chicago, and a bachelor's degree from Western Michigan University.

Strategic Priorities: Stuck Between Volume and Value

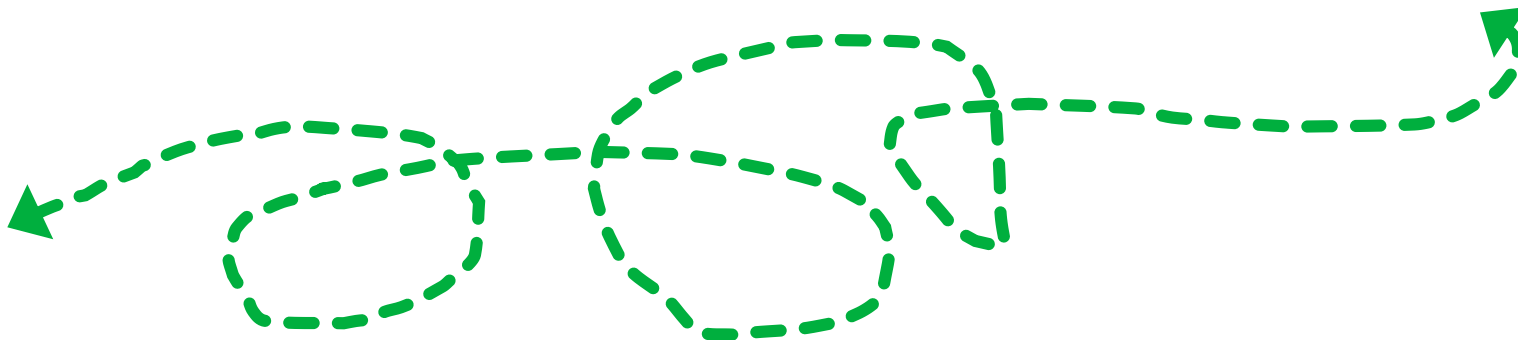


Population Health

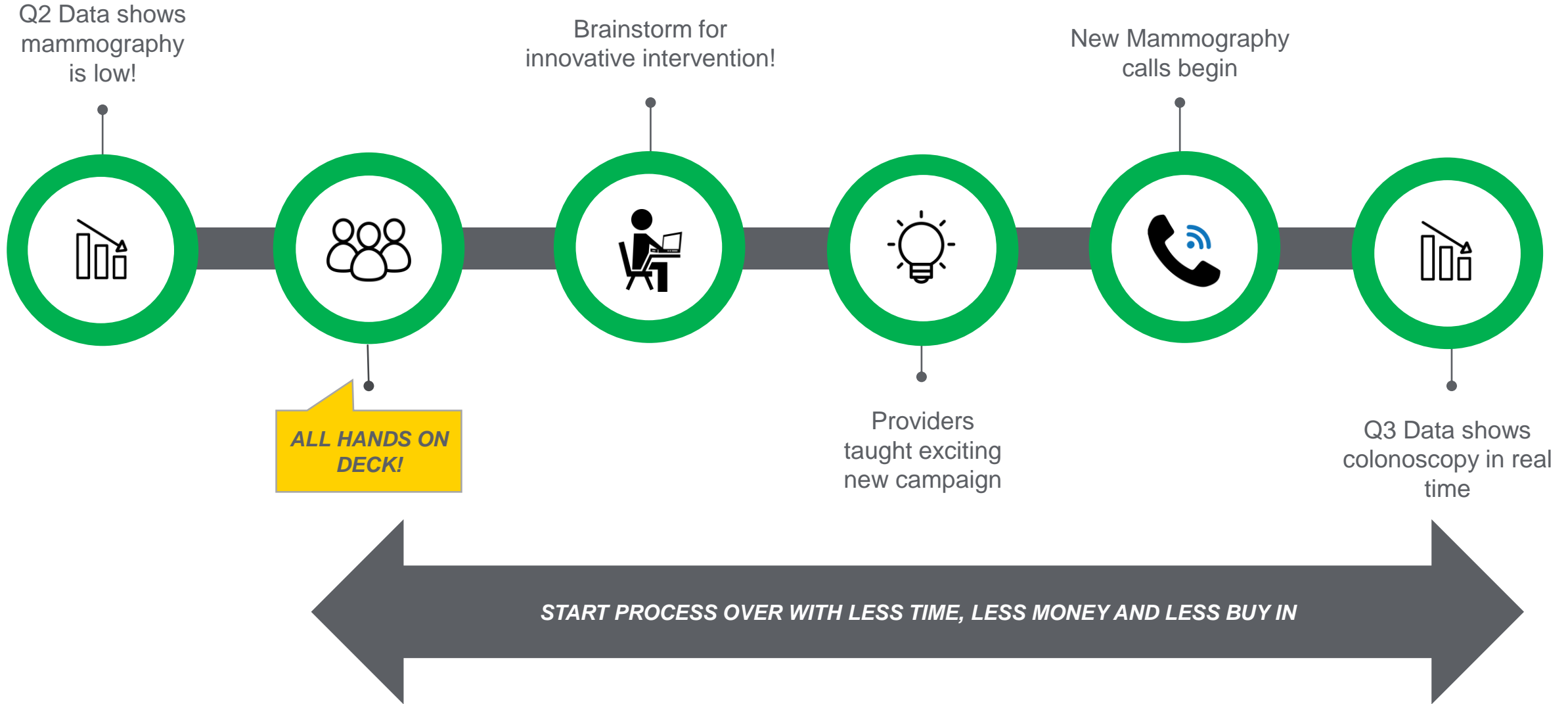
- Clinical integration
- Care gaps
- Analytics and care management
- Risk adjustment
- Risk contracting

