



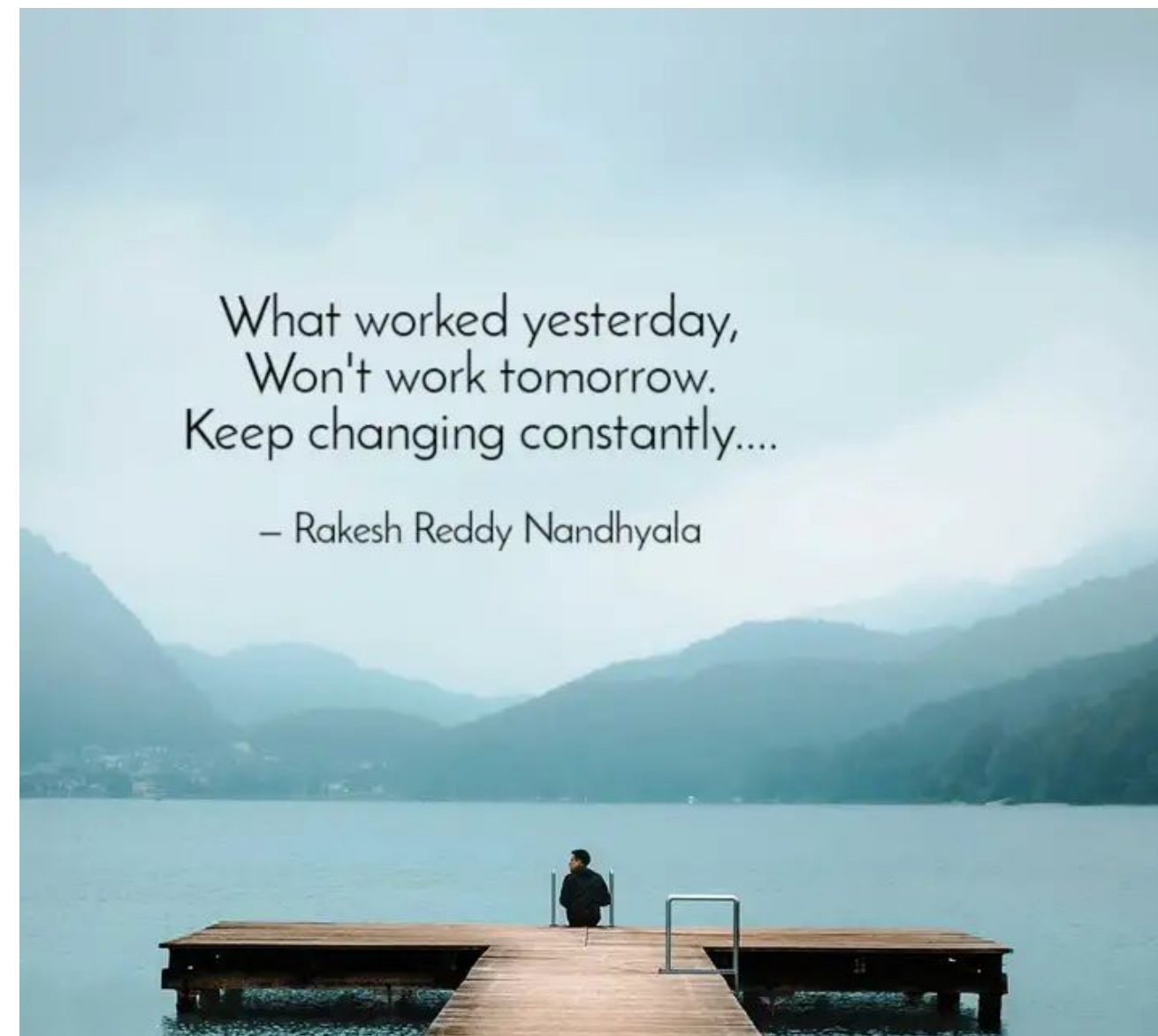
Fill Your Pediatric Practice Schedule!

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Medical Director, OP



Key Topics for Discussion to Ensure Success!

- Transforming your practice into the central hub for your patient's healthcare needs
- Implementing permanent processes for identifying and closing care gaps
- Understanding how managing your patient population is the key to practice success



Providing Care = Practice Income

- Direct income from fee for service payments
- Pay for Performance (P4P) bonuses for outperforming peers or achieving thresholds
- Eliminating avoidable healthcare costs outside the medical home to keep total cost of care down
 - Whether you are currently tracking this/getting incentive \$\$ on this or not, the payers **are**
 - When payers make decisions about “narrow networks” they use this as part of their decision making

What's Your Reaction to This?

