Home for Dinner
How to maximize your earning potential as a private practice physician
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- Author of Marketing Your Clinical Practice-Ethically, Effectively, and Economically and The Complete Business Guide to a Successful Medical Practice
- Columnist for American Medical News for more than 25 years and wrote the popular column, The Bottom Line, for Urology Times for more than 20 years
- Medical Advisor to Vanguard Communications
Current Problems

• $down$ reimbursements
• $up$ overhead
• Loss of income
Solutions

• ↑ reimbursements [crossed out]
• ↓ overhead costs
• Improve efficiency
Improve the efficiency by being an “on-time” physician
Delays?

• Update the patients ~10 minutes
• Provide reason for the delay
• Use the website to update patients
Patients will pay for outstanding care

They don’t want to wait for it!
Use Videos to Improve Efficiency
Equipment

- iPhone
- Tripod with wireless remote
- Script (Priceless)
Prepare the Script

• Describe the topic
• Why is it important to your health?
• What are the risks and complications?
• What are the alternatives?

“I will return to the room after you have completed the video to answer any questions that you may have and provide you with a summary of the video.”
Advantages of Videos

• Improves efficiency
• Can use to demonstrate patient understood the material
• Medical-legal protection
1) True or False. The ejaculate can contain sperm for two months or longer after the vasectomy.

2) True or False. Complications due to vasectomy can include bleeding, infection, or pain.

3) True or False. A semen analysis is necessary two months after the vasectomy to determine whether the vasectomy was successful or not.

4) True or False. Pregnancies can occur months or years later, even after a successful vasectomy.

Signature__________________________

Date______________________________
Patient complete forms **before** office visit

**Medical History**

- **Full Name**
  - First Name
  - Last Name

- **Phone Number**
  - Area Code
  - Phone Number

**Check the conditions that apply to you or to any members of your immediate relatives:**
- Asthma
- Cancer
- Cardiac disease
- Diabetes
- Hypertension
- Psychiatric disorder
- Epilepsy

**Check the symptoms that you're currently experiencing:**
- Chest pain
- Respiratory
- Cardiac disease
- Cardiovascular
- Hematological
- Lymphatic
- Neurological
- Psychiatric
- Gastrointestinal
- Genitourinary
- Weight gain
- Weight loss
- Musculoskeletal

- Are you currently taking any medication? *
  - Yes
  - No

- Do you have any medication allergies? *
  - Yes
  - No
  - Not Sure

- What is your Gender? *
  - Male
  - Female

- Do you use or do you have history of using tobacco? *
  - No

- Do you use or do you have history of using illegal drugs? *
  - No

- How often do you consume alcohol? *
  - Daily
  - Weekly
  - Monthly
  - Occasionally
  - Never

[Submit]
CHECKLISTS
Linda’s Checklist

DON’T FORGET

• Hair Dryer
• Rollers
• Make-up
• Brushes
• Pills
A True Story

- 40 y/o with hypoandrogenism (Low T)
- Was on Coumadin and told to stop medication before inserting testosterone pellets
- Procedure performed without checking on the discontinuation of the anti-coagulant
- Developed a post procedure hematoma
A True Story
New Use of Checklists for *In-Office* Procedures

<table>
<thead>
<tr>
<th>Procedure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skin biopsies</td>
</tr>
<tr>
<td>Vaccinations &amp; injections</td>
</tr>
<tr>
<td>PAP smears</td>
</tr>
</tbody>
</table>
Vasectomy Check List

Patient Name: ____________________________ Consent ____________________________

Date of Procedure: ____________________________ Pre-Op Valum ____________________________

Ask Pt. about ASA, Coumadin, Plavix, or other Blood thinners  Yes ____ No ______

Complications: ____________________________

Surgical Tray ____________________________

Sterile Vas Packet - check for hemoclips ____________________________

Sterile drape for tray ____________________________

Folded sheet on table for pt to sit on ____________________________

Sterile Gloves ____________________________

Scalpel ____________________________

2 rubber bands ____________________________

1cc of Lidocaine ____________________________

Cautery ____________________________

Razor ____________________________

Betadine ____________________________

Amonia Caps ____________________________

Made Jet w/ Lidocaine ____________________________

Bell ____________________________

2 specimen cups in bag w/ post vas instructions ____________________________

1 specimen cup on counter ____________________________

Call patient at home ____________________________
Take Home Message on Checklists

