

Welcome to:

# Partnerships to Enhance Clinic Sustainability

We will begin in a few minutes. There will be no sound until the webinar starts.



# Partnerships to Enhance Clinic Sustainability

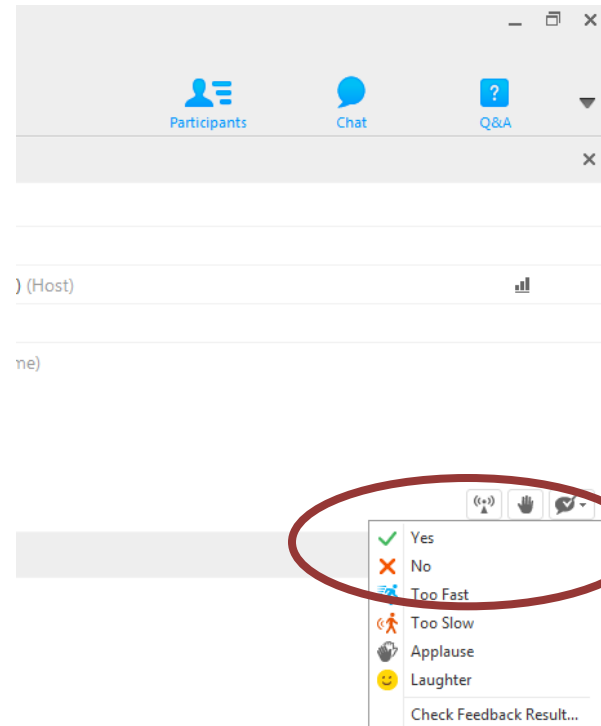
Presented by: Debora Wood, MBA, PT



# 1. Do you bill for services using an EPM and/or EHR?

Yes

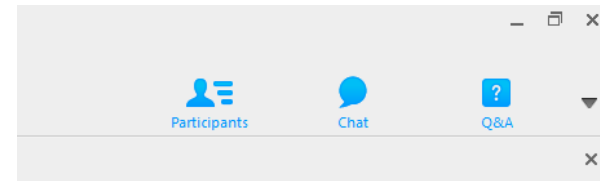
No



## 2. Would you like to develop a partnership with another health care provider?

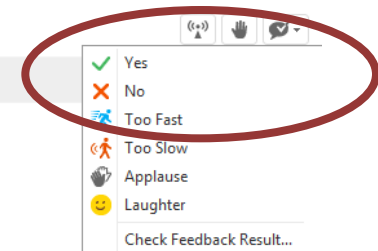
Yes

No



) (Host)

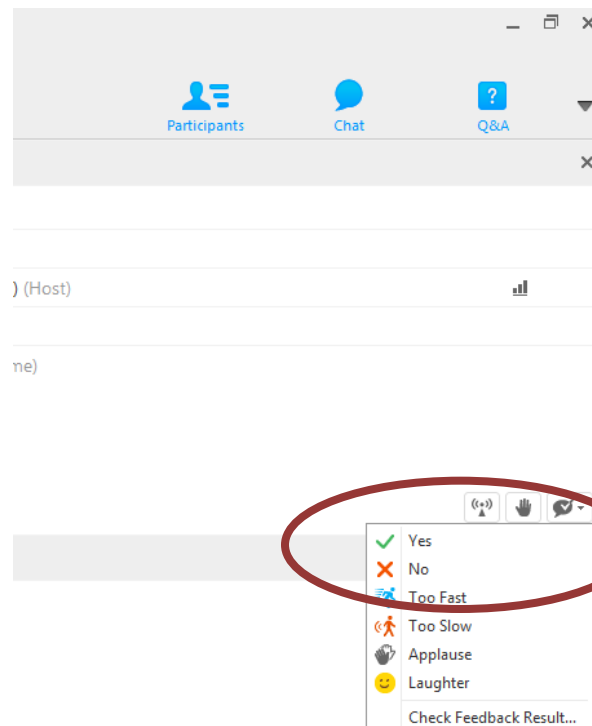
ne)



### 3. Have you ever tried to form a partnership with another organization and been unsuccessful?

Yes

No



# Learning Objectives

1. Six types of partnerships that enhance clinic sustainability
2. Key attributes of each type of partnership
3. Research strategies for identifying potential partners
4. How to prepare for a successful partner meeting

# Why consider a partnership?

1. Increase patient volume



2. Improve third-party payer billing



3. Decrease clinic costs



# 6 types of partnerships to consider

1. Purchase/share EHR and PMS
2. Shared billing system for a group of clinics
3. Co-location
4. Shared provider
5. Referral agreement
6. Subcontract services