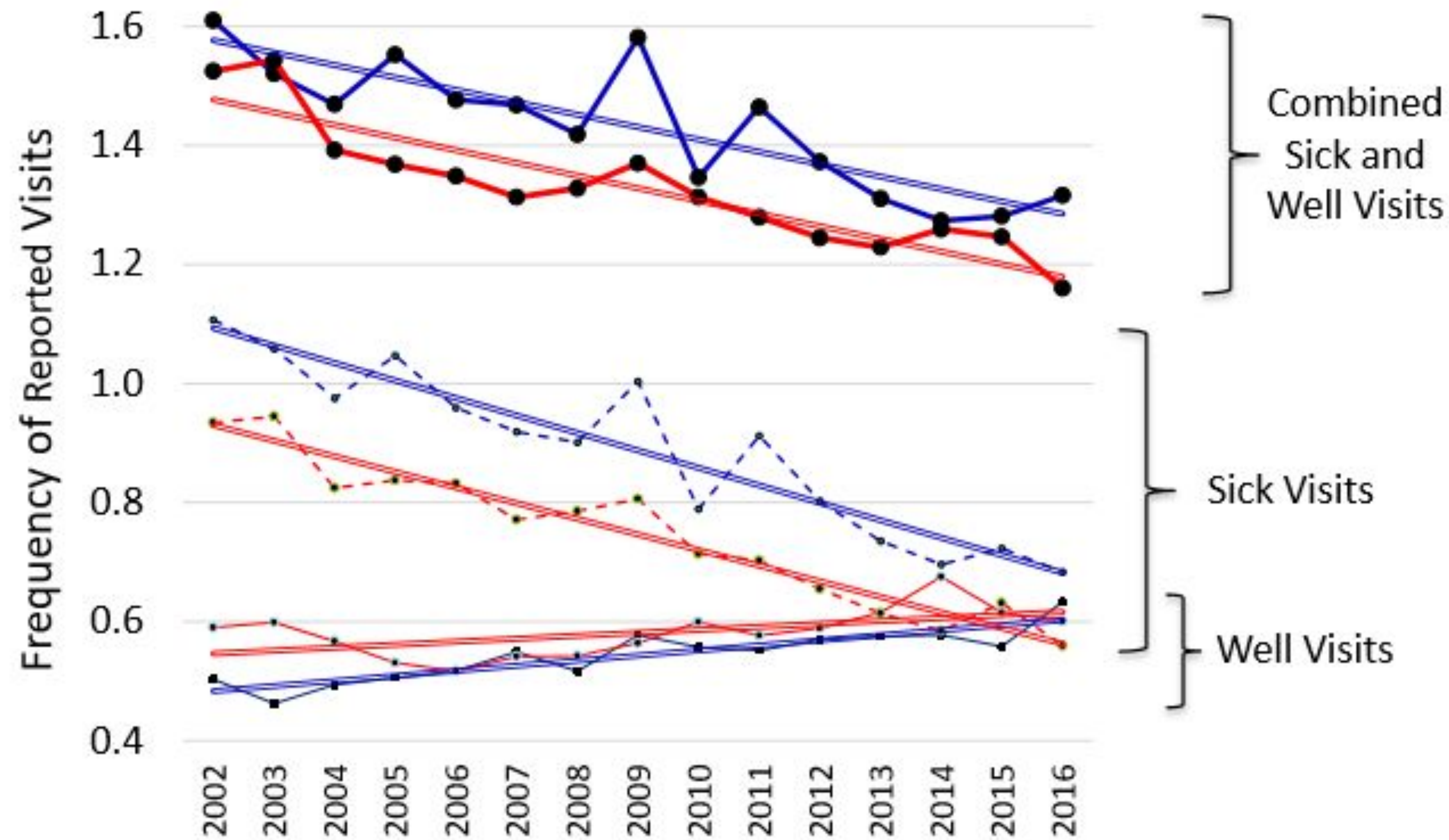
Is it different if you are:

- The practice owner
- An employed provider
- The staff



Let's NOT Talk About COVID

Annual Frequency of Household-reported **Sick and Well Visits** to Primary Care Physician Office per Full-year Insured Child, by Payor, 2002-16