Physician Practice

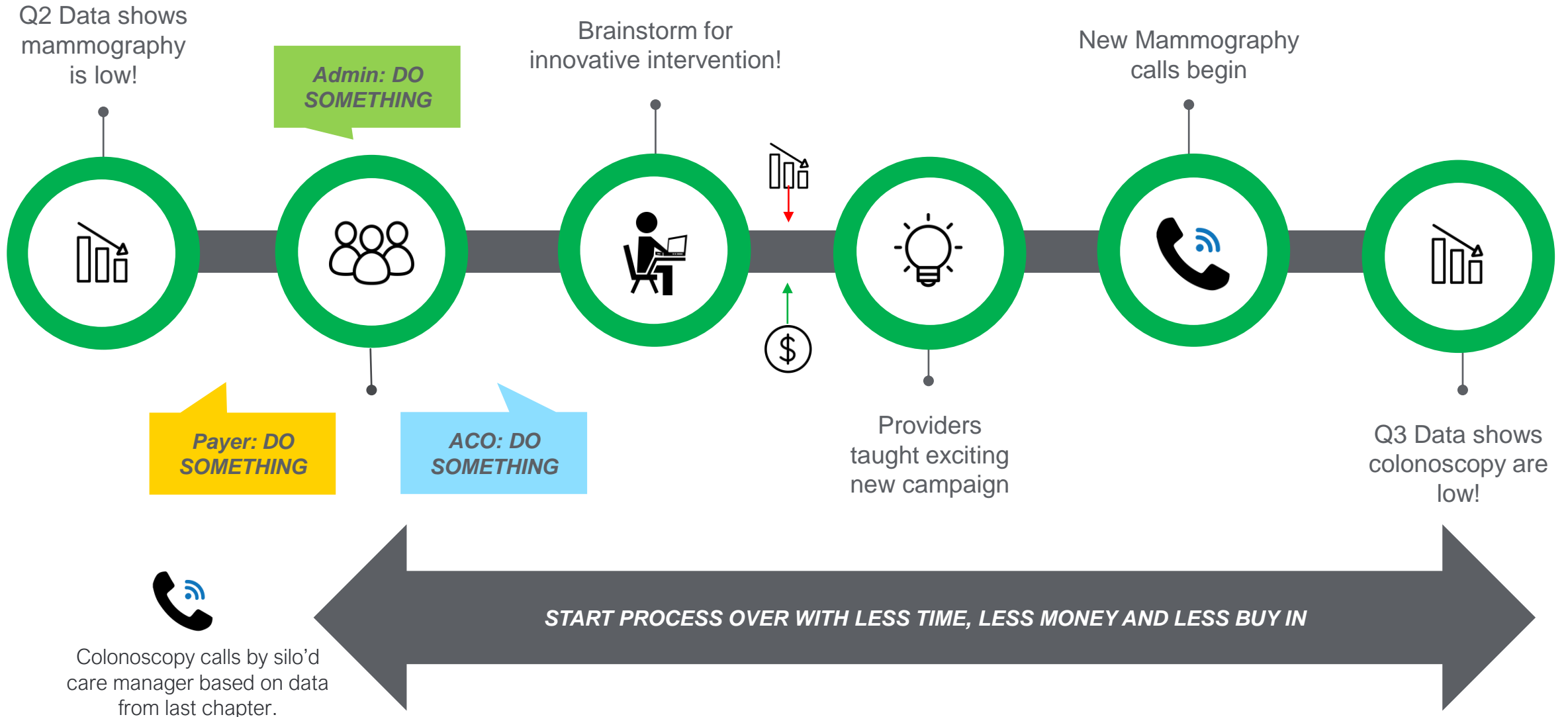
- Patient access
- New patients
- Reporting requirements
- Technology and workflow
- Fee for service contracting
- MACRA prep



