

MBC

MEDICAL BILLING CENTER

Payment Protection Program



8150 ADVISORS™

ELEVATE YOUR PRACTICE

Schedule Update



Last Huddle will be tomorrow:

- Digital Marketing
- Rapid Recovery Planning

Ongoing support will resume for clients.

Contact us if you have ongoing needs.

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

Telehealth Updates

- Aetna to allow regular codes for telehealth
- Empire BCBS added therapy as a telehealth benefit
- Anthem BCBS added therapy as a telehealth benefit
- Medicare – not yet



Paycheck Protection Loan Updates

- April 3rd
- Contact your bank
- IRS Form 941
- Projections:
 - Maximize loan
 - Maximize payroll funding & forgiveness





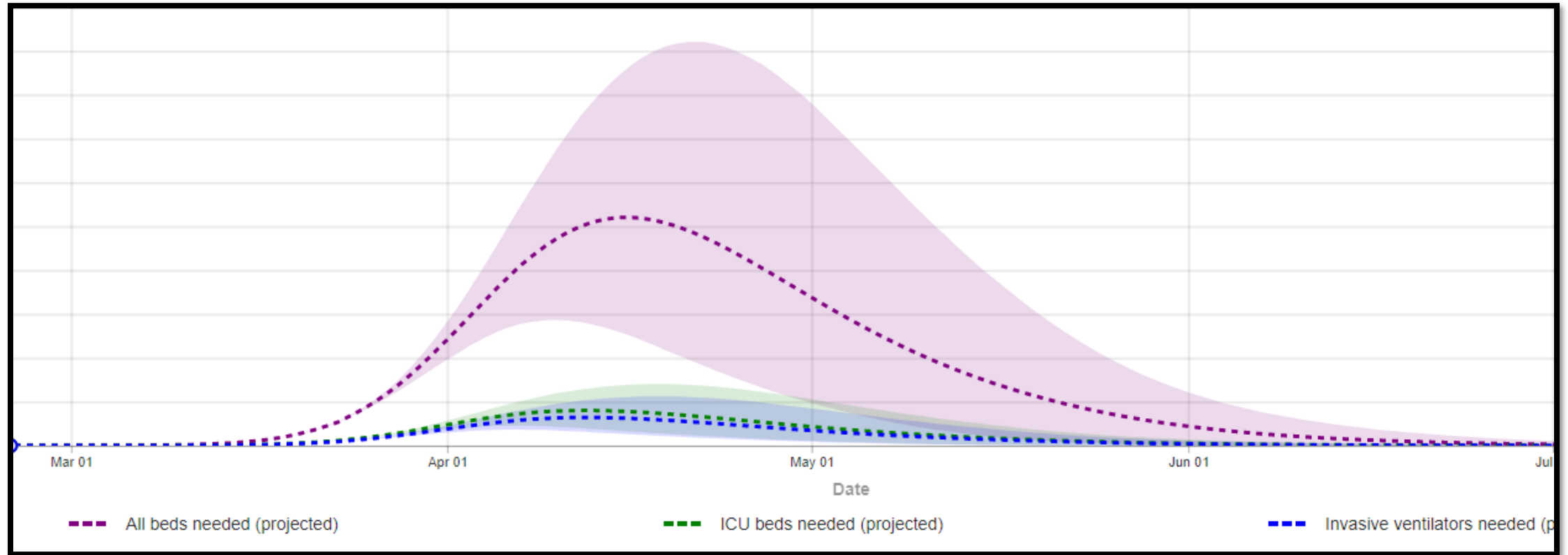
PPL Considerations

- Headcount matters
- Calculate loan amount
- Use projections
- Goals
 - Maximize forgiveness
 - Preserve cash