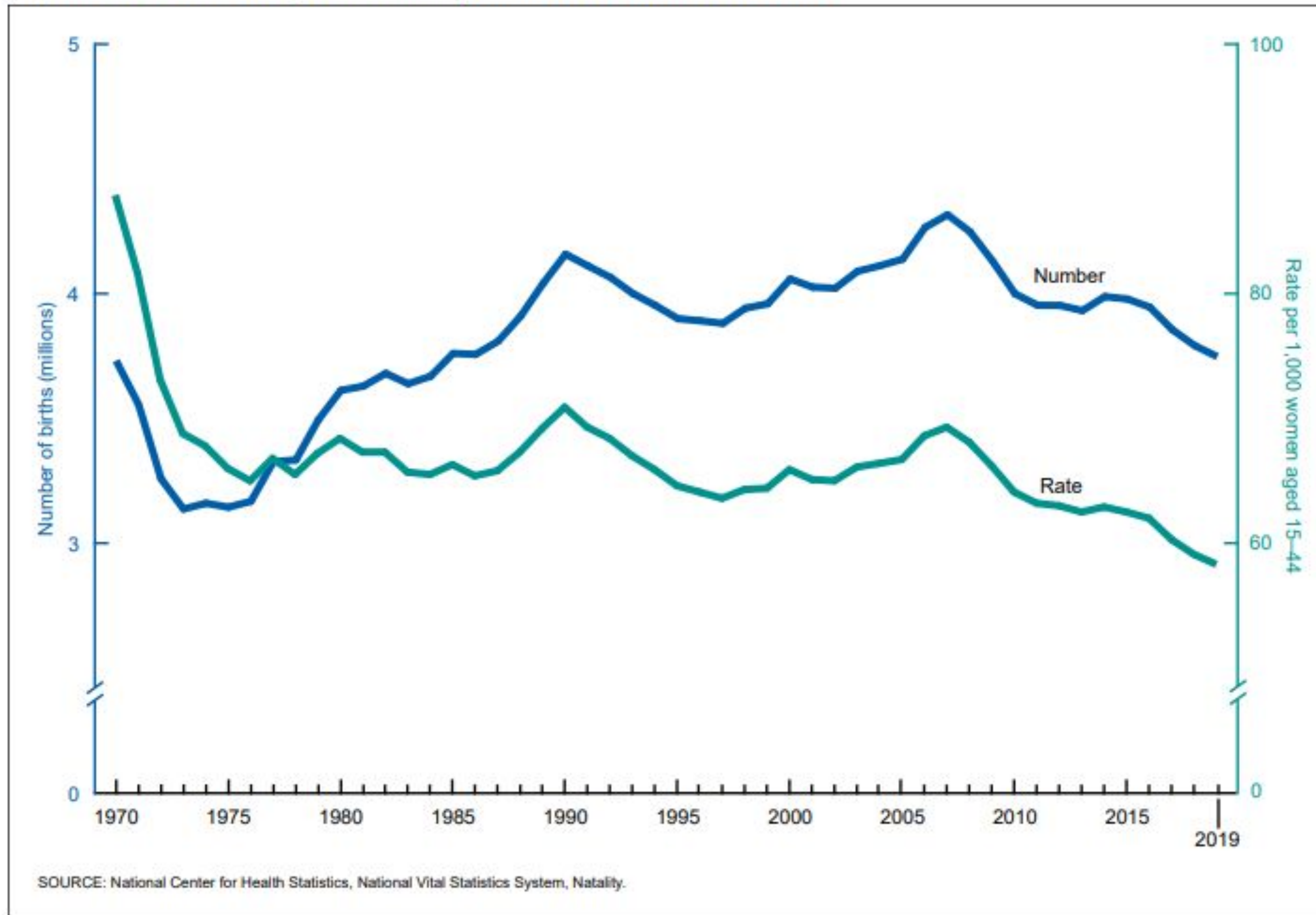


TRENDS IN PEDIATRIC WELL AND SICK VISITS, 2002-16

Suk-fong Tang, William Cull, Lynn Olson
[Research, AAP], April 2019 PAS

Dropping Birth Rate and Fertility Rate

Figure 2. Live births and general fertility rates: United States, 1970–2019

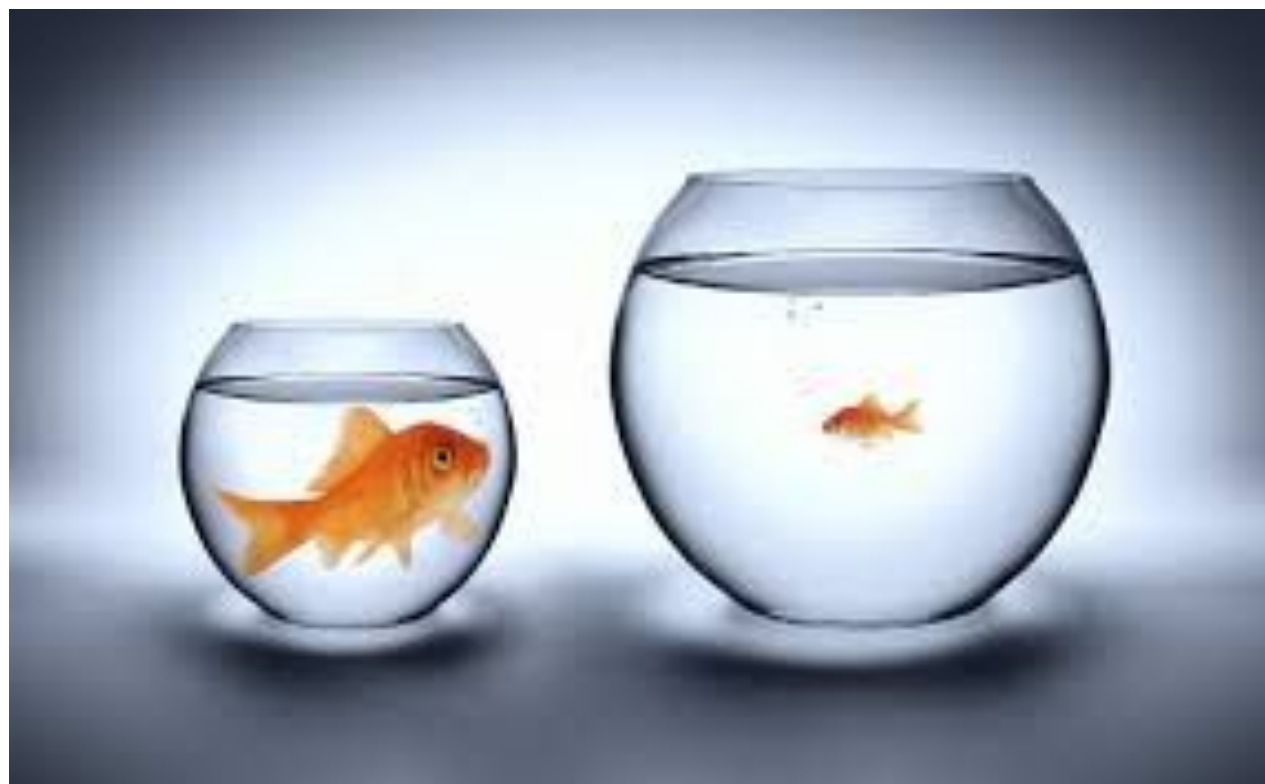


[CDC/National Vital Statistics Report 2019](#)

Bottom Line?

THE BOTTOM
LINE

- Make NO assumptions
- Business as usual simply will not position your practice well for the future
- You may need to completely rethink your strategy for practice success
- You may need to “right size” your organization



Putting Success into Focus

- *Realistic* scheduling
- Carpe diem!
- Proactive scheduling and follow-up
- Make recall part of your DNA
- Be there for families so they think of YOU first



Realistic Scheduling

- How long does it ***actually*** take to see a patient?
- Is it the same for all problems?
- Same for all providers?

Benefits of Realistic Scheduling

- You run on time! (less stress for ENTIRE practice team and families love you!)
- More room to “adjust and accommodate!”

Carpe Diem: Seize EVERY Opportunity



- **EVERY** practice team member must understand their value to this process
- Look for care gaps at every possible touch point with patients:
 - Calling for refills
 - Nurse calls/triage
 - Answering portal messages
 - Reviewing a specialist report
 - Request for form completion
 - **Any** and **every** point of contact
- Then also check SIBLINGS! (makes families feel cared about!)

Proactive Scheduling and Follow-Up

- Do NOT allow patients to leave without scheduling their follow-up appointment
- In some studies only 1/3 of patients who say “I’ll call back when I know my schedule” actually do (and many families have a calendar on their cell phone)