AUGUST: Typical Process for Pop. Health in Action



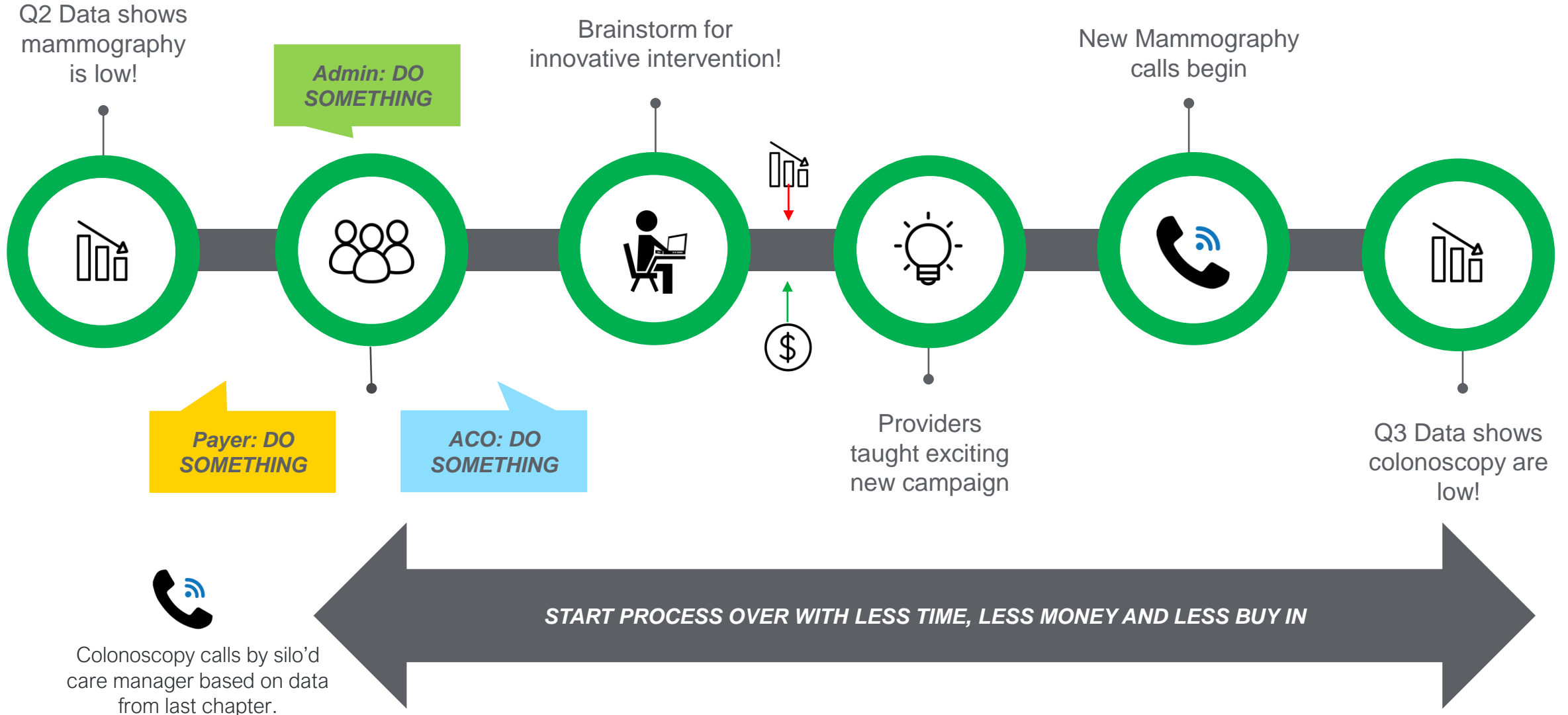
OCTOBER: Care Gap Churn Intensifies



Q4: The Hail Mary



Hail Mary effort across multiple resources for only marginal improvement.



Everyone is Feeling the Pressure



Bring in new patients!
Prevent leakage!
Satisfy referral sources!
Don't sacrifice quality!
Meet RVU targets!

And schedule lag is getting worse!



Dr. Cameron



Joyce
OFFICE MANAGER



Paul
PHYSICIAN ASSISTANT



Laura
NURSE PRACTITIONER



What are the three biggest alignment challenges?

How has it impacted your performance?

What are the Biggest Alignment Challenges?



- Prioritization of practice versus population health goals
- Volume and fee for service orientation of the practice versus value based, incentive motivation of population health
- Role of care management, APPs, and physicians on the care team
- Duplication of efforts confusing patients



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3 Simple Steps to Fixing Misalignment



1. Financial transparency and alignment
2. Create the access needed for pop health
3. Pre-visit preparation that benefits the patient and provider



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Redefine What Value Means to the Organization



R V U

B

C

A More Comprehensive Approach



- Margin issues with current approach
- Create a balanced approach that includes fee for service and value based performance
- Expanding how visits and productivity are measured.
- Create access for high value visits



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Health System Multi-Specialty Practice



- 850 New Patient Requests Per Week
- 250 Appointments in first 7 days
- 550 spread over 2- 8 weeks
- Between 5-15 patients turned away every day
- 4 Separate groups working on Access Problem

