

# Recall! Recall! Recall!

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# Q&A and Networking

While you're watching, please join us in the channel called "[Live Session](#)" in UC Chat.

You must register for [UC Chat](#) if you have not done so already.



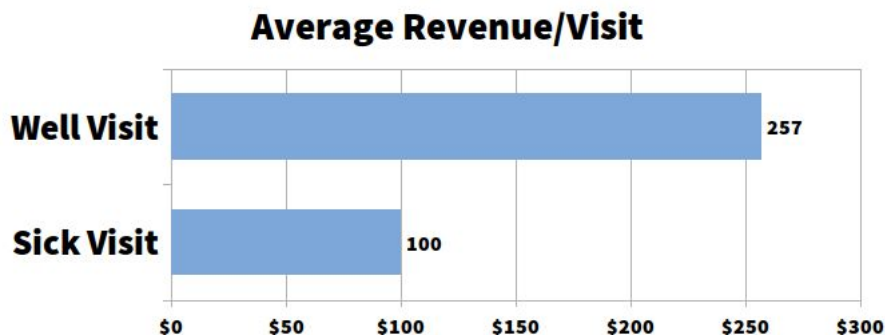
# Session Goals

1. Review the importance of preventive care recall
2. Examine related performance measures
3. Evaluate tips and best practices



## Why focus on preventive care?

**Preventive care pays well.**



# Why focus on preventive care?

It's a measure of a well run practice.

Well Visit Coverage	
Medium Correlation	High Correlation
Missed Appointment %	ADD Followup
HPV Coverage	Adolescent Depression Screening
Infant Developmental Screening	
A/R Days	
% of A/R > 60 Days	
Revenue/Visit	
RVUs/Visit	
E&M Distribution	



# 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!

	Monday 10/01/18	Tuesday 10/02/18	Wednesday 10/03/18	Thursday 10/04/18	Friday 10/05/18
9:00 am	Sage Fields Consult	Emma Rafuse Well Visit	Scout Irwin Sick Call	Jerry Hartman Consult	Bradley Startoni Well Visit
9:15 am	Baby Smith 10yr - 11yr Well Visit		Kylie Kimmel Sick Call	Gregory Lingle Medication Followup	
9:30 am	Zachary Merritt 10yr - 11yr Well Visit	Dylan Shapiro Comprehensive Consult		Krissey Lane Well Visit	Erica Shifflett Comprehensive Consult
9:45 am				Jessica King Well Visit	
10:00 am				Jordan Tolene Sick Call	

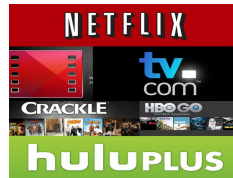


# Why focus on preventive care?

## Preventive care expands your value to the customer.

Right now, to many of your families, a visit to your practice is worth the price of a copay. Preventive care is your chance to re-establish 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 every state. You don't have a choice.



# Why focus on preventive care?

## Because it's good for society.

<http://www.chronicdiseaseimpact.com/>

<https://www.milkeninstitute.org/publications/view/321>

### An Unhealthy America: Economic Burden of Chronic Disease

"We could reduce the economic impact of disease by 27 percent, or \$1.1 trillion annually; we could increase the nation's GDP by \$905 billion linked to productivity gains; we could also decrease treatment costs by \$218 billion per year. *Lower obesity rates alone could produce productivity gains of \$254 billion and avoid \$60 billion in treatment expenditures per year.*



# Why focus on preventive care?

- **Preventive care pays well.**
- **It's a measure of a well run practice.**
- **Preventive care fills your schedule.**
- **Preventive care expands your value to the customer.**
- **Preventive care is a P4P measure.**
- **Because it's good for society.**



# 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?

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?