- Instead: “Let’s make that appointment and when you get home if it needs to be moved, reach out to us by phone or portal message and we can make that happen for you.”
- Ask “What would work best for you?” Consider a Telehealth follow-up if barriers exist to making office visits work

Proactive Scheduling and Follow-Up

- Follow-up aggressively on no-shows
- Find out ***why*** they were unable to make the appointment
- There is not ONE solution to this issue, different problems require different solutions
 - I forgot: is your reminder system working for ***all*** your patients?
 - I felt better so I didn't think I needed to come back
 - I'm not really sure why this appointment was scheduled in the first place?
 - Your office hours just don't work for our family's crazy schedule

Are Recalls Part of Your Practice's DNA?

- It is no longer possible to thrive if you are only reactive about patient appointments
- Start with well visits
- Know how your EHR or PMS helps you identify the patients who are due/overdue for well visits according to the [Bright Futures Periodicity Schedule](#)
- Can they also provide you a FUTURE date recall? (when you release your practice schedule for the fall, can you reach out proactively and invite them to schedule *before* they are due/overdue?)

The Recall Process

- Know WHO your active patients are
- Identify WHO is due for care at least *monthly*
- Have a way to message that large group
- You are **NOT** done!!! Depending on your practice only 10-15% of patients may respond to that bulk recall
- One week after the bulk recall, start individual outreach
 - Know your patients and what works best (text to cell, portal message, phone call)
 - TIMING MATTERS! (experiment)
 - 3 attempts to engage (document them)
 - Consider sending them letters (concern, please contact, sending records) if they don't respond

What's Needed?

