



Consulting and Management
Clinovations

Medicare Annual Wellness Visits

EHR Tactics to Identify Care Gaps and Increase Revenues

Industry Leaders in EHR Optimization



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Executive Medical Director, Clinovations

17+ Years Experience

Expertise

- Implementation and optimization of healthcare technology
- Clinical process redesign
- Clinical adoption strategy development

Background

- Pediatric and Informatics Board Certifications
- Former CMIO for Detroit Medical Center

Today's presenters:

- Experts in EHR Optimization
- Both have clinical backgrounds

A Medicare Benefit that Nobody Gets?



14.5%

Of eligible Medicare patients
received an Annual Wellness Visit
in 2014.

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The Medicare Annual Wellness Visit is a yearly preventative care visit offered to all Medicare Part B beneficiaries.

- But it's a benefit that nobody really gets.
- While the AWW is recognized as an important benefit, only 14.5% of Medicare beneficiaries received an AWW last year.

The Average Reimbursement Is \$145 Per Visit



85.5% Gap

For mid-to-large medical groups,
that equates to a **\$1 to \$3 million**
missed opportunity every year.

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- The missed opportunity of this is massive
- This visit is well reimbursed at \$145 per visit and can be conducted by any licensed health professional or a team of professionals, under the direct supervision of a physician.
- There's a strong financial imperative to close the gap on AWW visits—with millions of dollars of revenue on the table every year for average groups.

A Zero-Cost Health Benefit for Patients

AWV for the Eligible Medicare Patient

OBJECTIVES

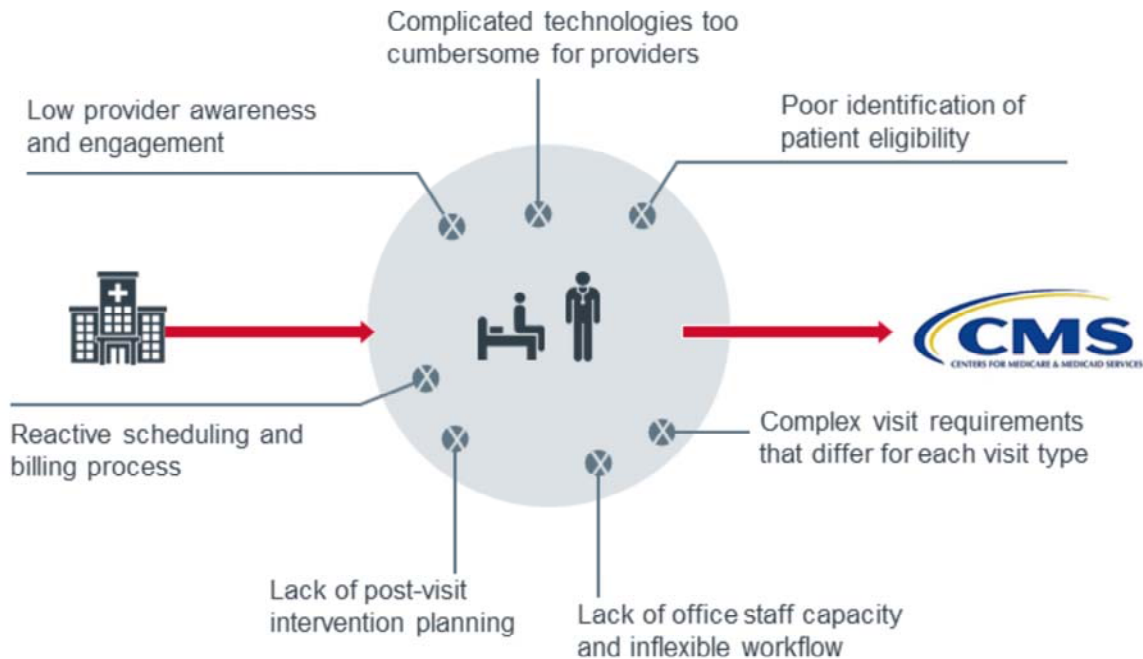
- Increase patient engagement
- Incentivize preventive medical care
- Reduce costly hospitalizations.
- Avoid unnecessary medical procedures
- Decrease medication errors.

REQUIREMENTS

- **Health Risk Assessment (HRA):** Patient survey used to assess risks, develop plan of care
- **Screening:** Functional ability, cognitive function; risk of falls, depression, safety
- **Biometrics:** Height/Weight, Blood Pressure, other routine measures
- **Prevention Services:** Vaccines other age-appropriate Medicare services
- **Plan of care:** Personalized list of risks and conditions and associated education

Then Why Is Participation So Low?

