PCMH & Your Community

PCC User’s Conference
July 20th, 2017
About This Talk

Being a medical home for your patients means more than just coordinating care. It also requires bringing resources together to ensure that they have access to the right care. In this course you will learn how to connect your patients to services in a number of ways: outreach to specialists, building programs in-house, contracting with other professionals, referring to and helping to build community programs, even connecting with Payers to take advantage of their member programs and services, or to collaborate on creating new ones.
First, A Bit About Medical Homes ...
Are You A ‘Medical Home’?

You don’t have to be NCQA recognized. The medical home is best described as a model or philosophy of care that is:

1. patient-centered
2. comprehensive
3. team-based
4. coordinated
5. accessible, and
6. focused on quality and safety

It is a place where patients are treated with respect, dignity, and compassion, and enable strong and trusting relationships with providers and staff, so that care is received in the right place, at the right time, and in the manner that best suits a patient's needs.
A Medical Home typically provides:

- Excellent, accessible communication between providers, nursing staff and patients
- Full involvement of the patient in the treatment and decisions made regarding their own healthcare
- Care coordination to ensure that patient needs are met, test results and specialist visits are tracked and followed-up and all staff are knowledgeable about their roles and responsibilities towards the patient
- After hours access to a provider
- Technology that enhances the care of the patient through education and data and performance measurement
How It Works In Practice:

Today's care

- My patients are those who make appointments to see me
- Care is determined by today's problem and time available today
- Care varies by scheduled time and memory or skill of the doctor
- I know I deliver high quality care because I'm well trained
- Patients are responsible for coordinating their own care
- It's up to the patient to tell us what happened to them
- Clinic operations center on meeting the doctor's needs

Medical home care

- Our patients are those who are registered in our medical home
- Care is determined by a proactive plan to meet health needs, with or without visits
- Care is standardized according to evidence-based guidelines
- We measure our quality and make rapid changes to improve it
- A prepared team of professionals coordinates all patients' care
- We track tests and consultations, and follow-up after ED and hospital
- An interdisciplinary team works at the top of our licenses to serve patients


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Does Your Medical Home Offer Services Like These?

- ADHD Support
- Obesity/Nutrition Programs
- Lactation Consulting
- Asthma Education
- Sports Medicine
- Behavioral Health
Many Practices Want To Offer More Services, But How Do You Go About It?
IN-HOUSE: Developing **New Services**

Create ‘Clinics’ within your practice to meet your patients’ needs

- Adolescent clinics
- Asthma clinics
- Nutrition clinics
- Breastfeeding services
- Even Travel clinics!

➢ Provides excellent marketing opportunities and helps with scheduling
IN-HOUSE: Developing New Services

What others are doing:

- Asthma clinics
  - Certified Asthma Educator to assist with treatment, education and management of asthma and asthma related diseases including
  - Medication monitoring and compliance;
  - Asthma control and action plan
  - Spirometry and nebulizer treatments
  - Patient centered goals and objectives related to control of the disease
Sample Asthma Plans

Pick and choose from various resources, and customize to fit your needs!

Asthma Action Plan from Children’s Hospital, St. Louis

Easy for parents to follow, pictures that even the youngest child can recognize.

What others are doing:

- Nutrition clinics
  - On-site nutritional health evaluation by independently contracted counselor
  - Treatment and counseling services for individuals, families and groups
  - Tie in with community based weight ins and ‘weight watcher’ program at the local YMCA
  - Schedule alongside well visits
Nutrition example

How about an 8 month visit or a 21 month visit with the nurse to teach proper nutrition habits?

Calculate by forecasting:
• You have three hundred 8 month olds a year
• Nurse payment at $50.00
• Don’t forget the cost of your nurse!

300 x 20 minutes = 100 hours x nurse salary ($25/hr) = $2,500
$15,000 - $2,500 = $12,500 net profit
**Nutrition Program Example**

**Example:**
[www.LetsGo.org](http://www.LetsGo.org)

**Combatting Pediatric Obesity**
- Encourages use of their materials
- Allows co-branding of materials and customization

**5-2-1-0 Let's Go!**

*Let's Go!* is a nationally recognized childhood obesity prevention program implemented throughout Maine and in a few communities in neighboring states. We partner with schools, child care and out-of-school programs, healthcare practices and community organizations to change environments where children and families live, learn work and play. We developed 5-2-1-0 as the foundation for change.

- 5 or more fruits & vegetables
- 2 hours or less recreational screen time*
- 1 hour or more of physical activity
- 0 sugary drinks, more water

*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

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**Let's Go! Toolkits**

We've created toolkits for each program area. These toolkits are loaded with information on how to integrate *Let's Go!*’s evidence based strategies and the 5-2-1-0 message into specific environments (schools, out-of-school, child care, healthcare and workplaces).