## But it's more than that during COVID.

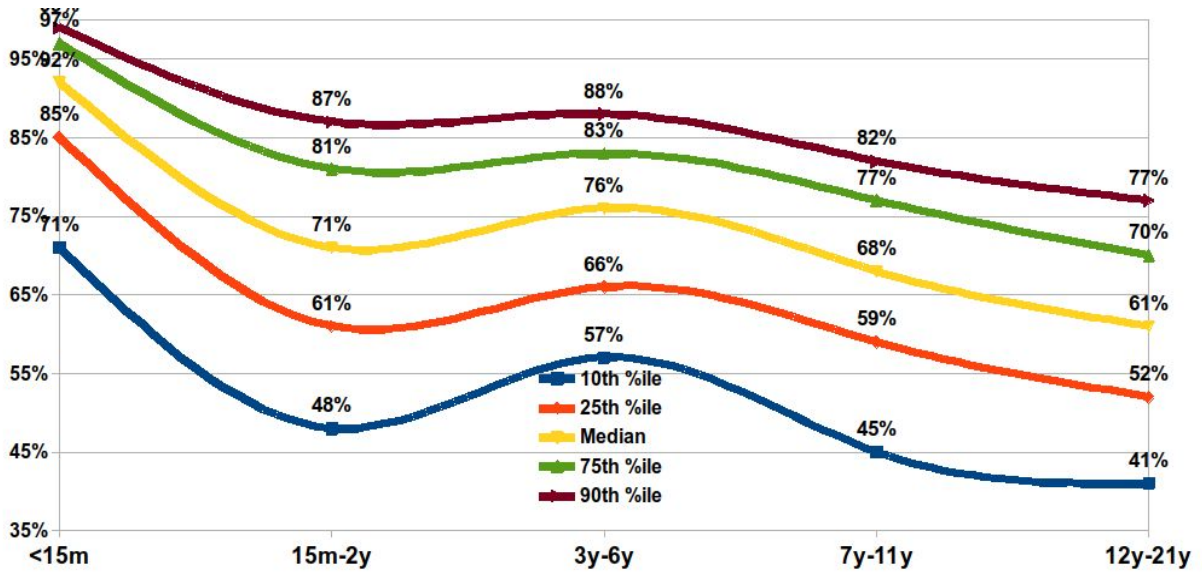
- Preventative Care's Normal Benefits Are Amplified Right Now
- Pediatricians Identify Abuse and Neglect
- AAP Guidance Promotes Preventive Care
- Employment Uncertainty Means Health Insurance Uncertainty
- This is a Slower Time for Many Families
- When Practices Reopen Fully, There Will Be Too Much Demand To See Everyone:
- Stay in Business So You Can Continue to Provide Care



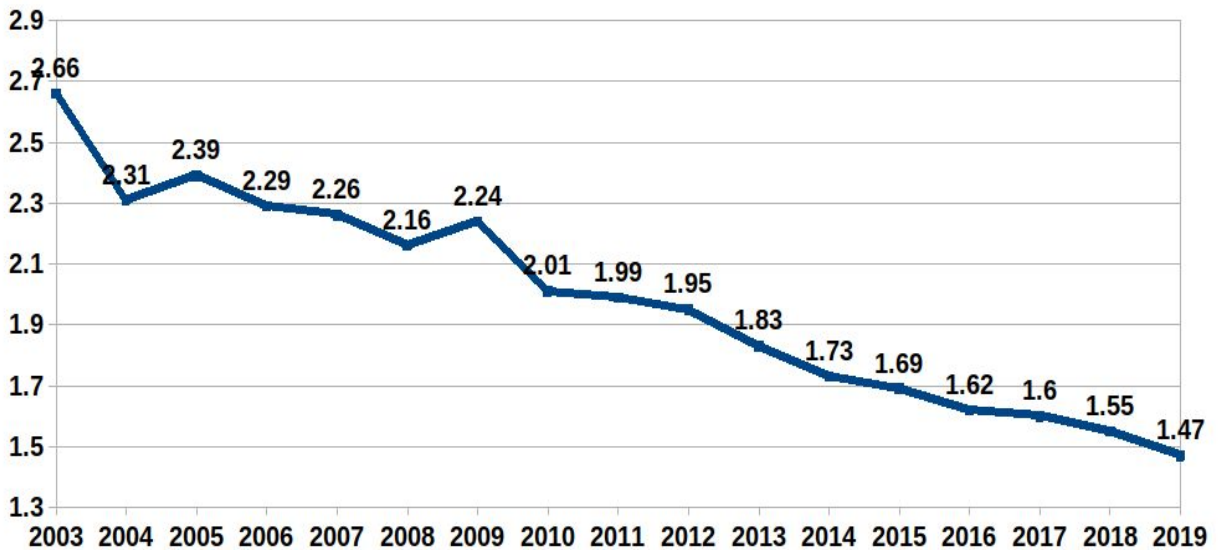
<https://chipsblog.pcc.com/why-and-how-pediatric-practices-should-launch-a-recall-initiative-today>