# Purchase/share EHR and PMS

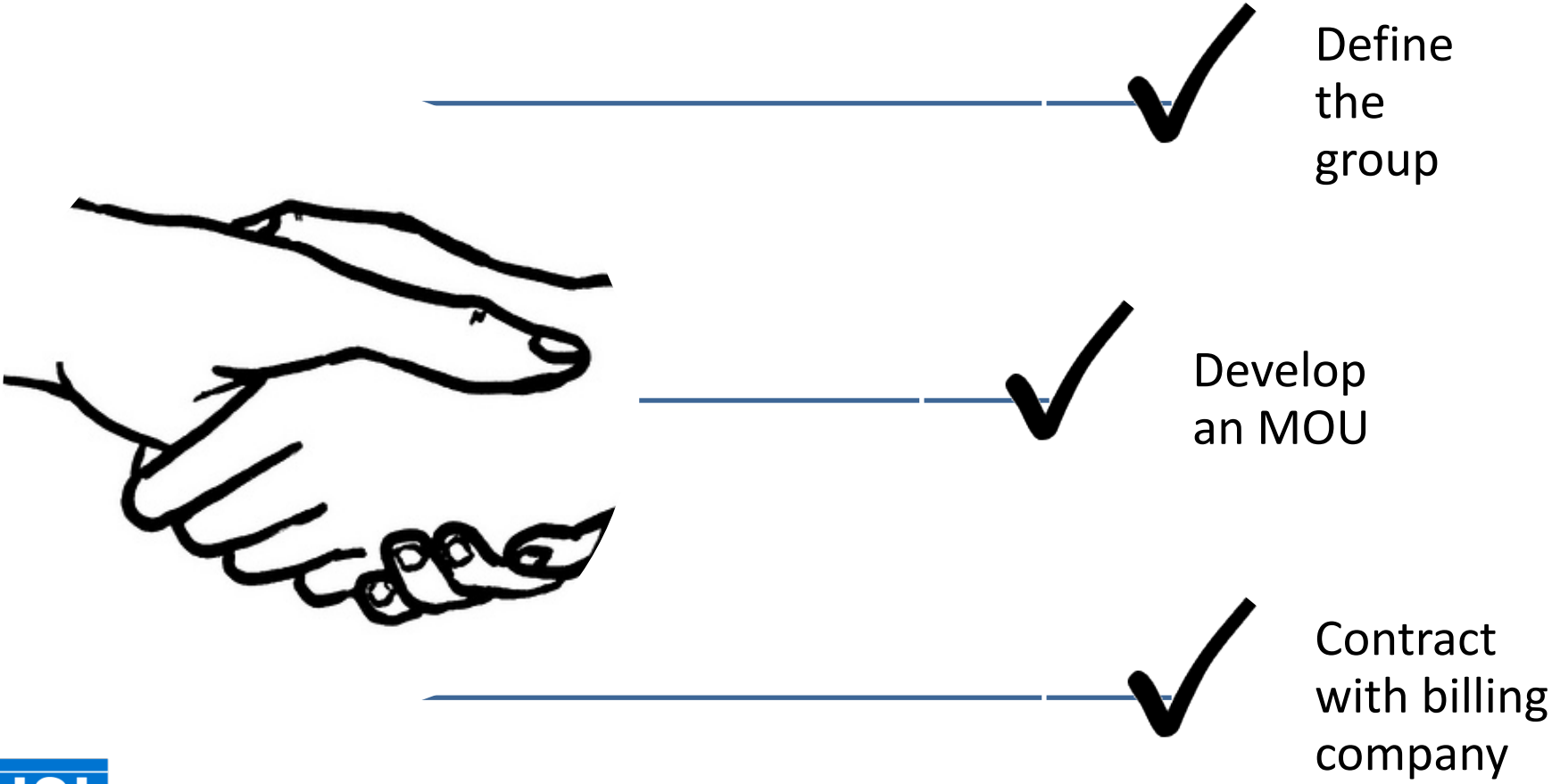
Example 1: Purchase between several FP grantees

Example 2: Contract with another provider that has implemented EHR and PMS for...

- Use their system
- Partner does your billing
- Training only



# Shared billing system for group of clinics



# Shared billing system for group of clinics, cont.

- ❖ Example: Clinics networked together to gain contract billing company flexibility

## Benefits

- Billing functions done by an outsourced billing company
- Additional TPP revenue