If you live within the state of Maine and are interested in ordering hard copies of our toolkits, please [contact your local partner](http://www.LetsGo.org). If you are out of Maine, please visit our online store.

**Program Toolkits:**
- K-5
- Middle and High School
- Out of School
- Child Care
- Health Care
- Healthy Workplaces

**Bilingual Handouts**

Below are individual toolkit pages that are especially helpful as printed handouts. We’ve included both English and Spanish versions:

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IN-HOUSE: Developing New Services

What others are doing:

- Adolescent clinics
  - Specific hours for teens (certain days & hours)
  - Specified exam rooms for teens that are age appropriate (not ‘kiddie’)
  - Teen education programs playing in waiting room
  - Greater emphasis on teen screens and services

- Adolescent Well Visits including depression and substance abuse screening, may be a new metric coming to Payer plans soon
IN-HOUSE: Developing New Businesses

Develop Entirely New Businesses

• Lactation / Breastfeeding Center
• Behavioral / Social Health Center
• Urgent Care / After Hours Clinic

➢ Bringing services in-house either through direct employee contributions or through sub-contracted professionals, extends your reach in the market.
➢ These can be developed as extensively as you like, with their own tax ID numbers and ‘brand’, or less extensively as a business within your practice that is financially separate.
IN-HOUSE: Developing New Lines of Business

Lactation / Breastfeeding Center

• Can reside within your pediatric practice footprint or as a separate area altogether
• Some practices designate 2 exams rooms and design as newborn & nursing rooms
• Schedule consultations alongside the newborn visit and / or the 1 month for patient convenience
• Utilize a trained employee or contract with an independent agent
• Great practice builder and new Moms love the newborn / nursing rooms
Even a small practice can be a BF center! (new service rather than business for smaller entities)

- Add a lazy-e-boy
- Add a Boppy
- Add a baby scale
- Add a mobile
- Newborns get seen by doc, LC sees Mom for BF consult

Becomes the ‘newborn / BF room!’
IN-HOUSE: Developing New Lines of Business

Behavioral Health Center

• Usually resides within pediatric practice footprint
• Staff it with an employee (if practice population supports it) or contract with an independent agent or lease space to therapist / social worker who is building their practice
• Usually defined hours, practice staff manages schedule and can set up appointments without patient having to arrange separately
• Allows for better care, coordination, access
• Even just start with an ADHD program and a qualified / trained nurse
ADHD Program Tools

The Children’s Hospital of Philadelphia
Center for Management of ADHD Health Resources

Videos

Executive Functioning and ADHD
A CHOP psychologist discusses executive functioning in children with ADHD, and provides practical tips for parents.

Helping Teens with ADHD Succeed after High School
This video focuses on the transition to adulthood for teens with ADHD, presented by J. Russell Ramsay, PhD, co-director of the Adult ADHD Treatment and Research Program at the Hospital of the University of Pennsylvania.

Helping Your Adolescent With ADHD Succeed
Psychologists from The Children’s Hospital of Philadelphia discuss ADHD in the context of adolescence, and suggest strategies to help your teen with ADHD.

Helping Your Child with ADHD Succeed at Home
Dr. Stephen L. Soffer, PhD, psychologist in the Center for Management of ADHD at The Children’s Hospital of Philadelphia, discusses interventions and treatment options to help children with ADHD succeed in the home environment.

Helping Your Child With ADHD Succeed at School
CHOP psychologists describe the role of parent-school collaboration in success of students with ADHD, and present practical school- and home-based behavior management strategies.

Helping Your Child With ADHD Succeed Socially
A psychologist from The Children’s Hospital of Philadelphia discusses the effect of ADHD on peer relationships and ways to help your child improve his social skills and make and keep friends.

Preparing Your Teen with ADHD for Safe Driving
This video discusses the impact of ADHD on teen behavior as it relates to driving and provides strategies for promoting safe driving in teens with ADHD.

For Parents and Caregivers

How to Increase Success at Home for Children With ADHD
As a parent of a child with ADHD, you will often need to be the manager of the team that helps your child succeed. Find out how you can help.

http://www.chop.edu/centers-programs/center-management-adhd/health-resources#.V4BM-o3Hz4g

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IN-HOUSE: Developing New Lines of Business

Urgent Care Center

- Typically is a separate building, or has a separate entrance to main practice
- Staff with existing providers and staff
- Close practice at 5pm, all after hours care provided at the UC
- Network with small practices to be their preferred referral choice when they are closed (by providing excellent follow up and pass back)
- Compete directly with retail-based clinics
- Many Payers offer separate contracts for UC, but note: higher copays for patients is likely!
Do Your Research Before Undertaking

**Ask your patients what they need!** You have a captive audience of 100s of patients every week / month coming to your practice – hand them a short survey and ask for their feedback!

