

# Adding and Enhancing Ancillary Services

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# Transformation

Transformation from a primary care pediatric practice to a comprehensive state-of-the-art multi-service infant, child and adolescent practice.



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# Why a Transformation?

- The Changing Healthcare Marketplace
- Pediatrics is an outpatient service line
- Mission with a Margin
- Families are now CUSTOMERS



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# What do our PATIENTS/CUSTOMERS want?

- Patient and Family Centered Services
- Access
- Quality
- Flexibility
- Technology
- One Stop Shopping





# Insurance Industry

- Competition
- Decreased Revenues
- Value Care
- Medical Home
- Benchmarks
- Contracting





# Challenges

- Workforce
- Patient/Family Expectations
- Organized Relationships such as practice buyouts by hospitals, ACO's, Geographic Networks, Specialty Networks, Group Consolidations





# So what do we do now?

- Empower Change
- Strategize
- Maximize Flexibility
- Optimize Emerging Technology
- Improve Physical Environment
- Run a value driven organization that strives for quality, efficiency and profitability



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# Enhance and Expand Services

- *To meet the challenges we face as pediatricians we need to find ways to provide quality care as well as be sustainable for the future.*
- *Enhancing what we already do and being open to adding new services will improve quality and efficiency for patients as well as improve profitability for pediatricians.*



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# Improving Well Child Care

- First and foremost, be sure all your patients are receiving all of their visits. Recall strategies are critical to the success of your practice.
- Optimize these WCC visits by providing all the recommendations in Bright Futures.





# Enhancing WCC

- Developmental Screening Tools
  - MCHAT
  - ASQ
  - ADD/ADHD
- Mental Health Screenings
  - Edinburgh Postpartum Depression Screening
  - Patient Symptom Checklist





# Enhancing WCC

- Vision and Hearing technology
- Baseline Concussion Testing
- Using Modifier for a child sick at a WCC
- Improved use of Counseling Codes





# Enhancing Sick Visits

- Asthma
- Dehydration
- Injury
- Infection
- Warts
- Ear Piercing
- Minor Surgical Procedures



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# Adding Ancillary Services

- Pre-Natal Program & Baby BASICS
- Lactation Services
- Fourth Trimester
- Asthma Program
- Allergy Testing
- ADD/ADHD
- Parenting Groups
- Sleep Specialist
- Mental Health
- Nutrition
- Weight Management Program
- Urgent Care
- Sub-Specialty Care
- Concussion Center
- Travel Medicine
- Marketing
- Customer Service Plans



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## The Community's Most Comprehensive Pediatric Services

The Center for Advanced Pediatrics believes pediatrics isn't just about children's health, but about caring for the entire family every step of the way. Our innovative programs set national standards for pediatric primary care and medical home integration.

Check back often, as our integrative programs continue to expand as we identify more areas that can help care for your child every step of the way.



### Adolescent Gynecology

We provide a variety of gynecological and young adult sexual counseling services.



### Family Travel Medicine

We provide travel medicine services, including vaccinations to the entire family.



### Adolescent & Teen Medicine

Specialized services for pre-teens through 18 year olds.



### New Moms' Group

Weekly new mom & baby group to learn new skills and make connections in the community.



### Allergy & Asthma

Allergy testing, Asthma evaluations and management, including treadmill testing.



### Nutrition

Full time nutritionist available for well and chronic nutrition management.



### Baby Basics: Parenting Classes

Pre and Post-natal classes for parents on baby care and feeding.



### Pediatric Psychiatry

Full service and comprehensive mental health center providing individual and group therapy



### Be Fit/Stay Fit

Innovative Pediatric Weight Management Program supervised medically.



### Pre/Post Adoption

Before you adopt a child, have a pediatrician evaluate the health and records of the child.

### Meet the Team:

- > Pediatricians
- > Pediatric Sub-Specialists
- > Physician Assistants
- > Nurse Practitioners
- > Mental Health Team

### > Nut

### > Sleep

### > Lact

### In Yo

Servir  
Norw  
Fairfie  
Ridge  
Darier  
Green

Norw  
761  
Norw  
203.

Darier  
85 O  
Darier  
203.



### Breastfeeding Center

Fully staffed, 24/7 breastfeeding center to support fully the time you breastfeed.



### Car Seat Safety Checks

The majority of car seats are installed incorrectly & unsafely. Make sure yours is ok.



### Cholesterol Management

We routinely screen for cholesterol and lipid disorders and have in house management.



### Concussions

One of Fairfield County's only comprehensive centers devoted to concussion management.



### CPR Instruction

Knowing CPR could save your child's life in an emergency. We offer classes in our office.



### Endocrine/Diabetes

We have a full time pediatric Endocrinologist and diabetes management team.