## Considerations

- TPP contract arrangements – group or individual?
- RCM processes

# Co-location

- Share space
- Share equipment and clerical/medical support staff
- Examples



# Co-location, cont.

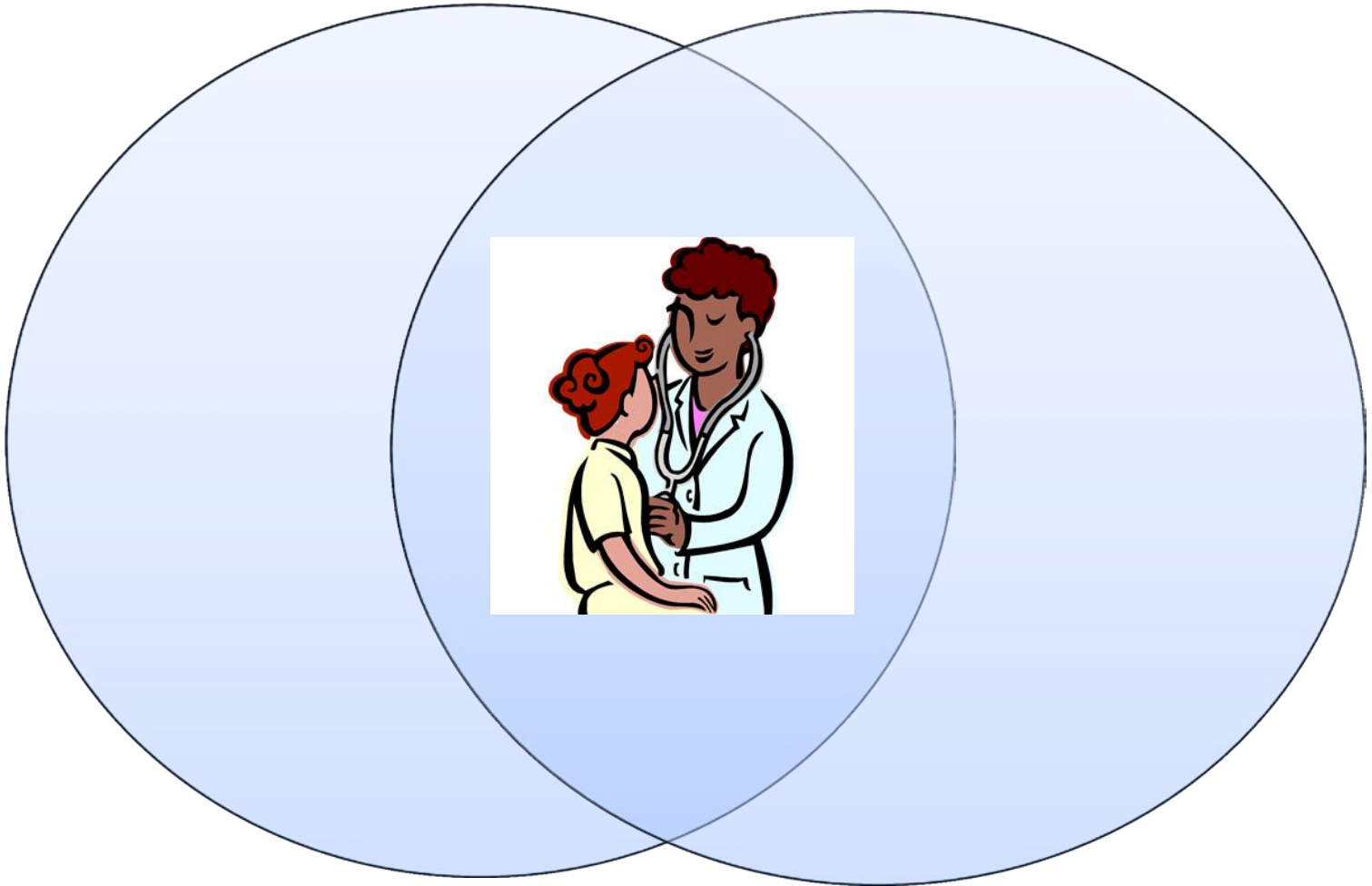
## Benefits

- Increase service hours and/or patients
- Expand to new geography
- Shared facility operations costs

## Considerations

- Retain current clients
- How to share space
- Supplies, equipment, medications, etc.

# Shared provider



# Shared provider, cont.

- ❖ Example: Joint STD/FP clinic “rents” time from OB/GYN practice

## Benefits

- Recover costs associated with an underutilized provider
- Cost-effective way to acquire clinician services
- Minimal time and expertise to implement

## Considerations

- Agree on productivity benchmarks
- Credentialing responsibilities
- Still need TPP contracts





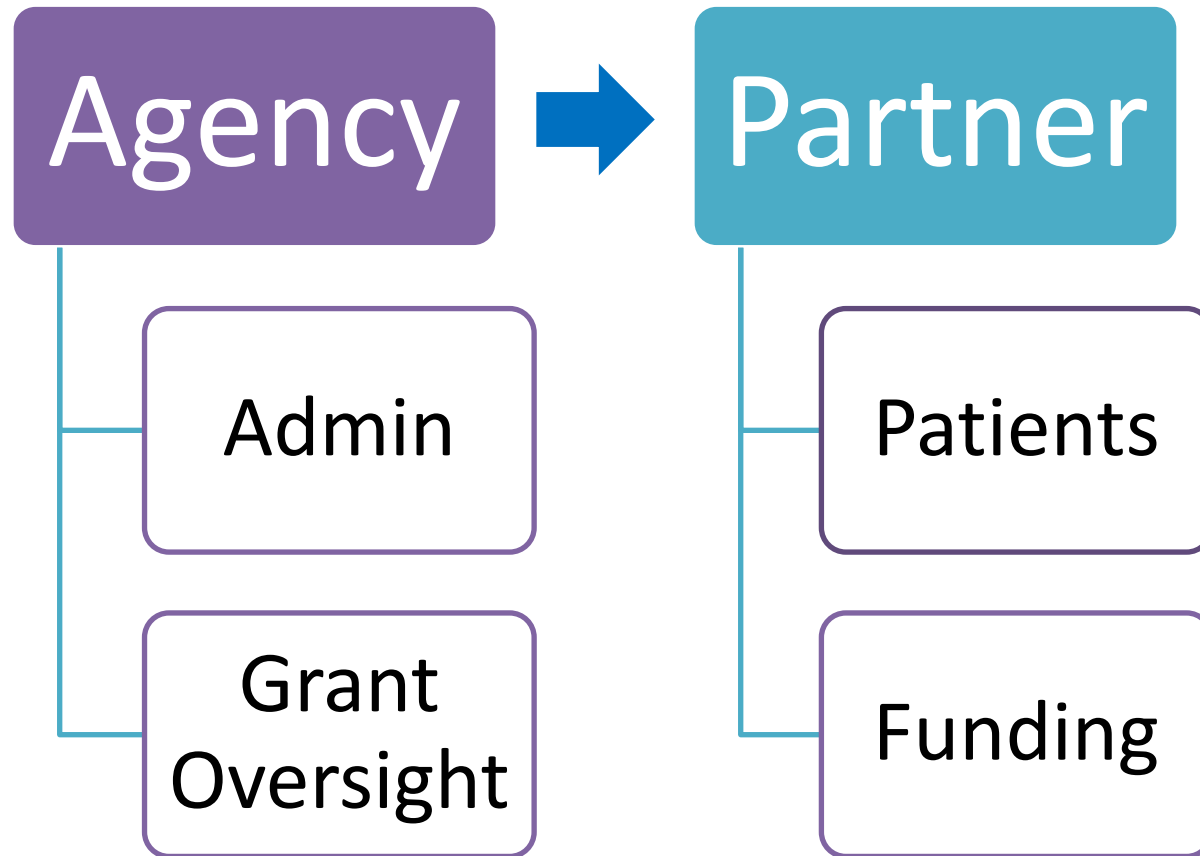
# Referral agreement, cont.