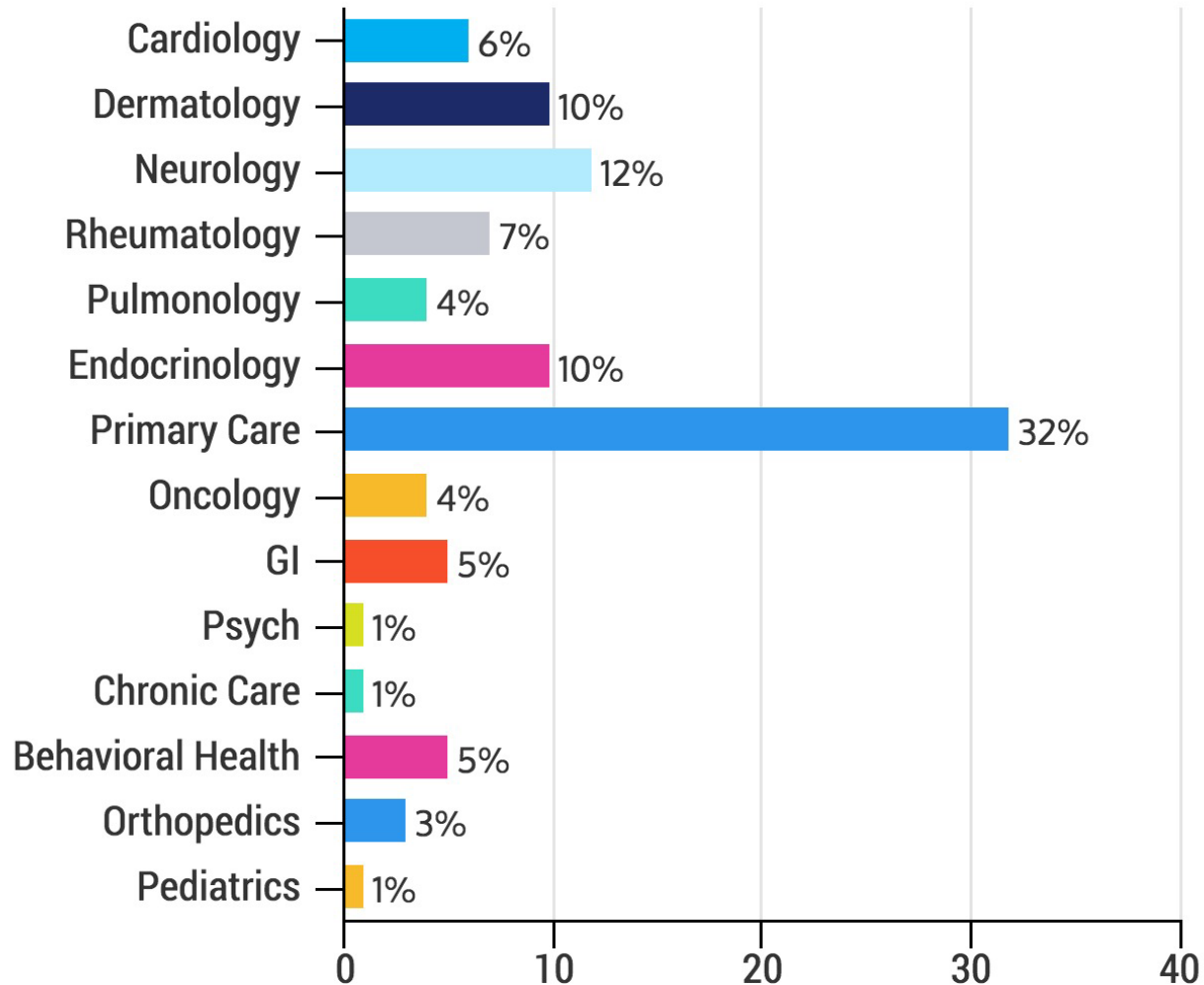


When, where and how does population health fit in when access is a problem?