Do your market research too:

- Number of annual births (www.cdc.gov/nchs/fastats/births.htm)
- City demographics (citydata.com – it’s free)
- Distance to competitors (plot via www.easymapmaker.com of similar free software)
- Competitor offerings (check out their websites)
Utilizing Community Resources
Types of Community Resources

- Hospital based baby CPR
- Weight watchers
- Multicultural centers (isolation, language issues)
- Local YMCA (often have weight / diet and health programs)
- Local churches
- Yoga studios (parental stress)
- Local Schools
Referral Resource: 211.org

211 is a free, confidential service to help find needed local resources:
• supplemental food and nutrition programs
• shelter and housing options and utilities assistance
• emergency information and disaster relief
• employment and education opportunities
• services for veterans
• health care, vaccination and health epidemic information
• addiction prevention and rehabilitation programs
• reentry help for ex-offenders
• support groups for individuals with mental illnesses or special needs
• a safe, confidential path out of physical and/or emotional domestic abuse
Shortage of Community Resources?

Connect the dots and pull together:

• Available apps
• Educational resources
• National / Government / Open programs
• Become an Advocate!
Mobile Apps – examples:

ADHD Tracker 1.0
Using the Vanderbilt Scales published by the American Academy of Pediatrics, this free app makes completing and submitting a behavioral assessment easier for parents and teachers of children ages 4 through 18 years who have already been diagnosed and treated for ADHD. **Price: FREE**

Child Health Tracker
Child Health Tracker gives you the power of on-demand access to your child(ren)’s health information, needs, and providers and in addition, provides AAP guidance on the vaccinations and milestones you should be expecting with each birthday. Also included are tools like parent handouts for each well child visit. **Price: $4.99**
Educational Resources – example:

Reach Out and Read is proud to offer a wide variety of helpful early literacy resources to both parents and medical providers. Working together, we will ensure that every child enters school ready to learn and succeed.

Click the links below to access our literacy materials.

- How to Find a Program
- Choosing Books for Children
- Annotated Book List
- Reading Tips
- Milestones of Early Literacy Development
- Listen to Audio Books
- Doctor-Recommended Fall Book List
- Healthy Minds, Healthy Bodies Book List

Also, be sure to follow us on Facebook and Twitter to stay current on the latest literacy materials, news, and research.

U.S. TOTALS

4.5 MILLION

children served annually

Reach Out and Read's thousands of doctors and nurses promote early literacy and school readiness to young children and their families in all 50 states. Each year, medical providers at the nearly 5,000 Reach Out and Read program sites nationwide distribute 8.5 million books to children and invaluable literacy advice to parents.

http://reachoutandread.org/resource-center/literacy-materials/
National / Govt. Programs

Modernized Nutrition Facts Label

The First Lady announced the updated Nutrition Facts label reflecting the latest science, the most relevant nutrition information, and a refreshed design.

READ MORE

http://www.letsmove.gov/

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Become an Advocate

Some examples of the role that you as a pediatrician could play in community advocacy could include:

- Partner with child advocacy organizations in your area
- Inform community leaders, decision-makers, and elected officials about issues that are affecting children in your community
- Invite decision-makers to visit your professional setting or community project
- Provide testimony and telling your story at community forums, events, and in your local media
- Serve on the board of an organization that supports children’s health and well-being or children’s interests such as a school board
- Offer medical expertise to schools, youth organizations or institutions, and child care centers
- Ask parents, teachers, and other health care professionals and clinicians in your area to get involved in local efforts to improve children’s health and well-being
- Initiate a community project or forming a partnership, alliance, or coalition to address a problem

Good opportunity for an NP to build a Program?

Advocacy Training Modules

These training modules and guides were created to help you prepare for and present the legislative advocacy training curriculum in an easy-to-follow and uniform format. A trainer guide accompanies each of the modules and provides prompting questions you can use to encourage participation and input, tips for presenting the training content, and suggestions on timing.

The AAP Advocacy Guide is designed to make it easier for you to advocate for children and pediatricians. It includes tips, tools, and real-life examples from other pediatricians about how you can use your voice to create positive and lasting change as an individual with patients and families, in your community, through your chapter and in your state, and at the federal level.

Please feel free to modify the presentations to fit the needs of your program. The training modules were designed as stand-alone trainings and do not need to occur sequentially. However, starting with the Overview of the Legislation Process module is recommended. This module will help pediatric residents get comfortable with basic skills outlined in subsequent modules. Each module is designed to take about 45 minutes, incorporate "real time" learning, and be fun and interactive.