- ❖ Example: FQHC and STD/FP clinic
  - Focused on a particular population: teens

## Considerations

- Assure billing and services are not duplicated
- Expedited appointments
- Data Exchange

# Subcontract services



# Subcontract services, cont.

- ❖ Example: HD subcontracts STD services to a FP clinic in a high-need service area

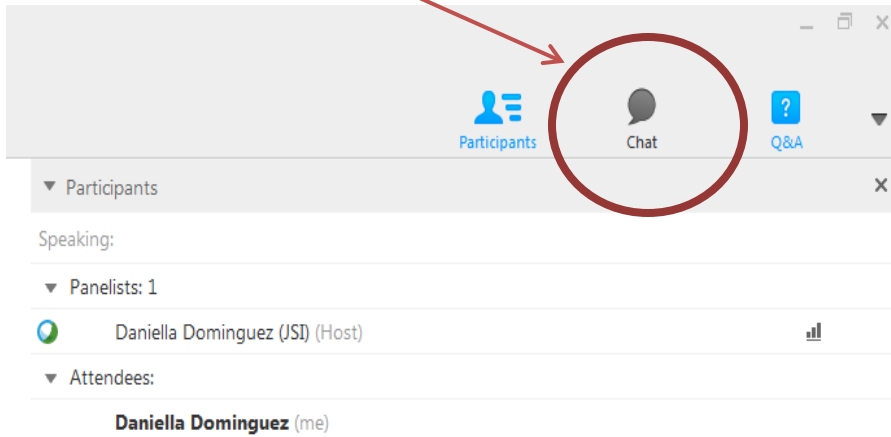
## Benefits

- Increased revenue and patients for one partner
- Improved care
- Reduced costs
- Service expansion

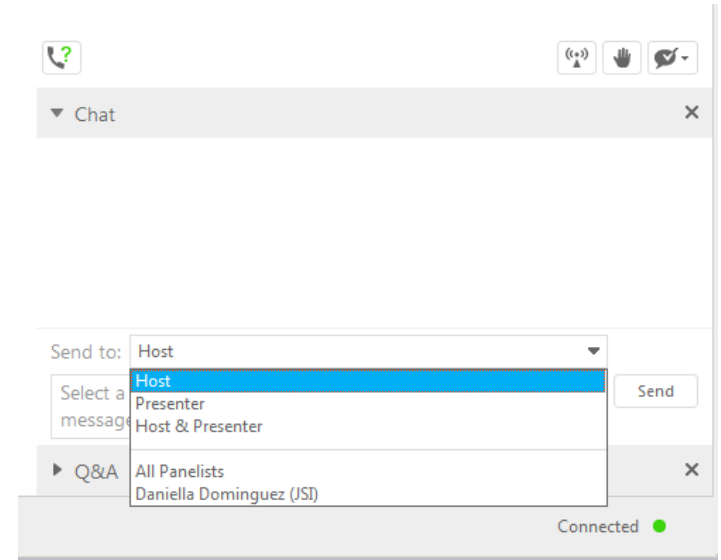
## Considerations

- Location
- Funders
- Reporting

# Questions?

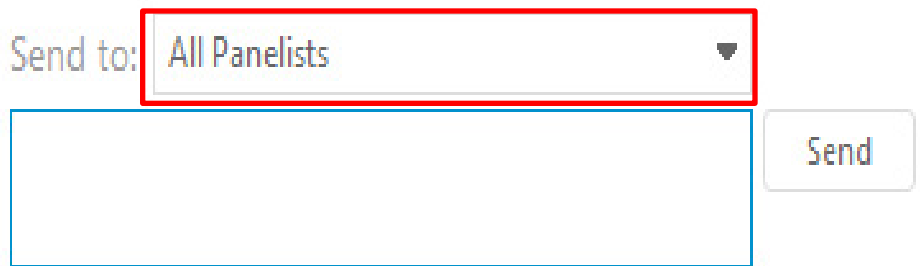


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Send chats to "all panelists"