What's your target primary care panel size?

Access by Specialty

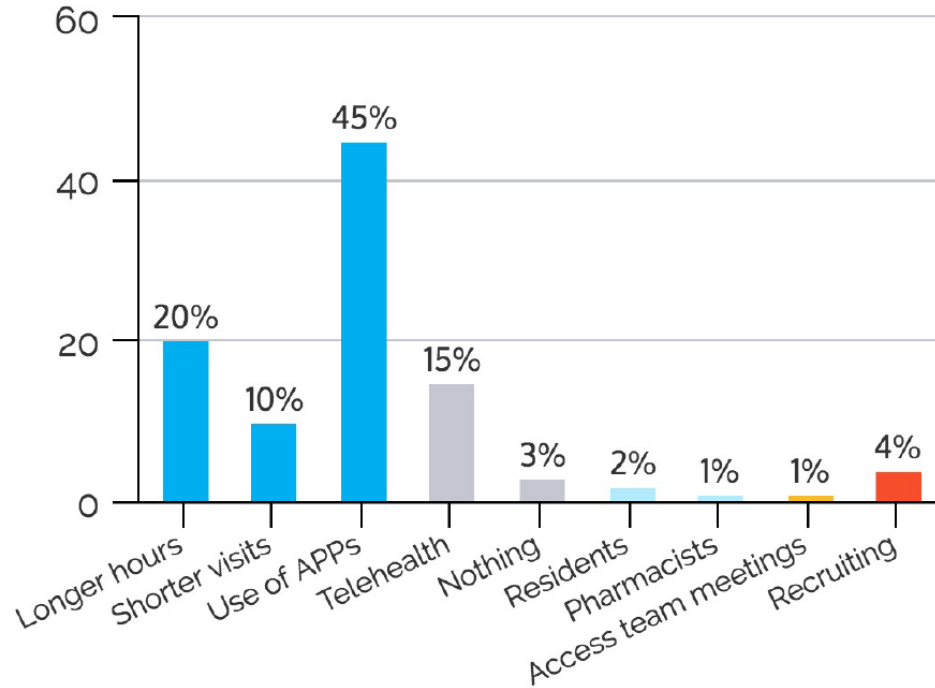


Which specialty has the most severe access problem?

