EMPOWERING PATIENT ADVOCACY

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INTRODUCTION

Brittany Angelique Severin is the CEO and Managing Member of MedRight. Brittany holds a Master of Business Administration in Healthcare Administration from the Our Lady of the Lake and a bachelor's degree in Biological Science from Louisiana State University.

Brittany is an revenue cycle consultant and leader who has gone on to grow successful healthcare organizations in sectors including Revenue cycle Management, Operations, Compliance, Mergers/Aquisitions and Business Development. She has dedicated her time to a variety of social causes igniting economic growth, bolstering community support, and paving the way for a successful future in healthcare.

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DISCUSSION POINTS

- **Understand an overview of patient advocacy.**

- **Discuss challenges that patients are faced with that impact healthcare organizations and how to overcome such obstacles by working towards clinician-patient relationship.**

- **Discuss strategic approaches enabling employees with resources and continued education as it relates to revenue cycle.**

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UNDERSTAND AN OVERVIEW OF PATIENT ADVOCACY

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UNDERSTANDING THE PATIENT CONCERNS

In order to provide quality of care, one must start with the patient, the recipient of care. And quality of care depends on various factors.

First Problem

Patients need care to be available and affordable.

Second Problem

Patients assume they will receive quality care just based on the environment they are in. i.e ER

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UNDERSTANDING THE PATIENT CONCERNS

If you can identify and overcome the obstacles of a patients concerns, then you can start to work towards clinician-patient relationship.

Third Problem: Patient Outcomes

Will I feel better when I leave from your clinic and/or facility?

Fourth Problem: Respect

Patients want to feel and be treated as a person not another encounter.

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TRUE PATIENT ENGAGEMENT IS IN TWO PARTS: YOU AND YOUR TECHNOLOGY

"Patient engagement" consists of two separate premises:

1.the "where patients can stay engaged with the practice 24 x 7 x 365 from almost anywhere in the world with a secure internet connection" scenario, and

2.the "where patients are engaged in their own medical treatment and care" scenario

Both can help create the one thing you want: high rates of patient retention since it's generally accepted that engaged patients are satisfied patients, and satisfied patients will stay with you.

And, retained patients are the ones most likely to recommend the practice to others. It's one big, beautiful circle! It's the disengaged or on-the-fringe patients who are most likely to be out there saying and posting negatives.

So...that's why you'll want patients to be engaged, connected, and in on their own care.

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If one of the preceding suggestions are put into effect, then you're having one-off relationships with your patients.

There's basically zero engagement. If a few of these suggestions are followed, then you're dating your patients on a non-commitment basis. It's not great, but better than nothing.

If more than a few are followed, then you're "going steady" with your patients. You have a relationship with them and there's probably some good feeling between you.

If all of these suggestions are followed, then congratulations...**you're engaged!**

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STRATEGIC APPROACHES ENABLING EMPLOYEES WITH EDUCATION AND RESOURCES

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CRITICAL COMPONENTS

● Technology

Deploying AI in a purpose-built manner becomes more critical given the speed with the data can alter decisions.

*It is a tool and are responsibility for "US" to ensure we are staying compliant. It is truly just predicting the next likely work to review.

● Expertise and Education

Accurate interpretation of process varations requires deep subject matters expertise. This reduces risk, and increases opportuinity for success.

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1. Identifying team members that have the qualities that encompass customer service.
2. Implement change when your leadership is confident and ready to avoid making multiple changes.
3. Calling on the patient accomplishes various items:
   a. Engagement
   b. Increase patient financial revenue
   c. Obtaining valuable feedback from the team and patients
   d. Identify common characteristics of the patient regardless of how you treat patient financial billing.

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4. Emphasizing scripting for patient interactions to support clarity, consistency, and completeness of communication.

5. Establishing strategic plans with incentives to align organizations to the most important goals (people and culture).

6. Developing integrated revenue cycle processes and teams that include both front-end and back-end personnel to enhance communication and continuity.

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Simplify your Appeal and Denials Process

Classifying your denials into basic categories:

- Claim Edits
- Soft Denial
- Hard Denial
- Sending documentation back to be corrected while being mindful of the turnaround time to send it back thru the coding and billing process.

Fix revenue that would have been left on the table by listening to your team as they are the players completing the work. CHARGE LEAKAGE is the number one component facilities and provider groups shut down.

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RECOMMENDATION

Implementing Chronic Care Management
- Reduce administrative burdens for staff
- Add new recurring monthly revenue
- Identify and prevent disease progression sooner
- Prevent ER visits and hospitalizations
- Improve quality and comply with specific MACRA quality measures
- Increase patient engagement and satisfaction

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CONCLUSION

A patient's experience is not only how employees interact with a patient; it's also about the patient's process of getting the care they want and need. And overall, good patient experience is an important outcome required to build a clinician-patient relationship, such as compassion, communication, and an overall sense of being treated with dignity and respect.

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