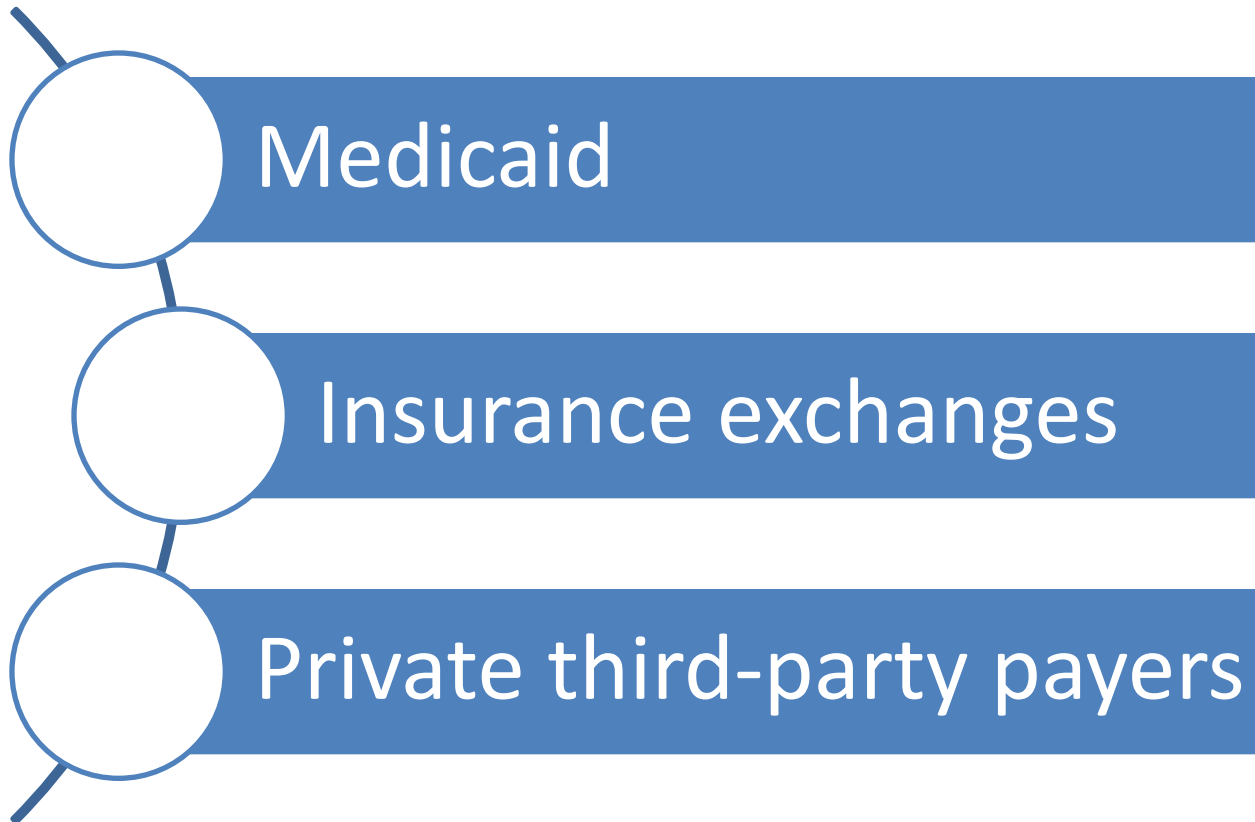


# What partner/partnership is best for you?

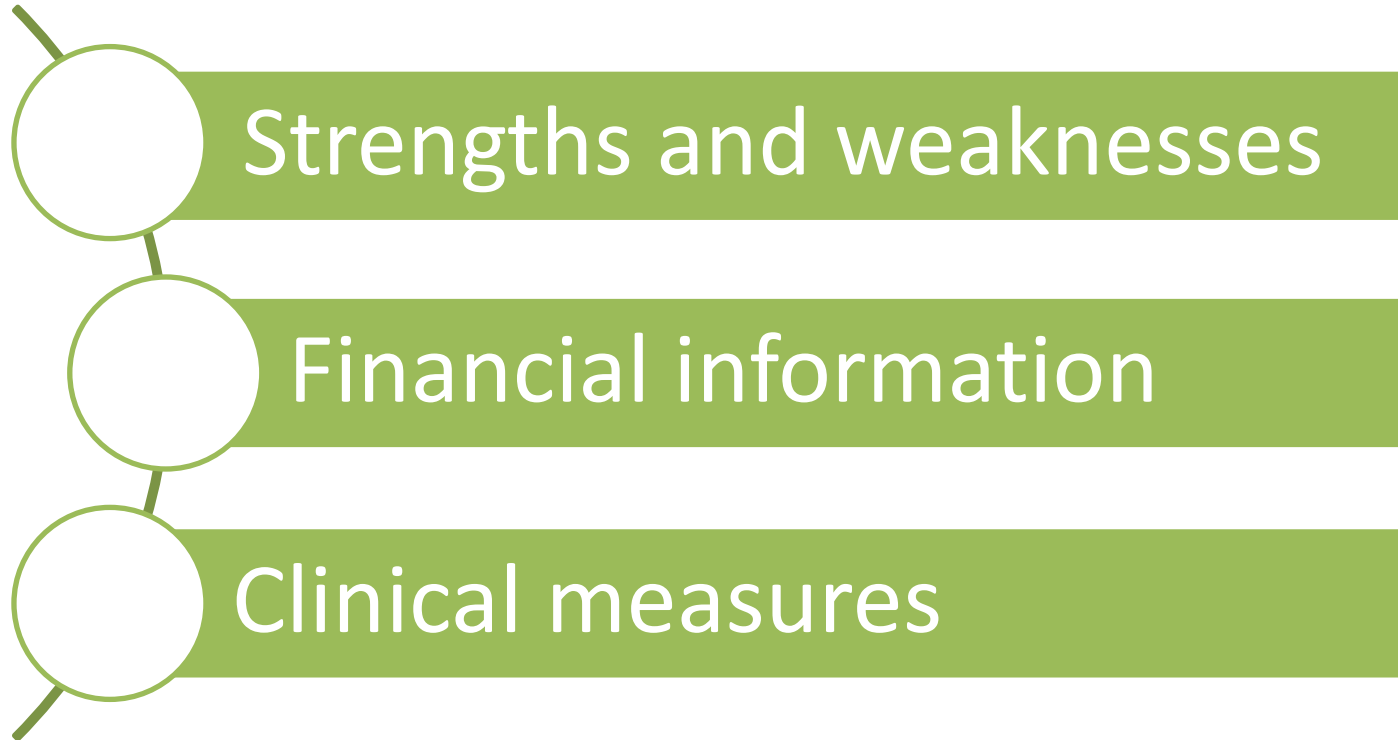
- Know your state information
- Know your organization
- Identify what you offer and what you need
- Identify potential partners and obtain key information about them