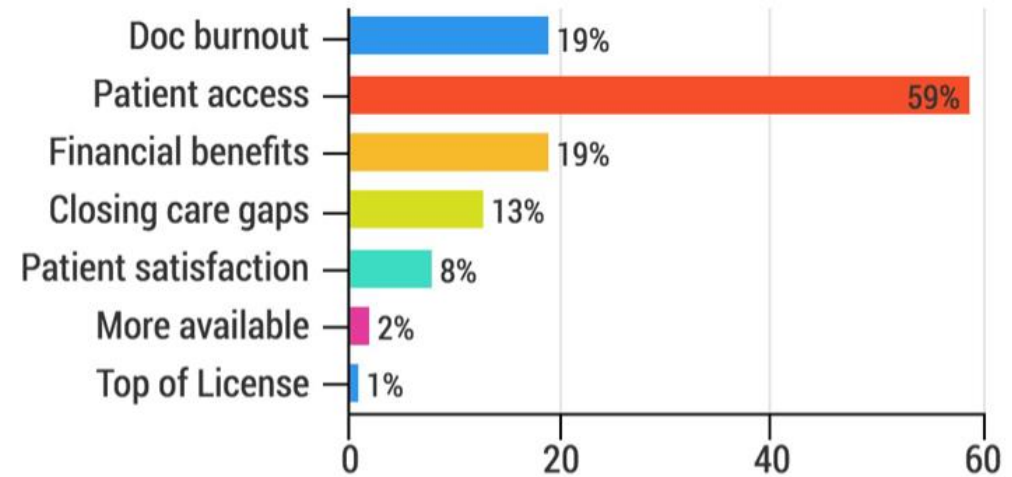


How is your health system solving access challenges?

What About the APP?



How are you attempting to solve access challenges?



Why does your organization use APPs?

*Pro-tip: Drop APN, Midlevel and Extender from your vocabulary

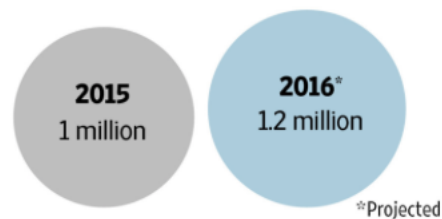
All the Buzz to Telehealth



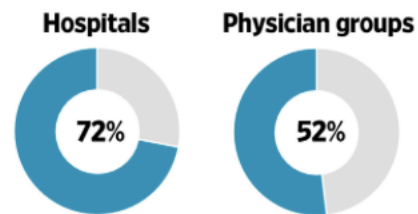
Over 90% of health systems leaders reported organization are implementing, or **planning to implement a Telehealth program** - *Beckers Healthcare 2014*

The Virtual Doctor Is In

The number of virtual doctor visits in the U.S.