• Checklists are becoming part of our routine in the hospital setting
• Checklists can be used in the office setting as well and will certainly improve the efficiency and the care we provide our patients
• Home for dinner!
Obtaining Prior Authorizations.
Obtain Prior Authorization (PA)

• At present, requires staff time and energy to determine if coverage is available

- What will payers approve?
- Medications: Brand vs generic
- Have alternatives been used first?
- Guidelines
- Effectiveness
What’s the issue with the PA?

Prior Authorization Issues Contribute to 92% of Care Delays

Nearly all of provider care delays are associated with inefficiencies and administrative issues with current prior authorization.

What’s the issue with PA?

- Delays Care
- Days or weeks for PA approval
- Questions physicians’ decision
- Disease progression
- Poor patient outcomes

Issues include:
- Poor patient outcomes
- Disease progression
- Questions in physicians’ decision
- Days or weeks for PA approval
- Delays in care
PA Changes

Survey: How has the number of PAs changed in the last 5 years?

- **Increased significantly**: 50% for prescriptions, 41% for medical services
- **Increased somewhat**: 38% for prescriptions, 13% for medical services
- **No change**: 10% for prescriptions, 46% for medical services
- **Decreased somewhat or significantly**: 2% for prescriptions, 1% for medical services
Increase Performance & Effectiveness

Provide staff with specialized knowledge

Streamline Patient Access to needed Medications & Services

Save Time & Minimize Costs

Improve reimbursement for your healthcare system
• Prior authorizations are not a direct revenue stream
• But they are taking away physician time

TIME = MONEY
Economics of Prior Authorization Specialists

Processing prior authorizations can annually cost physicians¹

-$67,392

¹ Physician hourly wage based on a conservative $90/hr for 14.4 hours/wk for a year
Economics of Prior Authorization Specialists

For the same cost, you can:

<table>
<thead>
<tr>
<th>Task</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hire a full-time prior authorization specialist</td>
<td>Spend significantly less time dealing with payers</td>
</tr>
<tr>
<td>See an additional 36+ patients/week</td>
<td>Make an additional $129,600/yr or more</td>
</tr>
</tbody>
</table>

1. Physician hourly wage based on a conservative $90/hr for 14.4 hours/wk for a year
2. Based on $75 reimbursement per patient appointment
# The Value of PA Specialist

<table>
<thead>
<tr>
<th>Benefits</th>
</tr>
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<tbody>
<tr>
<td>Determines insurance eligibility</td>
</tr>
<tr>
<td>Assurance that they are certified and expert at PA</td>
</tr>
<tr>
<td>Improves efficiency</td>
</tr>
<tr>
<td>Knowledgeable about ICD-10/CPT codes</td>
</tr>
<tr>
<td>Understands “step therapy”</td>
</tr>
<tr>
<td>Less turnover and less stress for existing staff</td>
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<tr>
<td>Will decrease denials - get paid for service you performed</td>
</tr>
<tr>
<td>Can be helpful in other areas of the practice</td>
</tr>
</tbody>
</table>

*Source: National Board of Prior Authorization Specialists*
Value of Certified PA Specialist

Red Flag Features
Signs or symptoms a patient presents with that would expedite approval
- ex. severe headache with sudden onset for Head CT
Benefits of a Certified PA

- Improves efficiency and morale of the staff
- Happier patients and better patient care
- ↑ Productivity

Improves efficiency and morale of the staff

Happier patients and better patient care

↑ Productivity
Take Home Message on PAS

Increase access to required medication

Best level of standards for your practice
Using a Scribe to improve Efficiency
Did we go to medical school to do this?
Face to Computer or F-T-F?
Sandwich Technique