- A TEAM!
- Protected TIME!
- TOOLS
 - To generate reports
 - To conduct outreach
- Commitment to make this ongoing work
- A QI process: what works for my practice, is not going to automatically work for yours

After Well Visits, What Next?

- ANY chronic condition for which:
 - Periodic follow-up is part of best practice
 - You can run a recall report
- Common Pediatric conditions?
 - Asthma
 - ADD/ADHD
 - Obesity
 - ***Mental health diagnoses such as anxiety, depression***

Does This Look Like YOUR Practice?

- Office hours are 9-4:30
- 10+ minute hold time on Monday mornings to get an appointment
- Monday mornings appointments are full by 11 AM
- There are at least 4 handoffs before a patient is added to your appointments (front desk to triage nurse to provider, back to triage nurse)
- Your staff sends patients to Urgent Care or the ER at end of the day, evenings, weekends
- You are getting more and more reports that patients are seen for urgent issues outside your medical home
 - Direct to Consumer or Employer sponsored Telehealth
 - Local urgent cares
 - ER visits for non-emergent conditions

Be There and CARE!

- How hard is it to contact your office to schedule an appointment or get advice?
 - During office hours?
 - After hours?
 - **Self scheduling?**
- Does your practice have a strategy for “meeting patients where they are to provide the care they need?”
- Does your team lead with “How can I best connect you to care today?”
- Do you communicate with your patients/families how they can get connected to care at your office?

Thinking Creatively to Make Families Think of You First

- Create a short practice video from “our family to yours”
- Use your website and social media to emphasize the message frequently
- ANTICIPATE their needs and questions
 - Identify 5 year olds who will need immunizations for grade K registration and target messaging to them
 - Reach out to middle school/high school kids who may need a sports form in advance and tell them how to make that happen
 - Ask your nurses what kind of questions they are getting and have a FaceBook live event where they can ask questions

Make Families Feel Cared ABOUT Not Just Cared For

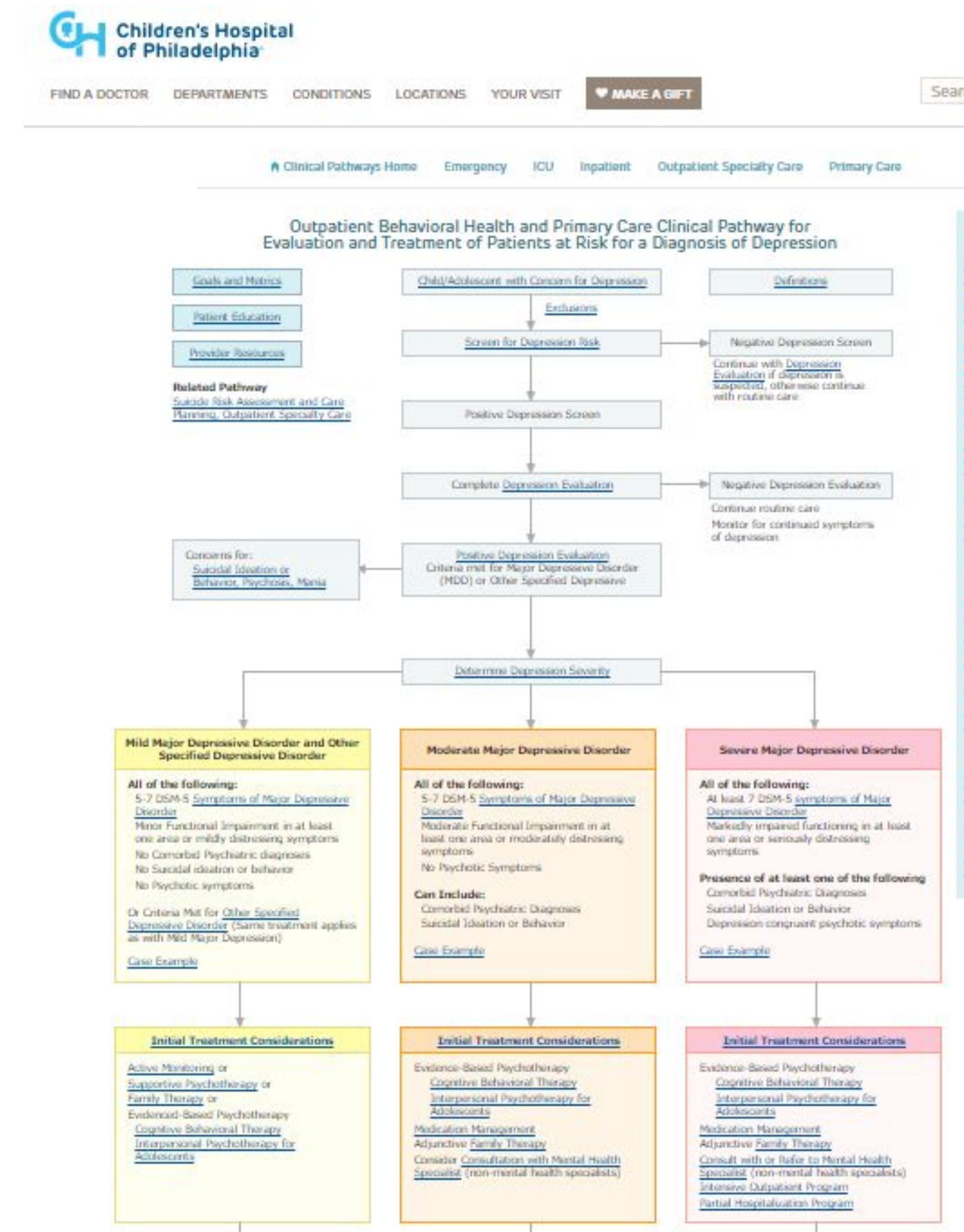
- When others are consistently there for you and meet your needs, by nature we return for that reliable assistance
- If you need someone, but they let you down, they may forgive you once...but multiple times....they look for a different option
- If you are not there for families, and they find a “reasonably satisfactory” alternative that is.....where will they head next time?
- If a patient can get their ear pain treated quickly somewhere else on a Saturday, will that family even think to call you if it happens again on Wednesday morning??