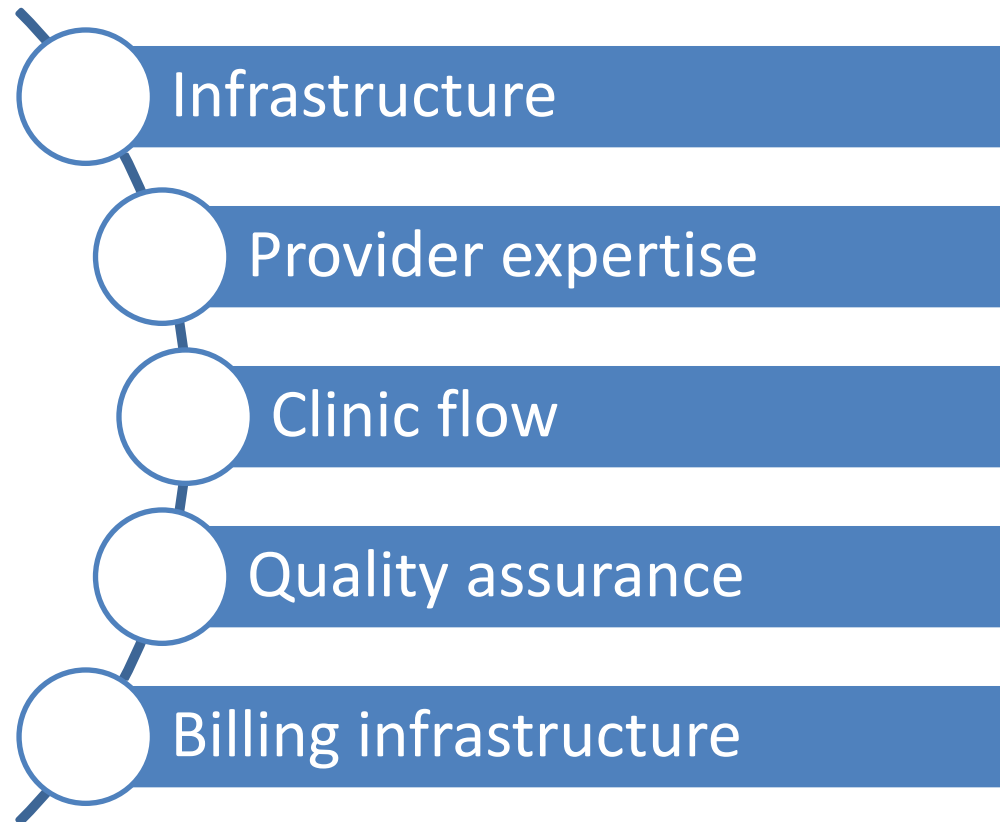
# What's happening in your state?



# Know your organization



# What do you offer? What do you need?



\*See [stdtac.org](http://stdtac.org) under “What’s New?”



# Identifying potential partners

1

- Relationships determine results



2

- Gather information



3

- Frame the partnership

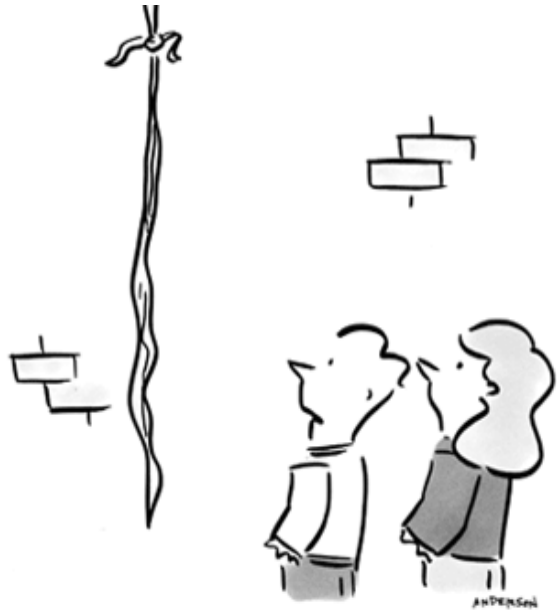


# Preparing for the partner meeting

- Elevator pitch
- Gather information
- Share your idea
- Keep an open mind



# Regardless of the partnership type...



"Looks like he used the escape clause."

- ✓ Regular **assessments** of the partnership
- ✓ Agree upon and utilize **key metrics** to evaluate the partnership
- ✓ Consider **contract amendment** provisions
- ✓ Assure both parties can **legally end** the agreement if necessary