Common Challenges in Capturing Medicare AWWs



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- There are numerous reasons beyond patient awareness and engagement as to why participation is so low
- Capturing AWWs becomes challenging when:
 - **There isn't one integrated technology that supports the capture process, and there's no embedded functions to make the process smoother**
 - There's inflexible workflow and lack of office capacity
 - There's no system in place for post-visit intervention planning
 - *Among others....*

Best Practice Methodology to Improve Results

Three-Pronged Approach to AWV Capture

1

Enabling Your People

Education, training, and marketing content for patients, providers, and staff to increase engagement and visit capture

2

Making Processes Efficient

Workflow evaluation and optimization to leverage existing staff to the full extent of their licensure and to promote proactive patient outreach

3

Getting the Most From Technology

Optimize existing EHR and other clinical information technologies to 'automate' AWV workflows, capture relevant documentation, and reduce billing errors

- After working with organizations across the country, our team at Clinovations has found that any tactical EHR optimization project including AWV capture, requires a COMPREHENSIVE solutions that takes into account these three buckets.
- They are not listed here in order of importance—each is a critical piece in the improvement process
 - Without an educated staff and patient base, AWV capture will be a moot point
 - Without the right processes in place, workflow adjustments, and staffing—the system won't be able to handle the patient identification, added visits, and post-visit planning.
 - And of course, without optimized technology to capture relevant document, ensure accurate billing, and streamline workflows—efficiency and accuracy in AWV capture just won't happen

Engaging Stakeholders in AWW Capture



Mid-size physician hospital organization



Goal: Increase baseline AWW capture rate of 7% by creating efficient processes and workflow.

Approach

Executed patient outreach and engagement strategy, and assessed clinical documentation, workflow, and EHR configuration:

- Designed approach that incorporated an optimized technical solution with workflow redesign and provider and staff education and engagement activities
- Redesigned workflow allowing ancillary staff to work at the highest level of their licensure

Engagement Results



70 percentage point increase

in AWW capture rate of eligible patients



\$1.07M

projected year one revenue impact

Redesigning Process as Part of Technical Solution



Multi-market system with employed primary and specialty care providers



Goal: Mobilize primary care providers and staff to optimize capture, delivery, and billing for Medicare AWWs.

Approach

Engaged providers and staff, and facilitated improvement process that included:

- Workflow improvements
- Documentation enhancement
- Technical optimization

Engagement Results



5x

reduction in denials



15 min

average provider time saved for each AWW



16x

increased number of AWW patients seen

Leveraging the EHR to 'Automate' Capture



**350 provider multi-specialty
physician group**



Goal: Increase low AWV capture rate of 5% by creating a strategy around the 2,500 Medicare patients in the primary care group.

Approach

Customized EHR to 'automate' and optimize for:

- Scheduling
- Registration
- Provider Documentation
- Billing Systems

Engagement Results



98%

enabled documentation
compliance rate



20x

increase in AWVs
delivered

Reliant

The Real Impact On...



People

"The patient wasn't aware of the benefits of the AWV, until seeing a flyer posted in the doctor's office on another visit"

If she had known this visit is available at no out-of-pocket costs, yet offered valuable time with her doctor, she would have taken advantage long before.



Process

"Previously staff had avoided these appointments because they were too complex to schedule and accommodate"

The new, efficient process and workflow offered a streamlined solution, and engaged providers and staff in increasing AWV patients



Technology

"The only option for AWV capture was to use a platform outside of EHR itself which involved multiple applications"

The solution was to integrate into Epic, in their existing workflows, which saved time and increased provider satisfaction tremendously

We've seen time and again the impact AWV capture has on all system levels:

- A patient who wasn't aware of the full benefits of AWV so hadn't taken advantage...
- A staff who avoided these appointments because of the complexity in workflow...
- Physicians who were weighed down by multiple technologies and platforms...

