Successful Patient Recall Strategies

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Physician’s Computer Company
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Why focus on preventive care?
Preventive care pays well.

Average Payment Per Visit Type
PCC Clients, 2008-2009

Why focus on preventive care?
Preventive care fills your schedule.

You can't recall children for an ear infection they are going to get in three weeks. Any open slots you have in your appointment book cost you money. Idle physicians are dangerous!
Why focus on preventive care?

Preventive care expands your value to the customer.

Right now, to many of your families, a visit to your practice is worth $10 or $15 – the price of a copay. That’s less than their last haircuts, visits to KFC, cable bills, or trips to the vet. Preventive care is your chance to reestablish the relationships you have with your patients and return to being the Trusted Messenger and provide a true Medical Home.

With HDHPs and Minute Clinics on the rise, this is more important than ever.

Why focus on preventive care?

Preventive care is a P4P measure.

Already, well visit rates and chronic disease management measurements are being used as P4P measurements in PA, MA, RI, CA, NC, [add your state here!]. You don’t have a choice.

Why focus on preventive care?

Preventive care is good for your patients.

How many instances of scoliosis, hearing disability, vision problems, eating disorders, family violence, or the dozens of other developmental issues have you spotted during well visits during your career?

More importantly, how many times have you spotted something and said to yourself, “I wish this patient had come in last year...”
**Why focus on preventive care?**

*Because this is what you do!*

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**How am I doing now?**

**Well Visit Coverage**

PCC Clients, July 2012

- 0% < 15 Months
- 20% 15-24 Months
- 40% 3-6 Years
- 60% 7-11 Years
- 80% 12-21 Years
- 100%

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**How am I doing now?**

A quick measure of your existing preventive care success is examine your Sick-to-Well Visit ratio.

PCC Pediatric Offices, 2003-2010
What are effective recall tools?

Printed Mail Correspondence

What are effective recall tools?

Telephone

What are effective recall tools?

Automated Options
What are effective recall tools?

Face To Face

Secrets Used by Real Practices

You can’t recall them all – so, pick the lowest hanging fruit.

<table>
<thead>
<tr>
<th>Services Visit Category</th>
<th>Secondary Visit Category</th>
<th>Number of Visits</th>
<th>Units Per Visit</th>
<th>Avg Charge Per Visit</th>
<th>Avg Reimbursement Per Visit</th>
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</thead>
<tbody>
<tr>
<td>Well Visit</td>
<td>Physician Visit</td>
<td>18</td>
<td>7.28</td>
<td>$187.89</td>
<td>$111.63</td>
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<tr>
<td>Well Visit</td>
<td>Other Visit</td>
<td>34</td>
<td>7.35</td>
<td>$849.36</td>
<td>$119.30</td>
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<td>Well Visit</td>
<td>Medical Visit</td>
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<td>7.70</td>
<td>$265.19</td>
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<td>Well Visit</td>
<td>Cigna</td>
<td>17</td>
<td>8.65</td>
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<td>12</td>
<td>7.03</td>
<td>$199.92</td>
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<td>Well Visit</td>
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<td>7.08</td>
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<td>Well Visit</td>
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<td>6.58</td>
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<td>$371.33</td>
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</tbody>
</table>

Secrets Used by Real Practices

Use personalized patient letters that are age, sex, and language specific. Do not pull punches!

Dear Mary and John:

This is just a friendly reminder that Lisa is due for her sixteen year physical. Remember that she will need to have a physical for her driver's permit, which can not be done more than sixty days prior to her 16th birthday.

...Steve is now 10, making him eligible for the first of his two expected Gardasil vaccinations...

...with kindergarten starting in the fall, you will want to schedule Bianca’s Well Visit as soon as possible, before the available slots fill up...
Secrets Used by Real Practices

Market your practice at every opportunity!

Dear Parents:

It's that time of year again and the pediatricians of MSC Pediatrics would like to take the time to remind you to schedule Harmon's flu shot....

...we would also like to welcome Dr. Jane Mulligan to our practice. Dr. Mulligan specializes in adolescent girl physicals...

...don't forget that we are still open every night until 8pm and on weekends...


Secrets Used by Real Practices

Use the communication to save time, set expectations, improve care!

Please complete this form for your son, Harmon, and bring it with you to his next visit...

...review the enclosed information and prepare your most important two or three questions to ask the physician...

...visit our WWW site and download a copy of the anticipatory guidance that we distribute at every visit...


Secrets Used by Real Practices

Use your computer system!

Recent and Upcoming Appointments

Last Visit: 02/12/13 (4m 3w ago). Dr. Gomez
Diagnosis: Urinary Tract Infection
Last Physical: 06/20/12 (7y ago)

Next Physical Due: 06/30/13 (8d overdue)
Scheduled Appointments: none
Secrets Used by Real Practices

Meet the scheduling needs of your customers.

- Use PNP’s to provide morning, evening, and weekend well coverage for families who work. Many of your families want to do the right thing, but find it difficult to schedule time during working hours to bring in their children.
- Designate specific providers for adolescent physicals, by gender.

Secrets Used by Real Practices

Change the expectations of and within your practice.

- Reward physicians who produce more well visits.
- Require patients to schedule their well visits at the time of service.
- Use benchmarks – sick visit ratio, immunization rates – to measure your progress.
- Make the recall process automatic - patient recall notices should happen like billing!

Secrets Used by Real Practices

Change your tune.

Even if you have developed the world's greatest method for recalling patients, change the message or the way you deliver the message from time-to-time so your patients don't ignore it.
Secrets Used by Real Practices

Recall them more than once.
Measure your results.
Compare methods!

Almost twice the return...