



MMBC

MEDICAL BILLING CENTER

Rapid Recovery Planning



8150 ADVISORS™

ELEVATE YOUR PRACTICE

MBC & 8150 Advisors



- Steve Stalzer, MSPT, MBA
 - M&A Advisor
 - Strategic Planning
 - Practice Valuations
- Janet Shelly, PT, DPT
 - CEO Medical Billing Center
 - Chair APTA PPS Payment & Policy Committee
 - Member APTA PPAC
- Robbie Leonard, DPT, CHC
 - Charge Capture
 - Compliance
 - Education & Administrative Functions

Why transformation efforts fail

<https://hbr.org/1995/05/leading-change-why-transformation-efforts-fail-2>

1. Lack of urgency
2. Not a powerful guiding coalition
3. Lacking vision/direction
4. Under communicating
5. Not removing barriers
6. Not planning short-term wins

Rapid Recovery Planning: KISS

1. Finalize Projections & PPL
2. Engage Employees
3. Rapid launch of TH, Clinic, Home
4. Double marketing efforts
5. Daily meetings
6. Re-evaluate Priorities & SWOT





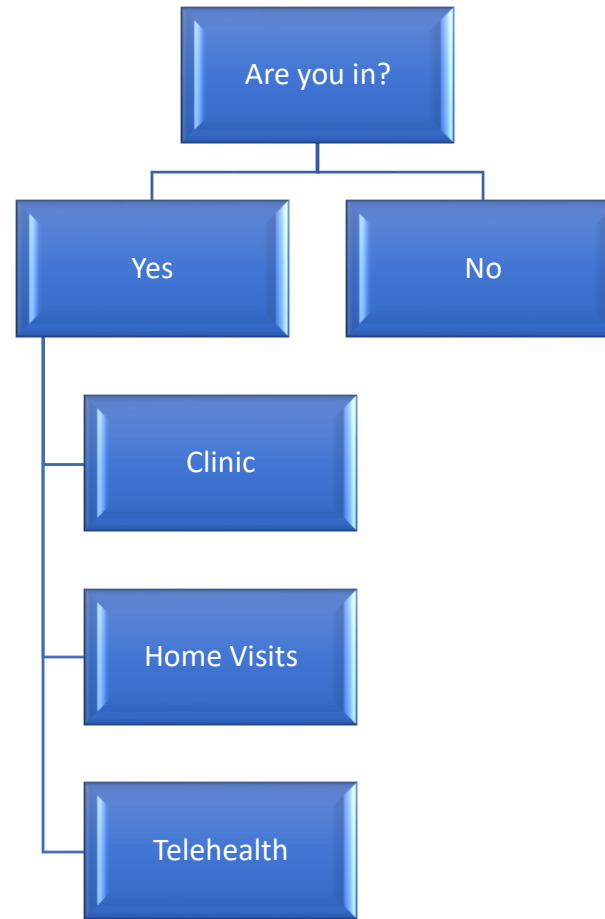
“Finalize "Projections & PPL

- Calculate max loan amount (941)
- Project volume
- Assure adequate cash flow for 2020
- Compare forgiveness to losses
- Leverage forgiveness to ramp up

<https://covid19.healthdata.org/>



Engage Employees



Clinical Staff



- Establish teams for program needs
- Reset expectations
- Program development
- Reset incentive plans
- Reset documentation expectations:
same day
- Length of Treatment
 - Fee Schedule
 - Day Rate

Front Desk Staff



- Resolve Credentialing Issues
- Insurance Verification
- Prior Authorization
- Prioritize Patient Collections
 - Credit
- Respond to Billing Office Requests

Rev Cycle Management

- Financial & Cash Flow Plan
- Create Insurance Spreadsheet-Renegotiate Contracts
 - PPS Model Contract
<https://ppsapta.org/userfiles/File/CHECKLIST%20OF%20KEY%20ISSUES%20FOR%20MANAGED%20CARE%20PROVIDER%20AGREEMENTS.pdf>
- Payer Mix- time to shift?
- Coding Education
 - Diversification of Codes and Best Valued Codes
- Evaluate Productivity
 - Units/visit
 - Visits/episode

Rapid Launch of TH & Home Visits

- Assign Director / Champion
- Identify staffing
- Leverage resources
 - PPS policy resources
 - Huddles
- Daily communication huddles
- Provide patient equipment:
 - massage gun, t-band, etc
 - Microphones, greenscreens, etc.



Double Down on Marketing Efforts

- Re-engage dropped patients
- Track referrals sources
- Past patients
- Contact referral sources
- Hospitals
- Digital marketing



DISCIPLINE 1

FOCUS ON THE WILDLY IMPORTANT

The 4 Disciplines of Execution

Daily Stand Up Meetings

- Focus on Wildly Important Goals
- Measure lead behaviors
- Put up a scoreboard:
- Schedule daily accountability calls
 - Reward wins
 - Remove barriers

<https://www.youtube.com/watch?v=2HKn49r3-Ko>

Strategic Planning

- Fix critical weaknesses
- Mitigate threats
- Leverage sustainable strengths
- Maximize opportunities



1. Keep serving.
2. Keep innovating.
3. Keep solving.
4. Keep grinding.
5. Keep making a difference.

