

Ask the ASC Administrative Experts - A Panel Discussion

Your Panel

- Todd Albertz – Cincinnati Eye Institute
- Daniel Chambers – Key-Whitman Eye Center
- Maggie Dean, CPC, CASCC – Newport Bay Surgery Center
- John R. Grant - Amsurg
- Don Holmes – Cincinnati Eye Institute

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Financial Disclosures

Don Holmes

- CareCredit

Dan Chambers

- ALCON
- Allergan
- RVO
- Mednetworx I.T. Services – Board
- DCOM Consulting
- ASOA Board Member

The Panel's Considerations

- Trends, Regulations, Challenges
 - John R. Grant
- New Technologies and Opportunities
 - Todd Albertz
- Payers, Partners, Contracting
 - Maggie Dean
- Benchmarking, Utilizations
 - Dan Chambers

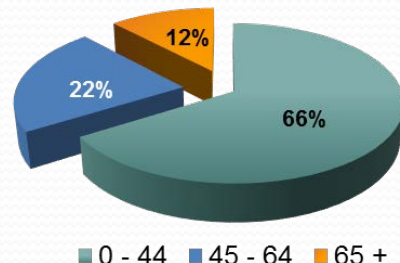
Trends, Regulations, Challenges

- Positive Demographics ☺

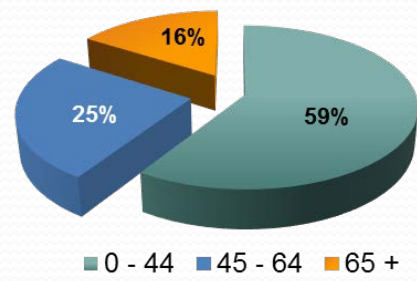
US Forecast of Population by Age (in Thousands)

	2000	2010	2015	2020
0 - 44	184,624	189,025	194,792	202,226
45 - 64	62,440	80,890	83,911	84,356
65 +	35,061	40,229	46,837	54,804
TOTAL	282,125	310,234	325,540	341,386

Population Estimate by Age Year 2000



Population Estimate by Age Year 2020



Trends

- Dropless Cataract Surgery
- Increasing drug costs, compounding issues
 - Reimbursable drugs - Omidria, Mitosol
- Premium Channel Growth- Lenses, Aberrometry, Femtosecond Laser, Imaging and mapping
- Minimally Invasive Glaucoma procedures - MIGS
 - Up 5.2% in Q4 2014
- Retina into the ASC
- Implantable telescope
- Consolidation - ASC's, PPM's, Optometry, Hospitals

Regulations

- ASC Sterilization regulations/IUSS
- Quality reporting & PQRS – How do we get paid for quality?
 - Quality Net and NHSN – issues registering?
 - ASC – 11 – Visual function – Voluntary reporting?
 - Unplanned vitrectomy
- ICD-10
- HIPAA – HITECH
- CMS Surveys – recent focus
 - Infection control
 - Drug administration
 - Sanitary Environment

Challenges

- Patient Experience & Reputation Management
- EHR
 - Meaningful use
- Reimbursement
 - Declining, Bundling, Capitation, Transparency
- Succession planning and recruiting
- Efficiencies
- Growth – new procedures, new subspecialties
- HR issues

Quality Reporting and Patient Satisfaction

Essential Commercial Payer Carve Outs and Unique Opportunities

Business Office Critical Indicators

Benchmarking & Utilization

- Demographics
- Business & Expenses
- Clinical
- Revenue & Acct. Receivables

Demographics

- Average Sq Footage
- Average # of O.R.s
- Free Standing vs. Medical Practice based
- AAAHC vs. The Joint Commission
- Ownership: Multi-Surgeons vs. Corp-Docs

Business

- Ave # of Cases
- Ave # of Total FTEs & Staff Hrs/Case
 - Clinical FTEs
 - Bus/Adm FTEs
- Labor Expenses % of Collections
- Compensation Norms
- Occupancy Expenses % of Collections

Clinical #1

- Total Cases & Cataract %
- Oculoplastic, Glaucoma, Retina %
- Average # Surgical Days/Week
- Post Surgical % Infection
- Medication Error %
- Cancellation Rate
- Direct Transfers Rate

Clinical #2

- Average Times: Pre-OP, Peri-Op, Post-Op
 - Cataracts
 - Retina
 - Glaucoma
 - Oculoplastic

Revenue

- Gross Charges Ave
- % Adjustments
- Net Collections Ave
- Average \$\$ per Case
- Average Total Expenses
- Net Income
- Ave Range Net Income % of Collections
- Ave Medicare Collections % of Total

Accounts Receivables

- AR
 - 0-30
 - 31-60
 - 61-90
 - 91-120
 - 120+
- Average Days Outstanding

Quality Reporting

- Claims based “G” codes
- Web based reporting via qualitynet.org
- CDC via the National Healthcare Safety Network (NHSN)

Commercial Contracts

- Review when adding new procedures or specialties
- Watch out for payers “re-grouping” procedures into lower paying groupers
- Ensure your carve outs still make sense EX: If you negotiated a carve out for corneal tissue 8 years ago, your cost for tissue may be more than the current carve out.

Bad Debt

- Track the dollar amount and number bad debt patients being sent to collections monthly
- Track the REASON the \$\$ wasn't collected up-front
- Send brightly colored final notices- THEY WORK!

New Technologies and Opportunities

Billable items-

- Omridia is indicated for maintaining pupil size by preventing intraoperative miosis and reducing postoperative ocular pain. Omidria is billable for Medicare patients only at this time so patient selection is important.
- iStent is designed to create a permanent opening in your trabecular meshwork, and works continuously to improve the outflow of fluid from your eyes to help control eye pressure. Most carriers now cover iStent in the ASC setting.

New Technologies and Opportunities

Non billable items-

- Dropless Cataract surgery- Is part of the bundled 66984 code, at this time you can not balance bill the cost of this to the patient
- Varion- Image Guided System is designed to add greater accuracy and efficiency during surgical planning and execution.
- True Vision- Is a high-definition visualization system that displays the surgical field of view in real-time on a 3D flat-panel display in the operating room. It is used for refractive cataract, glaucoma, and retinal surgeries.

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