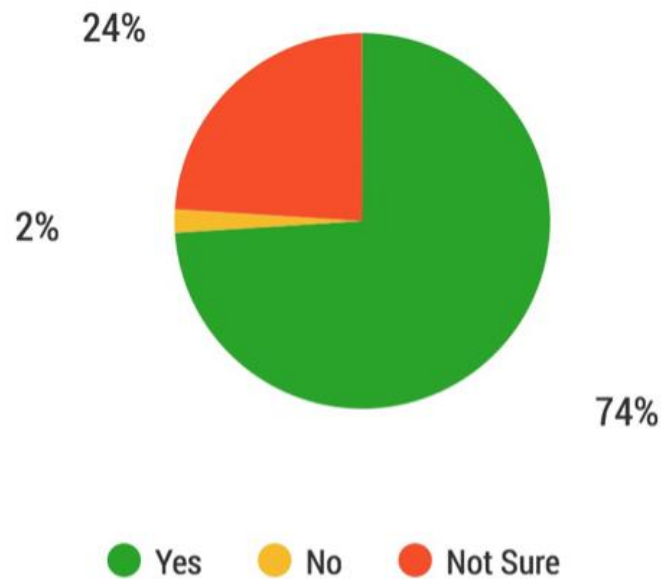


The percentage of providers that have telemedicine programs

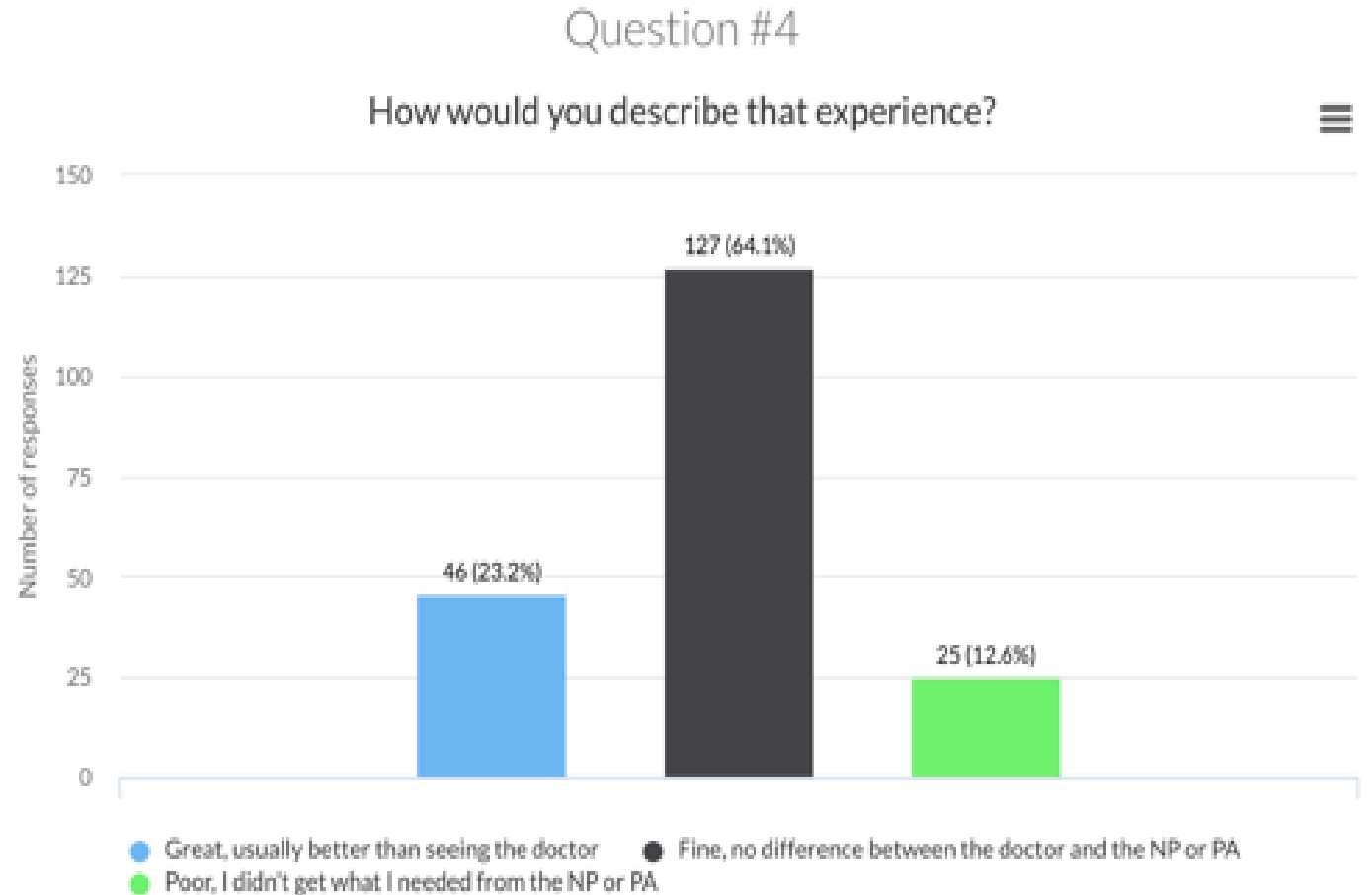


An October survey from Anthem and the AAFP found that about 15% of primary-care doctors had used some form of telemedicine technology over the past year, **but close to 90% said they would be more interested if they got paid for it.** - *Modern Healthcare 2015*

True or False? "The Patient Only Wants to See the Doctor."



Would patients accept a visit with an APP if they could get in sooner?