• Seen by physician for first 60-90 seconds
• Scribe takes HOPI, PMHx, ROS
• Results of PEx recorded by scribe
• Physician concludes the visit
How I use a scribe

- **HOPI**: History of Present Illness
- **PMHx**: Past Medical History
- **ROS**: Review of Systems
Doctor Meets Patient First
Scribe takes HOPI, PMHx, ROS
Scribe Presents Patient to Doctor
Doctor Examines Patient
Scribe Records Pertinent Findings on PEx to EMR
Doctor Reviews Plan of Action With Scribe
Doctor Provides Information and Answers Any Questions
Advantages of a scribe

- Physician sees other patients while scribe takes the CC, PMH, ROS
- *Does not* need to touch the computer
- Physician *does not* need to type
- *Significantly improves efficiency* and productivity
- THM-Home for dinner
Other Benefits of Scribe

- Increased face-to-face time
- Higher patient satisfaction
- Additional patient appointments
Bottom Line on Scribe

• Physician eyeball-to-eyeball time with patient reduced from 15 - 20 minutes to <5 minutes
• You are more efficient: more patients and more procedures
• No decrease in patient satisfaction
• Home for dinner!
Economics of a Scribe

**Sweet spot**

**Chart Description:**
- **Title:** How will adding a scribe affect your bottom line?
- **X-axis:** Number of additional patients per day you have time to see, thanks to your scribe
- **Y-axis:** Average reimbursement of $75 per patient
- **Graph:** Shows the profit and loss expected with varying numbers of additional patients.
- Key points:
  - At 0 patients, the profit is $0.
  - At 1 patient, the profit is $7,200.
  - At 2 patients, the profit is $25,200.
  - At 3 patients, the profit is $43,200.
  - At 4 patients, the profit is $61,200.
  - At 5 patients, the profit is $61,200.
- **Legend:**
  - Green: Profit
  - Red: Loss

Table B:
Economics of A Scribe

- If you increase just 1 patient/hour
- Work 7 hours/day
- 7 additional patients/day
- Each patient increases revenue by ~$75-$100
- Work 5 days a week and 48 weeks/yr

Increase of annual revenue of
$126,000-$168,000!!
Telemedicine
Telemedicine

• Codes available for telemedicine visits (99211-99215+GT modifier)
• Reduces no-shows and cancellations
Benefits of TM/Virtual Visits

• Turnover time between patients is minimal
• Cycle time in office ~70’ (FTF) vs 24’ (TM)
• Conducted without nursing/clinical staff
• Can hold TM-clinics after hours with *no* staff
• Used for low-complexity patients spend more time with patients who have complex needs
Telemedicine To Increase Efficiency and Productivity

• Use *only* with existing patients
• Discuss results of lab and imaging tests and medication refills
• Used for post-op patients
• Integrated into EMR and PMS
Telemedicine

- Enhances patient satisfaction: no time from work, no parking, no travel time
- Implemented in minutes
- Enhance productivity: automated eligibility checks
- Boosts efficiency: Home for Dinner!
Future of TM

• Will be an extension of doctor’s office
• Demand for TM will increase
• Obstacle: Reimbursement!
Patient Education
Patient Education

• Education and patient satisfaction
• Your compensation will soon depend on it
Wallboards to Educate Patients

Add healthy foods like these for a HEALTHY PROSTATE

- Whole grain bread
- Fish
- Avocados
- Leafy greens like spinach
- Beans
Educate Patients With Wall Boards

• Placed in every exam room
• Can make explanations that are easily understood by the patient AND family
• Helpful for most medical conditions
Also include kiosk in exam room

- Used to show your videos
- Allows you to survey every patient at the POS
- Improves your ORM and patient satisfaction surveys
We are now opening the presentation for questions.

Please use the chat to submit your questions.
Summary

Successful practices use technology and supportive roles to improve efficiency and productivity of their practices and “You’re home for dinner”!
Let me hear from you

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