# How Am I Doing Now?



# How Am I Doing Now?



# What Are Effective Tools?



# What Are Effective Tools?





# What Are Effective Tools?



The image shows a sample of an appointment confirmation email. At the top is a photo of six diverse children smiling. Below the photo, the patient's name 'Zachariah' is displayed in red. The text indicates an appointment with Dr. Elizabeth Casey on Tuesday, July 17th at 2:00 PM. A red button labeled 'CONFIRM APPOINTMENT' is prominent. To the right, the physician's contact information for Pediatric Associates (PCC) is listed, including the address and phone number. A 'MAP TO OFFICE' button with the Google logo is also present. At the bottom, there is a 'Thank You!' message and a small disclaimer: 'Email generated by HouseCalls™. HouseCalls is a trademarked product of TeleVox Software, Inc. All rights reserved.'

Pediatric Associates:  
Johnny has an appt with  
Dr. Smith on Sat Apr 28  
@2:30p. To confirm txt  
YES. To decline txt NO.  
Txt Help 4 help.

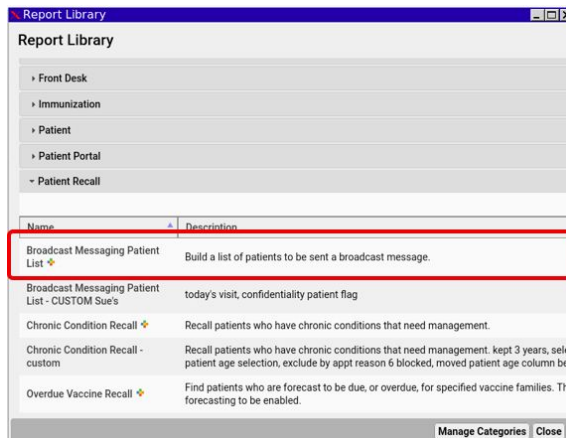
patient's  
first name →  
physician name  
is optional →  
date and time →

← appointment  
location



# What Are Effective Tools?

<https://learn.pcc.com/help/batch-messaging-through-pcc-ehrs-report-library/>



The screenshot shows a web application window titled 'Report Library'. It contains a list of report categories with expandable arrows. A red box highlights the 'Broadcast Messaging Patient List' entry. Below the list, there are 'Manage Categories' and 'Close' buttons.

Name	Description
Broadcast Messaging Patient List	Build a list of patients to be sent a broadcast message.
Broadcast Messaging Patient List - CUSTOM Sue's	today's visit, confidentiality patient flag
Chronic Condition Recall	Recall patients who have chronic conditions that need management.
Chronic Condition Recall - custom	Recall patients who have chronic conditions that need management. kept 3 years, select patient age selection, exclude by appt reason 6 blocked, moved patient age column before
Overdue Vaccine Recall	Find patients who are forecast to be due, or overdue, for specified vaccine families. This forecasting to be enabled.



# What Are Effective Tools?



# 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 must be done within sixty days of 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

## 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

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

Insurance	Visits	Avg Charge	Avg Deposit
BCBS	261	\$540.87	\$233.91
Cigna	268	\$645.77	\$239.56
MediCal	285	\$668.16	\$302.76
Well Choice	237	\$670.48	\$320.17
Harvard Pilgrim	99	\$627.92	\$322.96
Medicaid	100	\$649.30	\$330.73
UHC	258	\$657.00	\$341.93
Oxford Health	42	\$598.28	\$357.28
	1550	\$635.18	\$310.64



# Secrets Used By Real Practices

Use technology!