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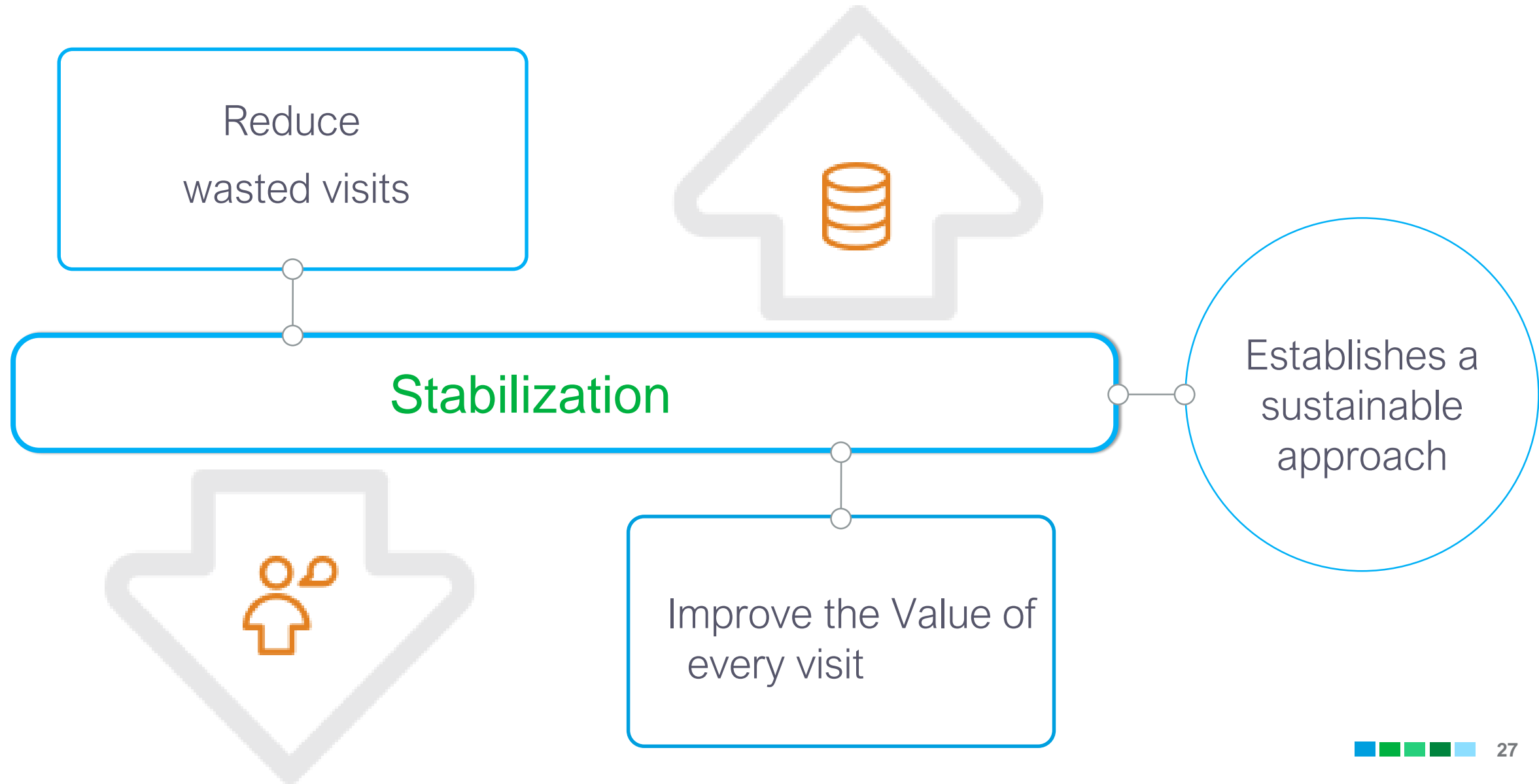
Laura
NURSE PRACTITIONER

Practices are Optimizing Visits Pre-visit



- Improve access through top of license schedule optimization
- Eliminate the empty visit by helping patients prepare for their visit in advance
- Proactively attract strategic visits
- Reduce no shows and unnecessary visits, satisfy the demand of those waiting
- Meet needs of referral sources and prevent system leakage

Treat Your Population as One



Visits that are Good for Everybody