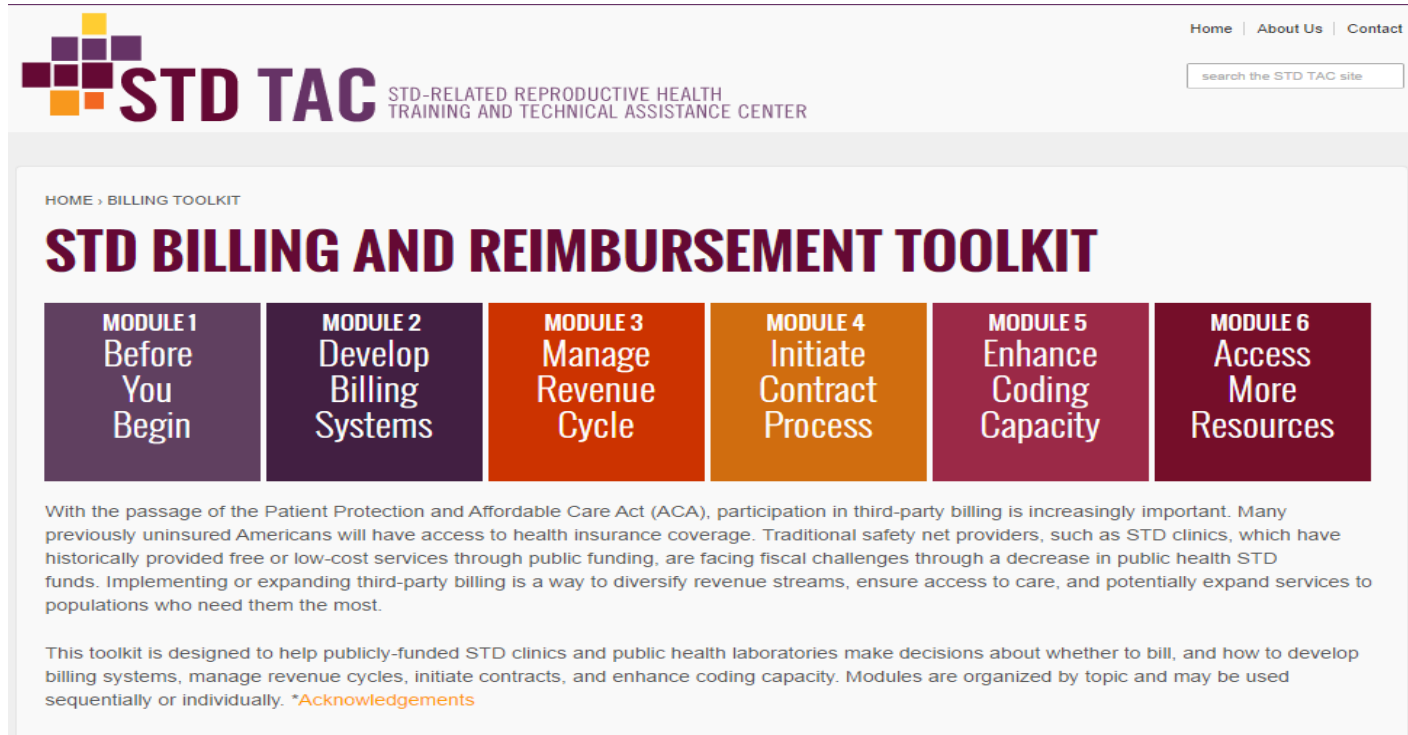
# Considerations for contracts



- Advertising costs
- Terms to assure clients remain in each distinct practice
- HIPAA
- Data sharing/reporting
- Licensing

# Resources

- ❖ Go to [stdtac.org](http://stdtac.org) to access the billing toolkit and request training and technical assistance



The screenshot shows the STD TAC website. At the top left is the logo for STD TAC, which consists of a grid of colored squares (purple, orange, yellow) followed by the text "STD TAC" in a bold, dark purple font. Below the logo is the text "STD-RELATED REPRODUCTIVE HEALTH TRAINING AND TECHNICAL ASSISTANCE CENTER". In the top right corner, there are navigation links: "Home | About Us | Contact" and a search box with the placeholder text "search the STD TAC site". Below the navigation is a breadcrumb trail: "HOME > BILLING TOOLKIT". The main heading is "STD BILLING AND REIMBURSEMENT TOOLKIT" in a large, bold, dark purple font. Below the heading are six colored boxes representing different modules:

- MODULE 1**  
Before You Begin
- MODULE 2**  
Develop Billing Systems
- MODULE 3**  
Manage Revenue Cycle
- MODULE 4**  
Initiate Contract Process
- MODULE 5**  
Enhance Coding Capacity
- MODULE 6**  
Access More Resources

Below the modules is a paragraph of text: "With the passage of the Patient Protection and Affordable Care Act (ACA), participation in third-party billing is increasingly important. Many previously uninsured Americans will have access to health insurance coverage. Traditional safety net providers, such as STD clinics, which have historically provided free or low-cost services through public funding, are facing fiscal challenges through a decrease in public health STD funds. Implementing or expanding third-party billing is a way to diversify revenue streams, ensure access to care, and potentially expand services to populations who need them the most."

Below the paragraph is another paragraph: "This toolkit is designed to help publicly-funded STD clinics and public health laboratories make decisions about whether to bill, and how to develop billing systems, manage revenue cycles, initiate contracts, and enhance coding capacity. Modules are organized by topic and may be used sequentially or individually. \*Acknowledgements"



# More resources

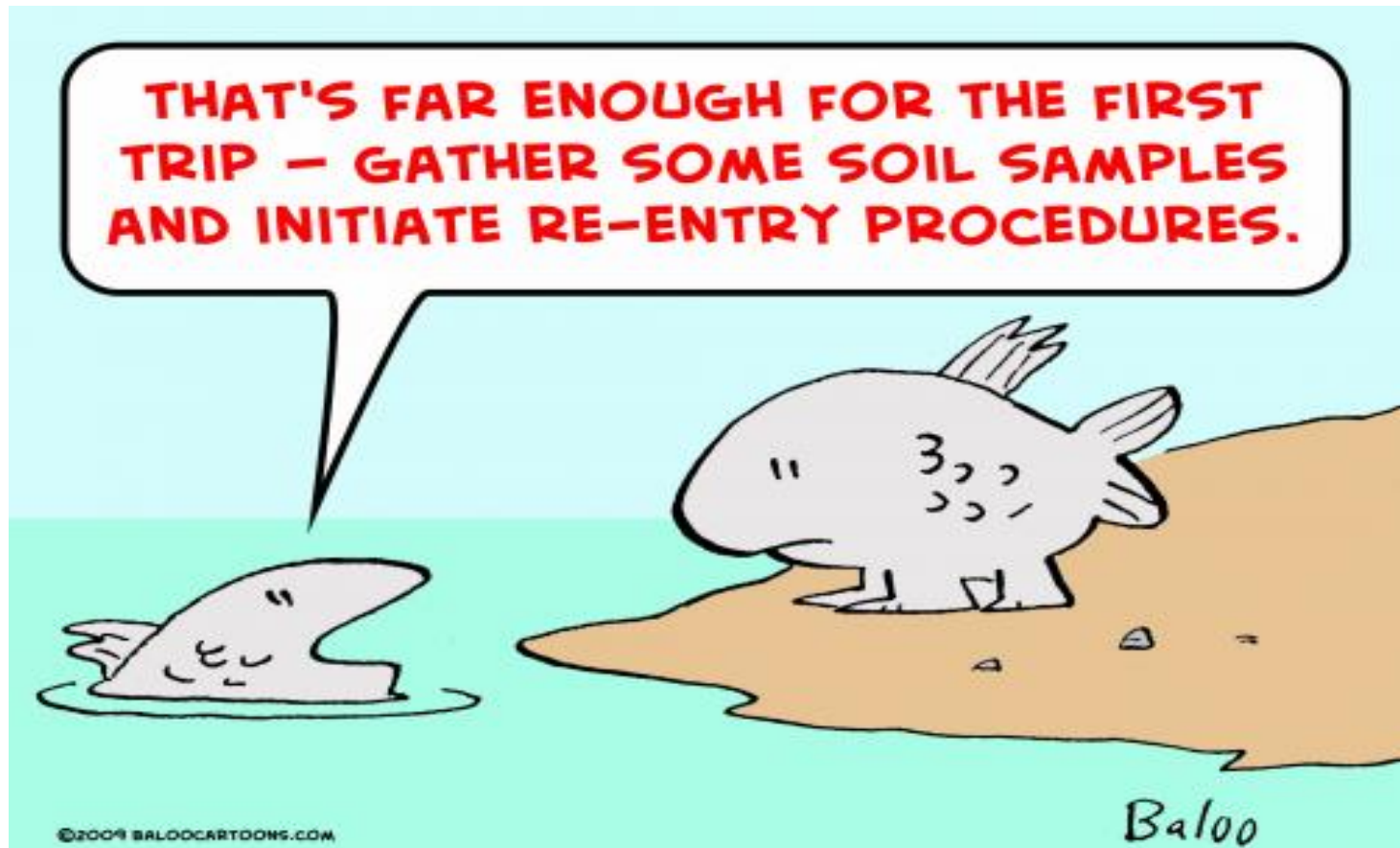
HEDIS measures:

<http://www.ncqa.org/HEDISQualityMeasurement/HEDISMeasures.aspx>

Medicaid information:

<http://www.medicaid.gov/medicaid-chip-program-information/by-state/by-state.html>

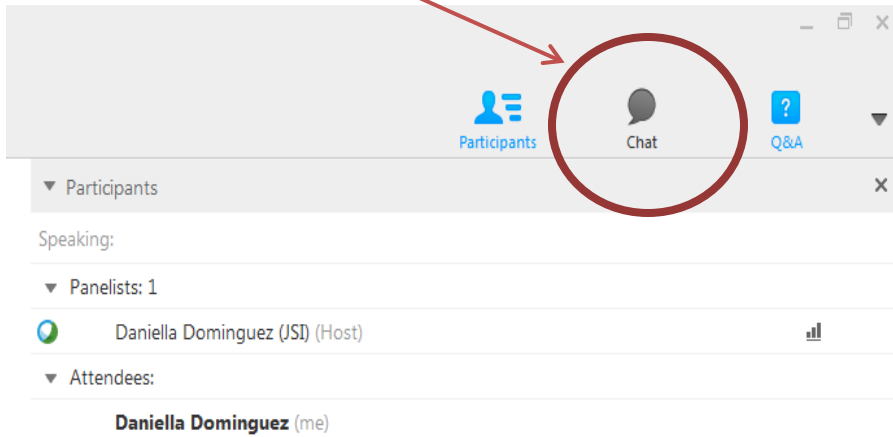




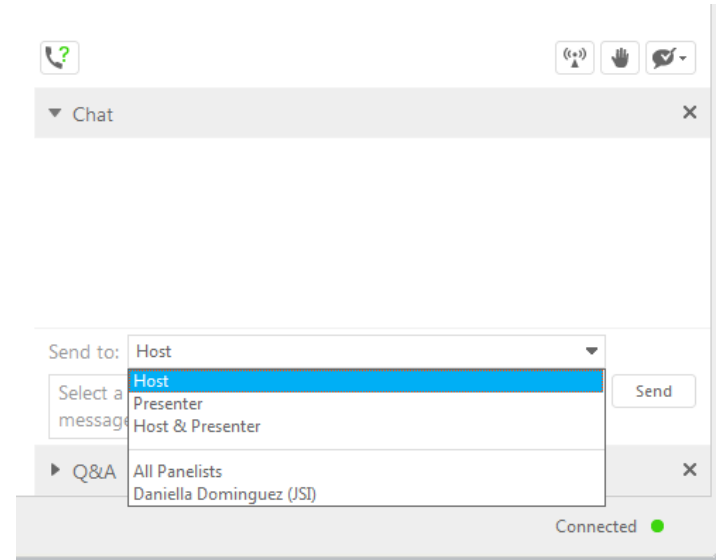
Thank you!  
Questions?



# Questions?

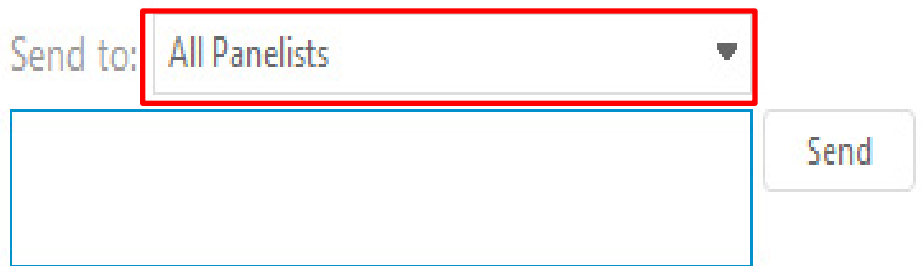


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# Thank you for attending this webinar!

Please don't forget to complete the evaluation that will pop up on your screen once you close WebEx.



For more information, visit [stdtac.org](http://stdtac.org).