## Recent and Upcoming Appointments

Last Visit: 02/12/13 (4m 3w ago) Dr. Gomez

Diagnosis: Urinary Tract Infection

Last Physical: 06/24/12 (1y ago)

Next Physical Due: 06/30/13 (8d overdue)

Scheduled Appointments: none

**15%/day!**

<https://vimeo.com/418277625>

**Leveraging Patient Input Tools During COVID**



# Secrets Used By Real Practices

**Meet the scheduling needs of your customers.**

- Be open when your patients need you, not when it suits *you*. You are in a service industry.
- Use PNPs 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.



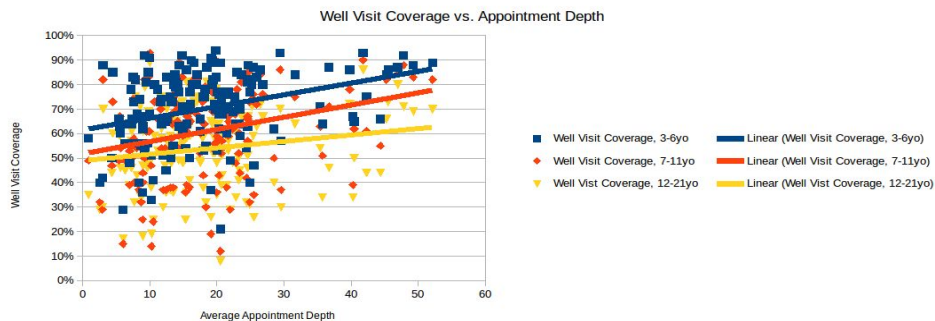
# Secrets Used By Real Practices

Every patient walks out with a next appointment.



# Secrets Used By Real Practices

Push your schedule out.



<http://chipsblog.pcc.com/well-visit-coverage-and-appointment-depth/>

<https://blog.pcc.com/tips-on-building-pediatric-practice-revenue-three-summer-success-stories-on-increasing-well-visits>



## 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!



## COVID Specials!

- Inform Patients of Your Practice's New Safety Measures
- Adjust Visit Workflow
- Clean Up Your Practice's Patient List Before You Do a Large Recall
- Create a Library of Resources and Links for Your Patients and Families



# COVID Specials!

## Target Specific Patients and Needs

- Overdue Well
- Overdue Vaccines (Under 2)
- Overdue Vaccines (Adolescent)
- Overdue Vaccines (School/Daycare Required)
- High BMI and Obesity Management
- Depression and Anxiety
- ADHD
- Asthma
- Care Plans
- Referrals



# Secrets Used By Real Practices

Recall them more than once.

Measure your results.

Compare methods. Evidence-based practice management!

Pediatric Associates  
RECALLER LOG 2009

Well Visits  
2009 q1-2

PHYSICIAN	MONTH(S)	CALL DATE	Patients Overdue	# PATIENTS	DIFFERENCE	% INC	# PATIENTS	DIFFERENCE	% INC
DR HART	Dec-Feb	2/8/2008	204	174	30	15%	116	88	43%
	Mar	3/4/2008	97	73	24	25%	47	50	52%
	Apr	3/25/2008	87	39	48	55%	35	52	60%
	May	4/28/2008	122	99	23	19%	42	80	66%
	June	5/21/2008	198	152	46	23%	78	120	61%
DR SORAYA	Dec-Feb	2/11/2008	243	225	18	7%	150	93	38%
	Mar	3/4/2008	138	112	26	19%	84	54	39%
	Apr	3/24/2008	121	71	50	41%	69	52	43%
	May	4/30/2008	122	100	22	18%	63	59	48%
	June	5/19/2008	139	117	22	16%	72	67	48%
2009 q1-q2 totals			<b>1471</b>		<b>309</b>	<b>21%</b>		<b>627</b>	<b>43%</b>



Twice the return...





# Session Takeaways

1. Every practice has gaps where they can meet patient needs.
2. PCC tools make the process easy.
3. Persistence and effort are key.



# What Questions Do You Have?

Questions posted in the [Live Session channel of UC Chat](#) will be read aloud by moderator for presenter to answer. Please post your questions in Live Session.

