

Net New Revenue for primary care providers with Chronic Care Management (CCM) Services

Challenges

7*24 availability of chronic care plan to any care providers requires economical, efficient care collaboration to ensure net revenue for primary care provider for CCM Services.

- CCM Care Plan availability and accessibility: Manual process through nurse 7*24 availability in order to support CCM Care Plan access cuts in to PCP revenue.
- Streamlined, secure access means high IT cost: Existing IT solutions call for data consolidation of CCM Care Plan (HIE approach) potentially turns new PCP revenue to net loss.
- Supplement staff or current staff workflow disruption: Another risk factor potentially turns new PCP revenue into net loss.

Solutions

Health IT solution supports secure, electronic access of CCM Care Plan, anytime, anywhere, complementing existing PCP and staff workflow to ensure net new revenue.

- Care collaboration: Primary care providers make patient CCM Care Plan available to other care providers and get notifications from other care providers on patient visits.
- No upfront cost, no additional IT cost with no disruption of PCP workflow.
- Streamlined CCM process to delegate patient condition monitor to staff with escalation to PCP on concerned events.
- Maximizing PCP bandwidth translates to net PCP revenue.
- Anticipated medical events drive additional patient visits. Better patient care, increased PCP revenue, lower overall care cost.

Drivers for Change

Patient-Centered Medical Home initiative is healthcare system re-design. Trends start with CMS, expanded to other CMS services. Private healthcare insurance expect to follow.

- Not one instance, spike of additional CMS incentive but expected trend designed to shift cost from acute care to preventive care.
- Sooner PCP gets on the trends, the better for them to adapt to additional incentives. Changes on reimbursement and its policy.