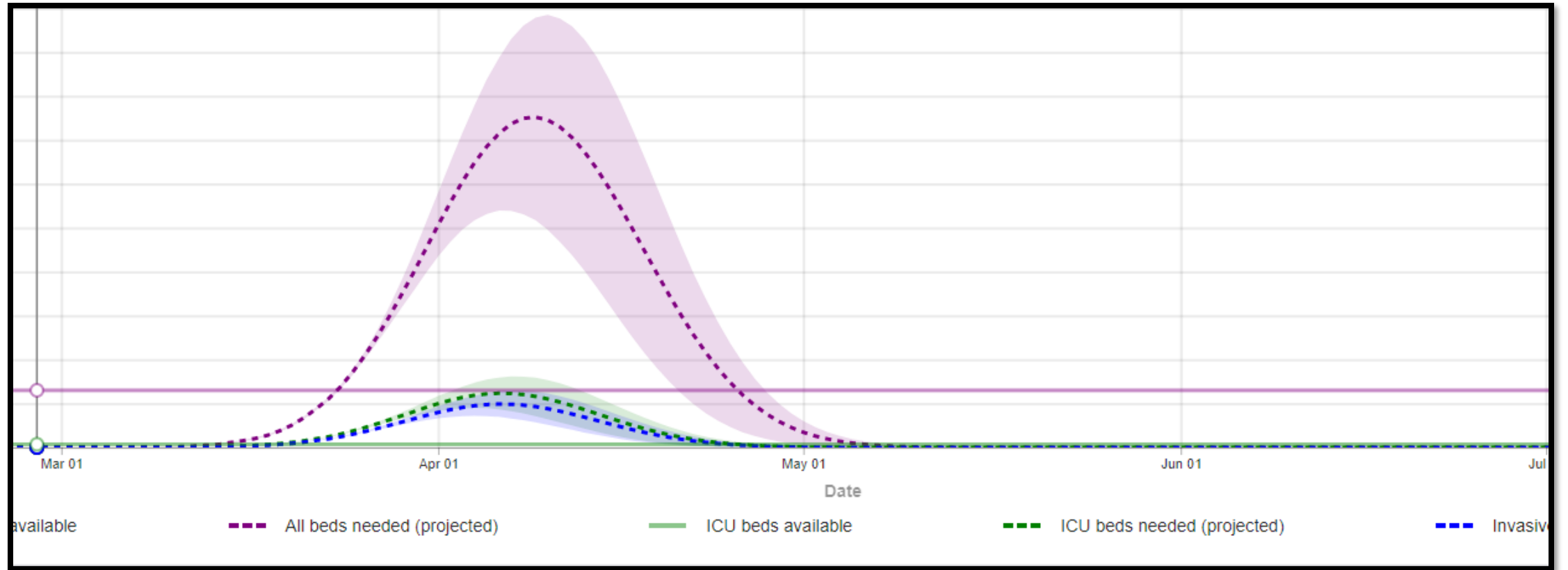
Assess Your State's Trajectory...

