

THE BUSINESS OF PEDIATRICS: PEDIATRIC PRACTICE SUCCESS: TODAY AND TOMORROW

Successful Patient Recall Strategies
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The Business of Pediatrics 2015

Disclosure

In the past 12 months, I have had the following financial relationships with the manufacturer of a commercial product and provider of commercial service(s) discussed in this CME activity:

PCC Employee

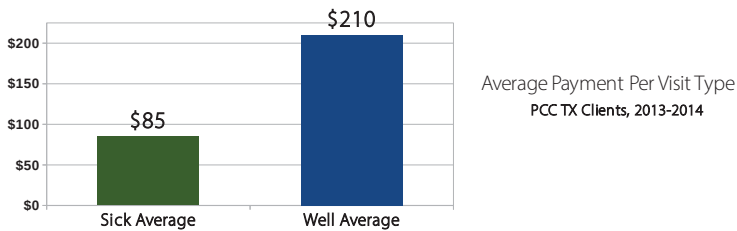
I do (or) do not intend to discuss an unapproved/investigative use of a commercial product/device in my presentation.

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12/1/15

Why focus on preventive care?

Preventive care pays well.



Average Payment Per Visit Type
PCC TX Clients, 2013-2014

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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!



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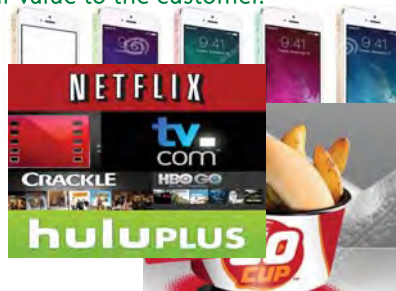
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Why focus on preventive care?

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 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.



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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 PA, MA, RI, CA, NC, [add your state here!]. You don't have a choice.



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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..."



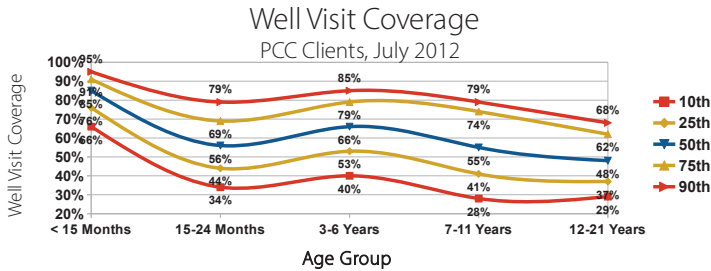
Why focus on preventive care?



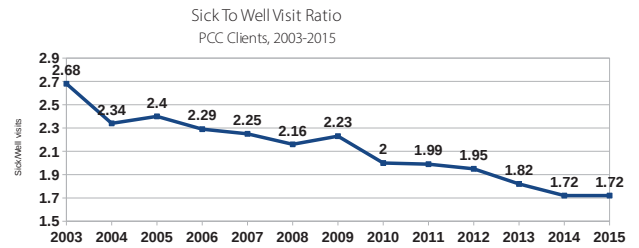
Because this is what you do!



How Am I Doing Now?



How Am I Doing Now?



What Are Effective Tools?



What Are Effective Tools?



What Are Effective Tools?

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 → Zachariah

physician name is optional → Dr. Elizabeth Casey

date and time → Tuesday, July 17th at 2:00 PM

appointment location → Pediatric Associates

CONFIRM APPOINTMENT



What Are Effective Tools?



Secrets Used By Real Practices

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

Secondary Visit Category: 99394 Visit

Primary Visit Category	Secondary Visit Category	Ins Group at Time of Service	Number of Visits	Units Per Visit	Avg Charge Per Visit	Avg Deposited Per Visit
Well Visit	99394 Visit	Personal/No Insurance	18	7.28	\$187.89	\$111.63
Well Visit	99394 Visit	Other	34	7.35	\$240.36	\$119.30
Well Visit	99394 Visit	Medicaid	27	7.78	\$265.01	\$35.68
Well Visit	99394 Visit	Cigna	17	8.65	\$349.76	\$211.43
Well Visit	99394 Visit	Aetna	12	7.00	\$348.50	\$216.66
Well Visit	99394 Visit	BCBS	73	7.08	\$273.05	\$160.95
Well Visit	99394 Visit	UHC	74	6.58	\$289.50	\$212.88
Well Visit	99394 Visit	Peach State	165	7.46	\$235.48	\$80.92
Well Visit	99394 Visit	Coventry	15	7.53	\$257.53	\$203.80
Well Visit	99394 Visit	Tricare	16	8.00	\$395.68	\$235.62
Well Visit	99394 Visit	Wellcare	25	6.96	\$237.31	\$70.51
			476	7.29	\$262.97	\$131.66



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: 06/24/12 (1y 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 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

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!

Pediatric Associates
 RECALLER LOG 2009

PHYSICIAN	Well Visits		Patients			Patients			
	MONTHS	CALL DATE	Overdue	# PATIENTS	DIFFERENCE	% INC	# PATIENTS	DIFFERENCE	% INC
DR FARRI	Dec-Feb	2/8/2008	200	171	30	15%	119	89	43%
	Mar	3/4/2008	97	73	24	25%	47	50	52%
	Apr	3/25/2008	87	33	48	55%	33	33	60%
	May	4/28/2008	122	99	23	19%	42	80	66%
	June	5/21/2008	188	152	46	23%	78	120	61%
DR SORAYA	Dec-Feb	2/11/2008	243	225	18	7%	151	93	39%
	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	133	117	22	16%	72	61	46%
2009 q1-q2 totals			1471	309	21%	627	43%		

Twice the return...