### Professional Speakers

We have a variety of medical professional speakers available for your special events.



### Sports Participation Exams

Specialize consultations to evaluate your child's fitness for participating in sports.



### Urgi-KIDS: Urgent Care

Walk-in pediatric urgent and sick care right in your pediatrician's office.



### Sleep Coaching

Is your child not sleeping? We have a certified sleep coach to solve all your sleep issues.



### Young Adults to 25 yrs

YAP at CAP is a unique program catering to the 18-25 yr old health needs



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# Baby Basics: Transition to Parenthood

- Growth and stability of a thriving pediatric practice depends on **newborns**
- Today more than ever parents are “shopping” for just the right doctor
- Marketing, attention to newborns and their parents needs, is crucial for a practices growth and financial stability







# Baby Basics I, II & III

- Three programs educate and support parents and newborns at three different stages, pre and post delivery
- Baby Basics I and II are also a unique marketing tool.
- Classes deliver concise and up to date information on the care and breastfeeding of their infant before delivery.
- It is an opportunity to meet us and tour our innovative offices.





# Nutrition Services

- Full-time, on-site nutritionist
- Provides multiple nutrition related services
  - Baby Basics III
  - 8 and 42 month old 30 minute nutrition visits
    - These visits are to assess family’s awareness of proper nutrition and expectations
    - An opportunity to take into account cultural differences and family backgrounds
- Nutrition is an integral part of EVERY well visit and interim referrals are made as needed.



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# Nutrition Services

- Our nutritionist will also see all children who are referred from their well child visit if their BMI is between the 85<sup>th</sup> and 95<sup>th</sup> percentile. Those children greater than 95<sup>th</sup> are referred to our Be Fit/Stay Fit weight management program.
- We also screen for lipids at 5, 10 and 15 years and if elevated are also referred to the nutritionist and soon our Pediatric Lipid Disorder Specialist.
- Our nutritionist will also get referrals from our endocrinology and gastroenterology physicians as necessary.
- She also has parenting groups for different ages and amusingly you may see her at the grocery store teaching parents how to shop!



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# How to Implement a New Service

- Create the Plan
- Create the Metrics
- Monitor



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# Practice enhancing a service

1. Enhance a service you already perform and describe how you would go about it.
2. Forecast the additional revenue you may receive.
3. Describe what you may need in terms of supplies, staff support/education, budget, noticing patients you have the service etc.
4. How will you measure it's success.



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# Practice adding a service

- Choose an ancillary service you would like to add to your practice.
- Create the plan for this service by defining it, who will perform it, how will you budget for it and will there need to be capital allocated for it.
- Forecast this service for anticipated revenue and a metrics plan for monitoring it.
- How do you plan on marketing this new service and how will you measure the patient experience.



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# Marketing for added success

- Marketing is a critical component to any business' success.
- What are you doing now to market your practice and the services you provide?
- What media do you use such as print, radio, television, social, Facebook, Twitter, direct marketing such as mail, email etc.?
- How could you measure the impact of your marketing strategies?





**ARE YOU EXPECTING?**





# Marketing for added success

Presence on all social media sites (video included)

Leveraging special designations

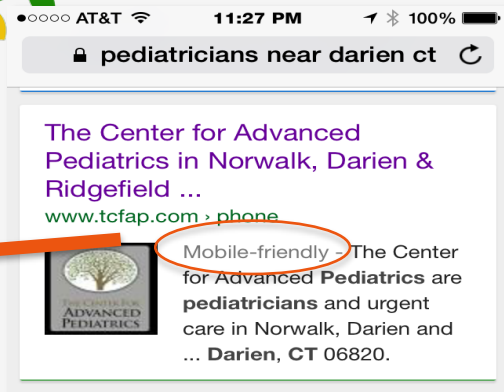
Make it easy to get patients in for sick visits

Keeping community abreast of special events (right on home page)