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

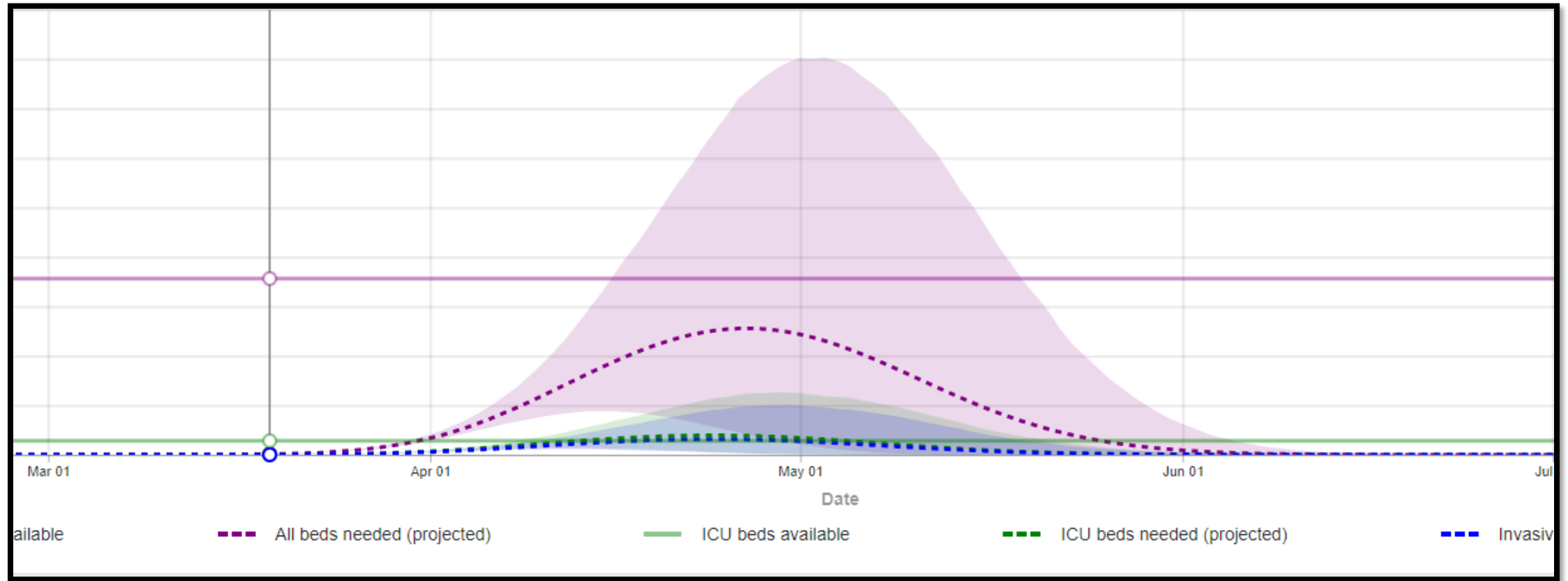
COVID-19 Peak Resources Trajectory: US



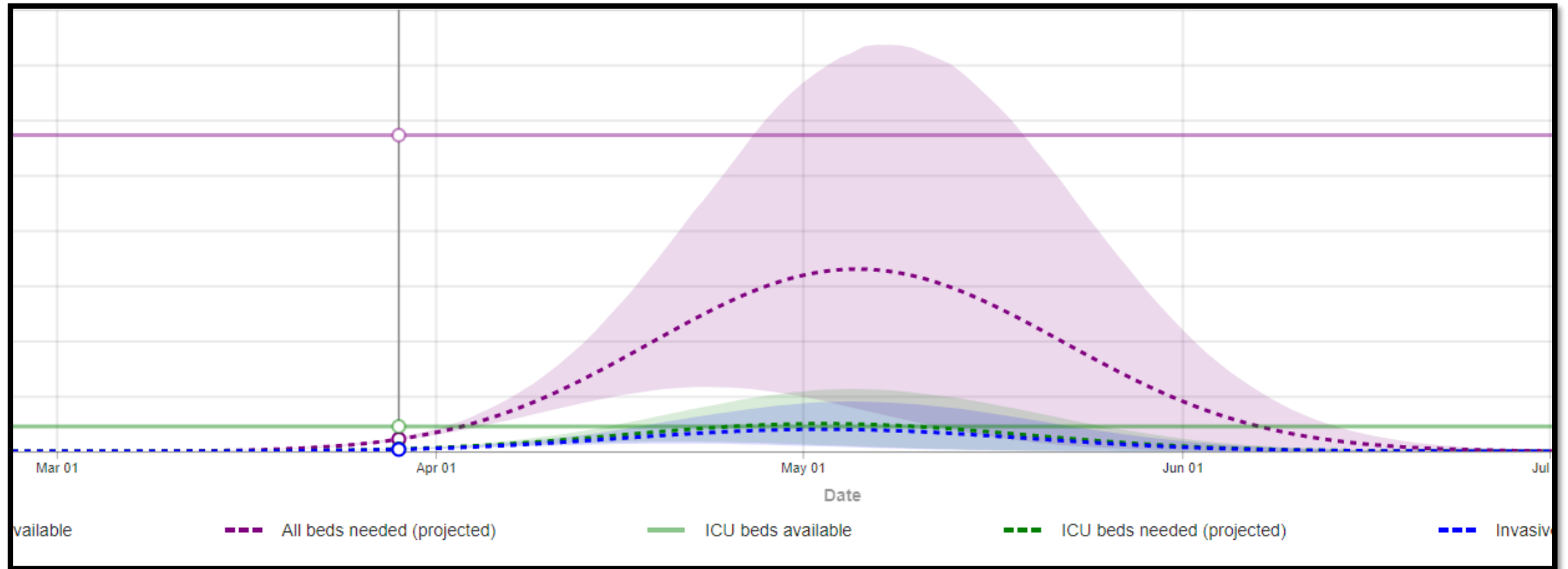
COVID-19 Peak Resources Trajectory: NY



COVID-19 Peak Resources Trajectory: NC



COVID-19 Peak Resources Trajectory: Texas





- Emily Bagby

- Madison Brinson

Mill Creek Superheroes

Marketing Outline

- ROI
- Past Patients
- Referral Sources
- Digital Marketing



Customer Acquisition Cost & ROI

- CAC: # New patients / spending
- Profit / Marketing Spending
 - $\$150/\$50 = 300\%$
- PPL Impact???
 - $\$800/\$100 = 800\%$



Central Themes

What is the central theme that we should communicate?

How can we best leverage our marketing talent right now?

What do we do with staff who have zero patient interest in options?

Past Patient Conversions

What suggestions (scripting) would you suggest for converting former patients into telehealth or home visits?

Thoughts of having FOC make a first call, then a PL or PT make a follow up for those that don't convert?

Strategies for teaching all staff the consistent message we want to convey

Past Patient Referrals

What mediums are the best for communicating our plans to our current patients (i.e. Facebook, Instagram, Website – all of the above)

If I have a patient engagement program (like Keet or Strive), how can I use it to keep my patients engaged

3 tips for therapists on how to sale the value of what they are doing to patients

Referral Sources

What message is best sent to referral sources?

What is the best way for us to get them our message (since Doctors don't want us in their offices right now)?

If normal frequency is 1/month, what is a good frequency now?

Could badger mapping help with home visits?

<https://www.badgermapping.com/>

Other Referral Sources

What would be the best way to reach out to hospitals who may have had to shut down their outpatient clinics to shift their resources elsewhere to let them know we can help in offloading? Is that even a good idea?

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