+ Training Module 1: Overview of the Legislative Process
+ Training Module 2: Working in Partnerships
+ Training Module 3: Working with Decision-Makers
+ Training Module 4: Advocacy Communication
+ Training Module 5: Voting with Children's Health and Pediatric Resident’s Schedule in Mind

Help the Un- / Under-insured

**Prescription Assistance:**

**Non-profit Organizations:**
https://healthfinder.gov/FindServices/SearchOrgType.aspx?
OrgTypeID=2&show=1

**State Health & Human Services:**
https://healthfinder.gov/FindServices/SearchOrgType.aspx?
OrgTypeID=8&show=1

**Insurance Coverage / Medicaid qualification:**
https://www.healthcare.gov/
Utilizing Health Care
Insurance Company Resources
“You’re suffering from a serious medical condition called ‘lousy insurance’.”
Aetna has a Behavioral Health program and a step by step checklist to help you integrate this into your practice.
And they are upfront about the number of visits, coding and the type of clinician eligible in a primary office.

99242 (Office consultation new / estbd) = 2.9 RVUs
($104.15 CMS National 2016)
Case Management

ConditionCare

About the Program

A team of nurses with added support from other health professionals – such as dietitians, pharmacists and health educators – work with members to help them understand their condition(s), their physician’s orders and how to become a better self-manager of their condition. Members are stratified into three different risk levels.

Engagement methods vary by risk level but may include:

- **Education** about their condition through mailings, telephonic outreach, and/or online tools and resources.
- **Round-the-clock phone access** to registered nurses.
- **Guidance and support** from nurse coaches and other health professionals.

Physician benefits:

- **Saves time** for the physician and staff by answering patient questions and responding to concerns, freeing up valuable time for the physicians and their staffs.
- **Helps support the physician-patient relationship** by encouraging participants to follow their physician’s treatment plan and recommendations.
- **Provides** the physician with updates and reports on the patient’s progress in the program.

Nurse coaches encourage participants to follow their physician’s plan of care; not to offer separate medical advice. In order to help ensure that our service complements the physician’s instructions, we collaborate with the treating physician to understand the member’s plan of care and educate the member on options for their treatment plan. Providers may receive a quarterly report for patients who are currently enrolled in the program including the member’s current educational goals.
Humana case management and chronic care programs

Overview of programs

Members who choose to enroll in a Humana case management or chronic care program are assigned a care manager who supports them by phone (eligible members also receive home visits). The manager’s goal is to anticipate members’ needs and problems, encourage preventive care and prevent costly interventions through home-safety assessments and evaluations of medical, functional and psychosocial status.

Services may include:

- Facilitating conference calls between the member, the physician and the care manager as needed to clarify treatment plans, medication regimens or other urgent issues.
- Monitoring medication adherence.
- Assessing the member’s daily living activities and cognitive, behavioral and social support.
- Assessing the member’s risk for falls and providing fall-prevention education.
- Connecting members and their families with professionals who can help them address medical, legal, housing, insurance and financial issues facing older adults.
- Helping caregivers access support and respite care.
- Arranging access to transportation.
- Assisting members in obtaining home health and durable medical equipment.
- Referring members to meal-delivery programs and advance directive preparation services.
Patient’s should call you first….but sometimes they don’t. Keep actively engaged with the Nurse Line for continued communication about your patient!
Register for a Free Class

Registration for a free class in your neighborhood is quick and easy.

Click here to register

For Brooklyn classes:
1-866-653-1705 (Bedford-Stuyvesant)
1-866-205-7860 (Flatbush & Canarsie)

For Manhattan classes:
1-866-653-1904 (Chinatown)
1-877-444-3674 (Washington Heights/Inwood)

For Staten Island classes:
Please register online - phone number coming soon!

For Queens classes:
1-866-205-7864 (Jackson Heights)

Upcoming Events:

**Manhattan**

+ Zumba - Friday, June 17

+ Cardio Kickboxing - Monday, June 20

**Brooklyn**

+ Zumba - Monday, June 20

+ Body Sculpt - Tuesday, June 21
Tools to combat childhood obesity
For Families

Family Health Risks
Know what risk factors and warning signs to look for to help keep your children healthy.

Make Healthy Decisions for the Entire Family with Weigh 2 Be℠
Healthy living can start at any age. Learn ways to protect your family’s health and help them feel their best.

Healthier Generation Benefit
The Alliance for a Healthier Generation is an initiative to address the obesity epidemic in young people.

Fitness Activities
Use these ideas and programs to keep your children active.
- Get Moving
- Free Classes
- Let's Move!

Weight Management
Use these resources to talk about obesity, healthy eating, and healthy body image with your children.
- Feeding Your Child Using Division of Responsibility
- Genetic Influences on Weight
- Evaluating Nutrition and Activity

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Funding

Always check to see if there are any grants available to help get a new program off the ground.

Example:
http://www2.aap.org/commpeds/grantsdatabase/

Did you know? Grant match up is a new services available from the Independent Practice MSO (more information at www.ipmso.org)
Contact Information

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