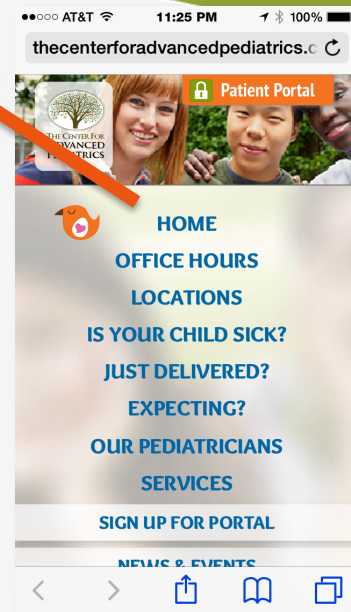
The screenshot shows the website for The Center for Advanced Pediatrics. At the top, there is a navigation bar with a 'Patient Portal' button, a search bar, and contact information for three locations: Norwalk (203.229.2000), Darien (203.656.1833), and Ridgefield (203.431.8400). Below this is a main menu with links for Home, Pediatricians/Staff, Services, Handouts, Expecting, New Patients, FAQ, Contact Us, and Office Info. The main content area features a large image of children and a headline: 'Pediatricians that Care About Caring Every Step Of The Way.' On the left side of the main content, there is a sidebar with a 'Patient Portal' button and a list of services: 'Request an appointment', 'About Yearly Admin Fee', 'Pay my bill online', 'Download patient forms', and 'Get locations & directions'. The main content area also includes a 'Welcome to The Center for Advanced Pediatrics' section with a paragraph about their services, a 'News & Events' section with a 'READ ALL' button, and several accreditation logos including NCQA Certified Level 3 Patient Centered Medical Home and a logo for 'Is Your Child Sick? All Day Access. Husky/Medicaid Accepted'.



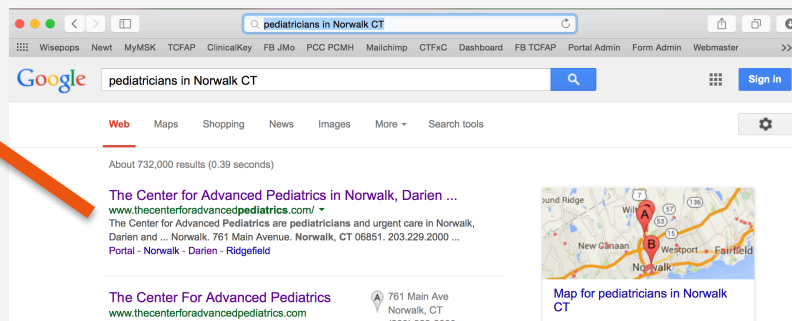
Mobile Friendly (75% access your site on mobile platform)



Website optimized for mobile phones/tablet S.



Optimize for search engines – both desktop and mobile searching. #1 Organic result



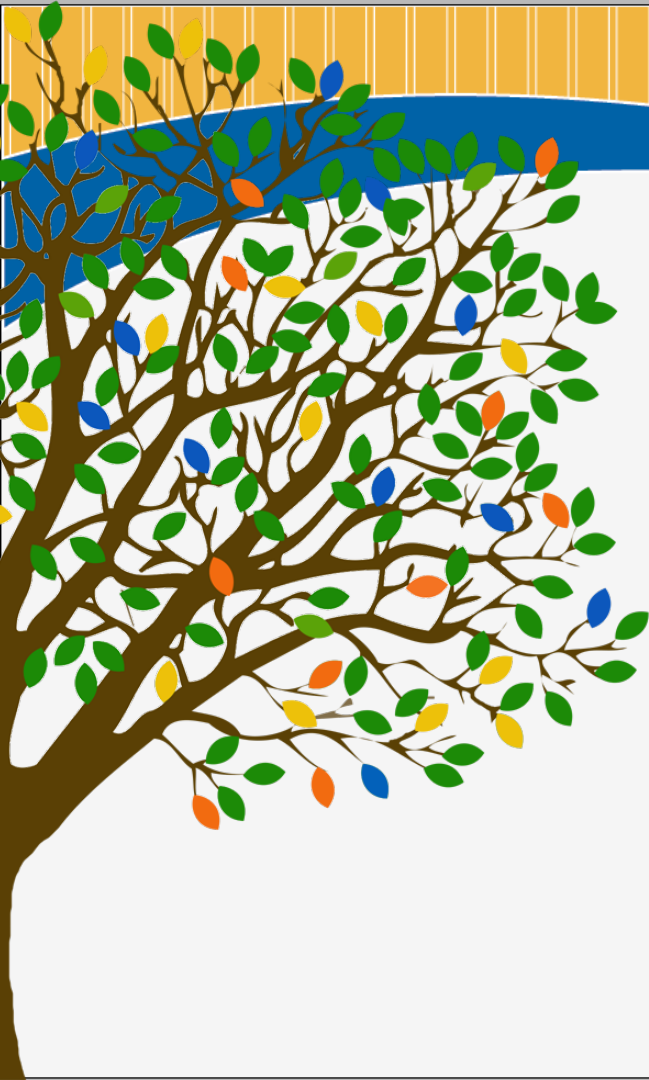
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# Changes you may wish to make in your practice

1. Enhance and optimize what you already do.
2. Add a new service(s) and improve quality and efficiency for your patients as well as increasing your bottom line.
3. Work smarter not harder.





# THANK YOU !

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To learn more and keep up to date with practice management, please join the Section on Administration and Practice Management (SOAPM)



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