Are You Offering EVERYTHING You Can?

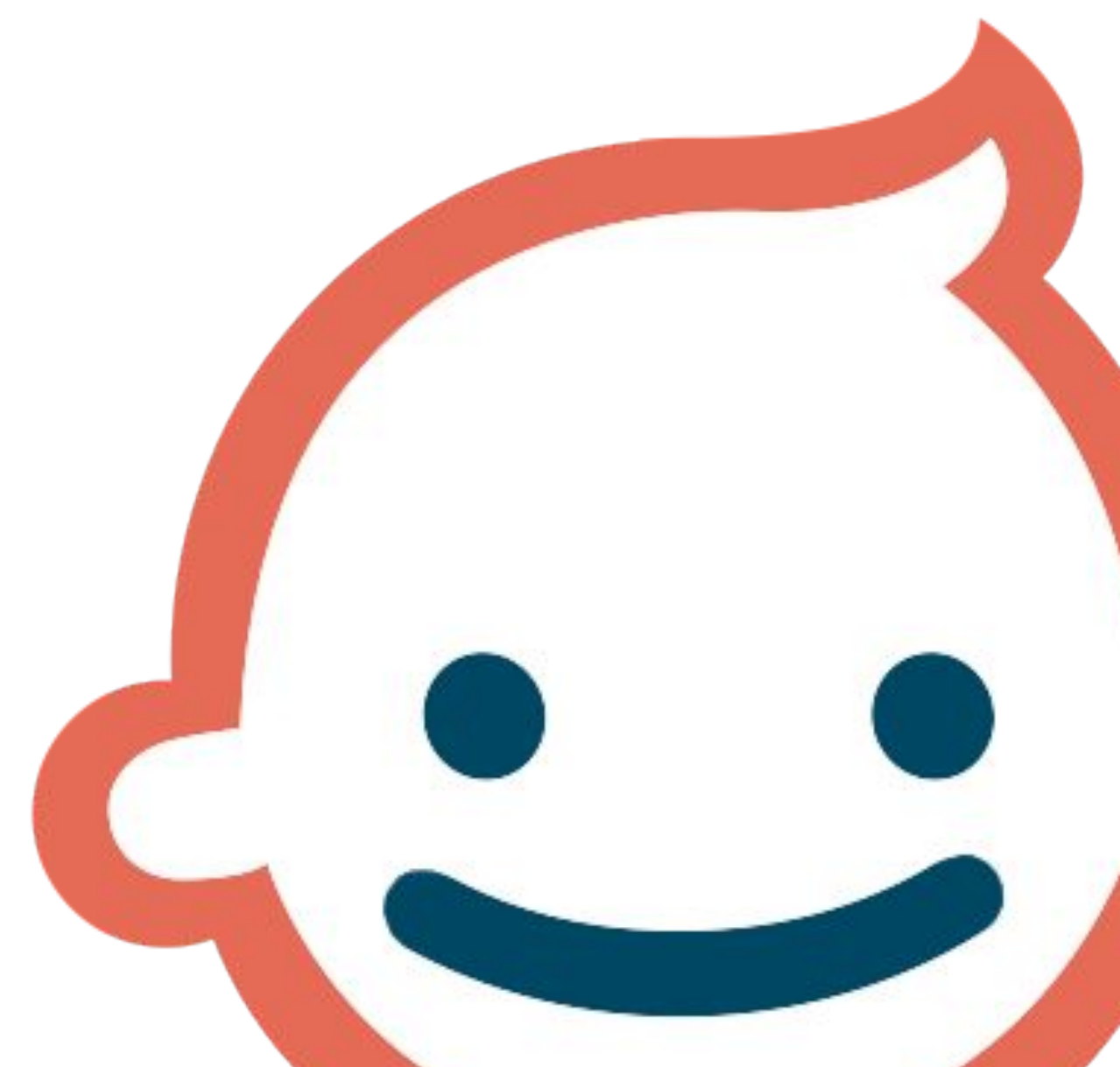
- If you always “refer out” patients will not value your services
- Do you refer the following patients out that you could treat?

