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.

![Bar Chart]

- **Well Visit**: Average Revenue/Visit = $257
- **Sick Visit**: Average Revenue/Visit = $100
Why focus on preventive care?

It’s a measure of a well run practice.

<table>
<thead>
<tr>
<th>Well Visit Coverage</th>
<th>Medium Correlation</th>
<th>High Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Missed Appointment %</td>
<td>ADD Followup</td>
<td></td>
</tr>
<tr>
<td>HPV Coverage</td>
<td>Adolescent Depression Screening</td>
<td></td>
</tr>
<tr>
<td>Infant Developmental Screening</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A/R Days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of A/R &gt; 60 Days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue/Visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RVUs/Visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E&amp;M Distribution</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 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.

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**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.
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

How Am I Doing Now?
What Are Effective Tools?

John S. Smith, DDS
Custom Imprinted Up to 5 Lines
28 Spaces Per Line
Order From SmileMakers
123-456-7890

RETURN SERVICE REQUESTED

JUST A FRIENDLY REMINDER...
It’s time for your professional teeth cleaning and oral health examination. Call our office now for your appointment.

PCC
Pediatric EHR Solutions
What Are Effective Tools?

https://learn.pcc.com/help/batch-messaging-through-pcc-ehrs-report-library/
What Are Effective Tools?

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...
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...

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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.

<table>
<thead>
<tr>
<th>Insurance</th>
<th>Visits</th>
<th>Avg Charge</th>
<th>Avg Deposit</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCBS</td>
<td>261</td>
<td>$540.87</td>
<td>$233.91</td>
</tr>
<tr>
<td>Cigna</td>
<td>268</td>
<td>$645.77</td>
<td>$239.56</td>
</tr>
<tr>
<td>Medicaid</td>
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<td>$668.16</td>
<td>$302.76</td>
</tr>
<tr>
<td>Well Choice</td>
<td>237</td>
<td>$670.48</td>
<td>$320.17</td>
</tr>
<tr>
<td>Harvard Pilgrim</td>
<td>99</td>
<td>$627.92</td>
<td>$322.96</td>
</tr>
<tr>
<td>Medicaid</td>
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<td>$649.30</td>
<td>$330.73</td>
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<tr>
<td>UHC</td>
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<td>$657.00</td>
<td>$341.93</td>
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<tr>
<td>Oxford Health</td>
<td>42</td>
<td>$598.28</td>
<td>$357.28</td>
</tr>
<tr>
<td>Total</td>
<td>1550</td>
<td>$635.18</td>
<td>$310.64</td>
</tr>
</tbody>
</table>
Secrets Used By Real Practices

Use technology!

https://vimeo.com/418277625
Leveraging Patient Input Tools During COVID

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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.

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!

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.