Getting it Right Leads to Downstream Value

AWV Patients Get Directed to Appropriate Follow-Up Services



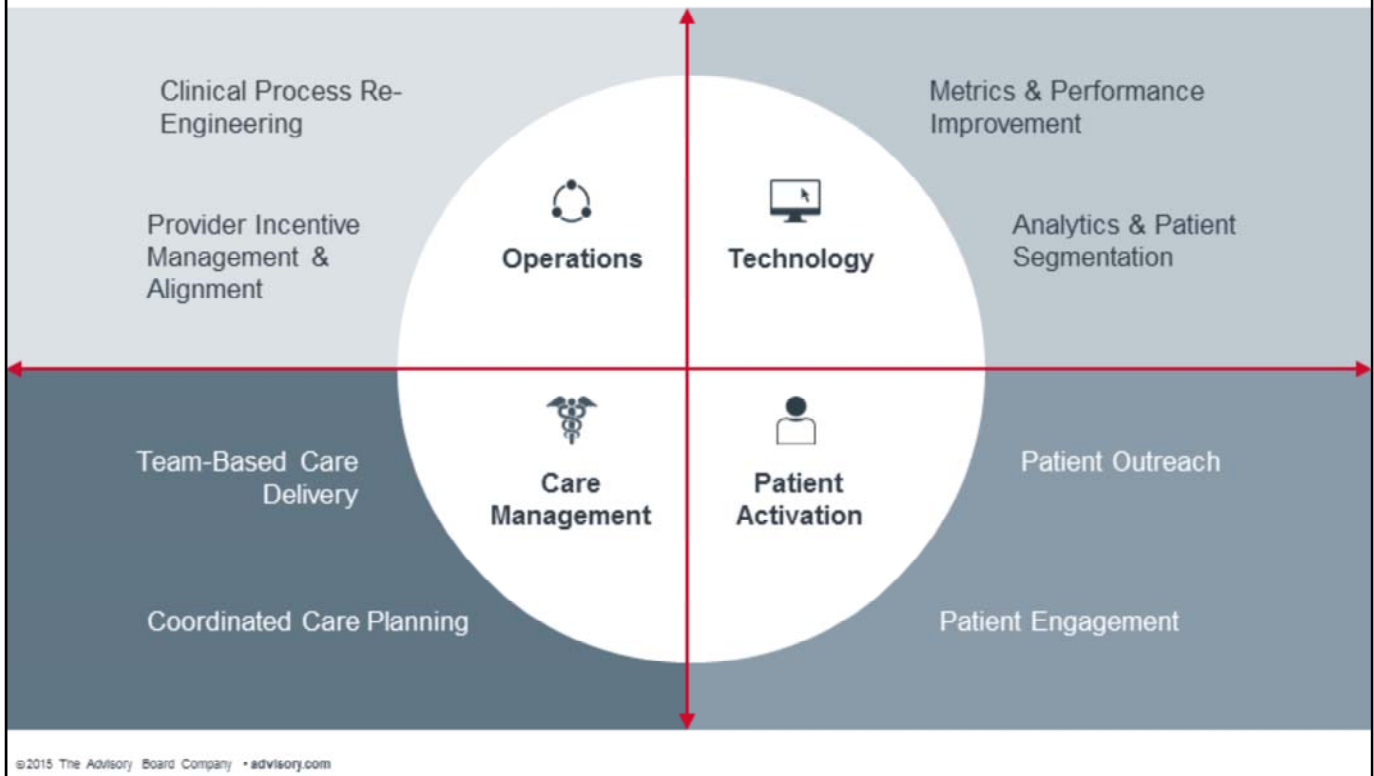
The Downstream Value

\$343 Expected reimbursement less variable costs per downstream encounter

- Capturing AWV's is not just a one-time benefit for the patient, or an isolated revenue opportunity for the health system
- The patient will benefit down the road with follow up visits and appropriate interventions after the AWV
- And the system can expect an increase in revenue through the delivery of appropriate downstream services
- Increasing capture of Annual Wellness Visits will increase delivery of appropriate downstream services

The CMGA Downstream Module integrates detailed hospital and ambulatory data at the patient level to construct an accurate comprehensive longitudinal analysis of provider relationship patterns and associated downstream contribution. Through this sophisticated patient relationship business logic, downstream cases are attributed to providers within your employed network. CMGA has the ability to compare medical group net operating losses at the practice level with attributed downstream contribution margin, which then gives you the capability to analyze your investment multiplier at the practice level

AWV Supports Population Health Management



- And improving a system for AWV capture is actually a big step towards readiness for population health management
- The competencies needed for broader system strategies are interrelated
- So AWV capture is not just a 'tactical' project

Questions...?



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We Can Speak to Your Organization About:

- Evaluating and identifying your organizational priorities to create a framework for success
- Aligning specialty workflow with technology
- Leverage your EHR to drive clinical, quality, and financial enhancements
- Capturing Medicare Annual Wellness Visits
- Documenting HCC and patient complexities for improved RAF scores in risk contracting
- Customized, at-the-elbow training for implementation and optimization

Our contact information.