- GI: infant GERD, chronic constipation
- Asthma (except for severe persistent)
- Allergies (except for testing)
- ADD/ADHD
- Mental Health: [depression](#), anxiety
- Derm: Acne, atopic dermatitis
- Sexually active adolescents
- Concussions
- Chronic headaches
- Breastfeeding difficulties



Is it Time to Right-Size Your Practice?

- Be honest about how many patients to providers you have
 - Just because your providers like the call schedule, doesn't mean you have a viable business model
- What does your demographic trends in your area tell you about the potential for new babies? (school districts are often good resources)
- How are you marketing your practice to new families?
- What does your competition look like in your region?
- Where are you “leaking patient visits to?”
- Should you offer “loss leader value-added services?”





Thank you, Dr. Kressly!

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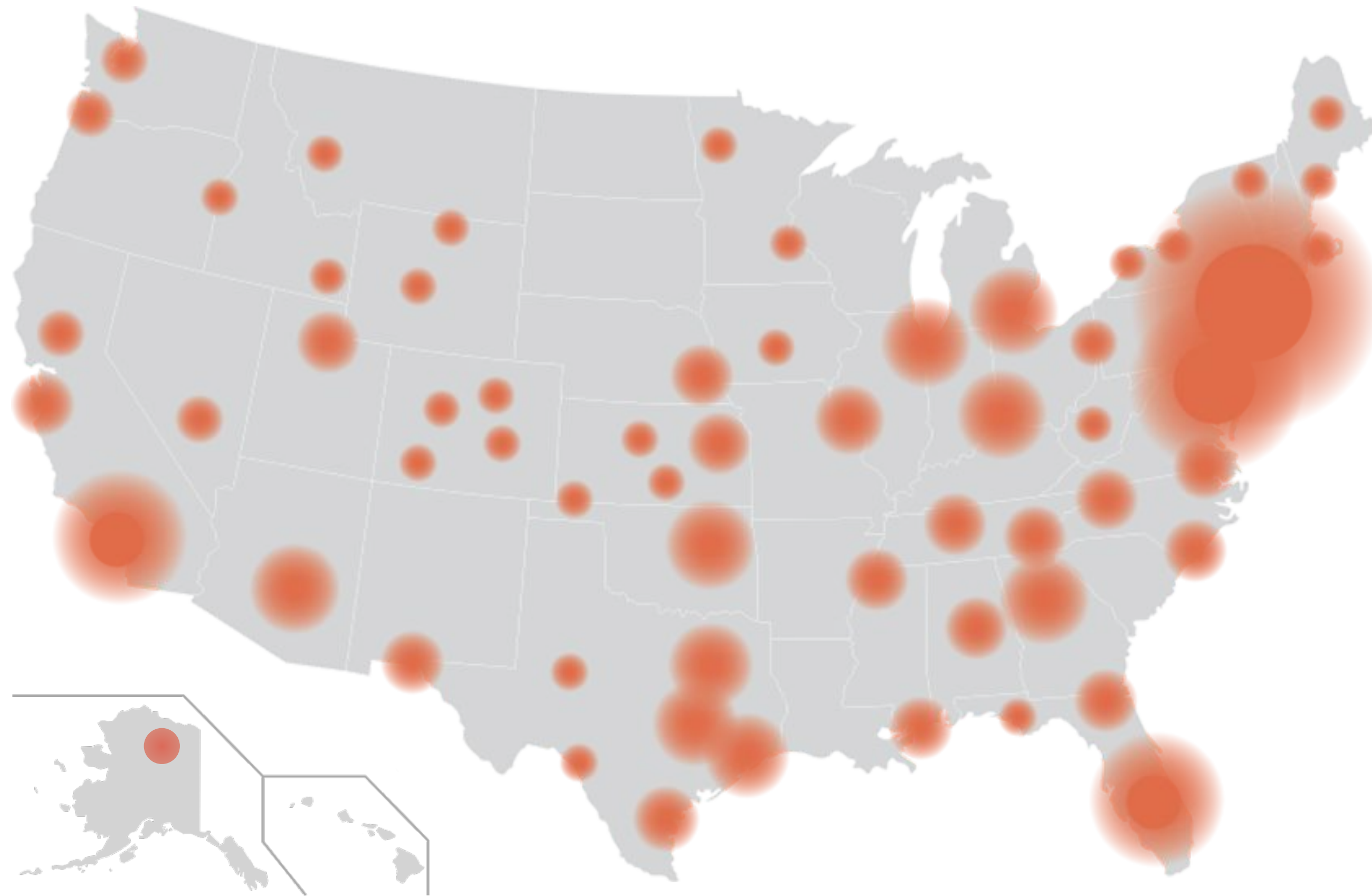
The OP Way

Providing inter-connected care that empowers practitioners and patients by providing **transformational, innovative, stable, market driven solutions.**

***Our Mission:
It's Time to Innovate Health***



OP at a Glance



4500

Over 4000 practicing
pediatricians

1100

Over 1000 independent
practices

50

Covering
50 US states & territories

7.5

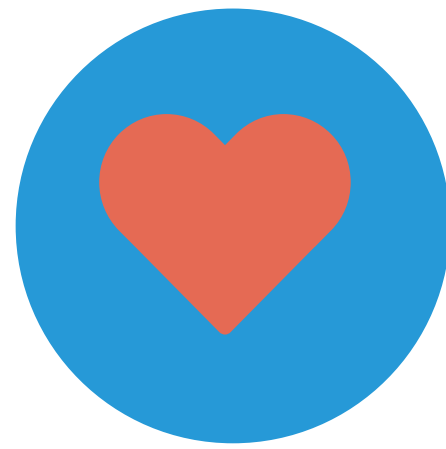
More than 7 million
active patient lives

98

98 percent client
retention rate

OP Patient Recall Reporting

One of the biggest challenges for pediatric practices is avoiding gaps in patient care. If you can decrease gaps in care, you can increase practice revenue and achieve a healthier patient population. With [OP's Demographic Analysis & Recall Report](#), you can identify gaps in care for your active patients, including those who are:



Overdue Well Visits
(based on
AAP Periodicity
Schedule)



Overdue HPV
Vaccinations



At-risk Patients
during flu season

Once you've identified gaps in care for your active patients, you'll want to notify these patients via their preferred contact method (phone, email, text). This can all be done easily using [OP Notify](#).

With these tools, you can ensure your patients receive great care, your families build long-term relationships with your practice, and you receive your hard-earned pay-for-performance dollars.

OP Notify

- Automated email, text, and call reminder capabilities
- Ability to schedule and automate communications
- Robust HTML editor for modern look and feel
- Multiple event types and advanced recipient targeting
- Fully integrated within OP application
- Seamless demographic exchange of information


” *Using OP Notify has made our life easier here in the office. I used to call the patients to remind them of their appointment and to confirm the appointment and that took a lot of time. Now, I don't have to do that.”*

~ Jessica Mora, OC Pediatrics Medical Group Inc

[For more product information, click here.](#)



OP Patient Portal Functions



Need an account?

Access your health information and connect with your care team. It's fast, secure and confidential.

LET'S GET STARTED

Self Registration - Recruit new families with your awesome websites and provide the ability for parents to self-register their families to your OP practice waiting list

Request an Appointment

Who: MARCIA BRADY, Where: Alpha Peds, Inc Alpha Peds, Inc - Main Office

Appointment type

Preferred Date: ☒ Next Available

Preferred Provider: Fowler Reed

SEARCH FOR AVAILABLE APPOINTMENTS

Jun 7 – 13 2020

today

Sun 6/7

Mon 6/8


Tue 6/9

Wed 6/10

Thu 6/11

Fri 6/12

Sat 6/13



REED FOWLER

BIO

specializes in pediatric asthma

8a

9a

10a

11a

4p

8a

9a

10a

11a

4p

8a

9a

10a

11a

4p

8a

9a

10a

11a

4p

CANCEL APPOINTMENT REQUEST

BACK

Request an Appointment

Who: MARCIA BRADY, Where: Alpha Peds, Inc Alpha Peds, Inc - Main Office

Reason for Appointment

Appointment type: Rash

Briefly describe the reason for this appointment (required).
started on belly, now on legs and back

CANCEL APPOINTMENT REQUEST

BACK

CONTINUE

Self Scheduling - Encourage parents to schedule office visits directly from the Portal, while freeing up your in-office resources.

[For more product information, click here.](#)

Thank you!