



Optimizing Order Management Under PDGM Is Possible



Michael Blackstone, MD

CEO & Founder

mblackstone@suturehealth.com



Jonathan A Nall

National Sales Director

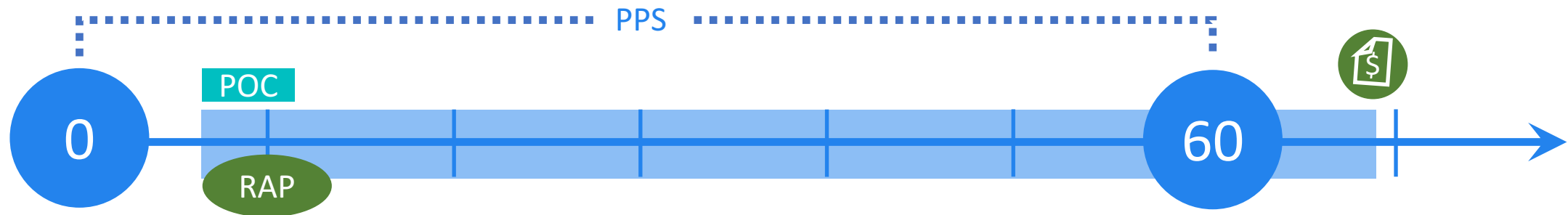
jnall@suturehealth.com

November 7, 2019 2PM CST



Current State - PPS

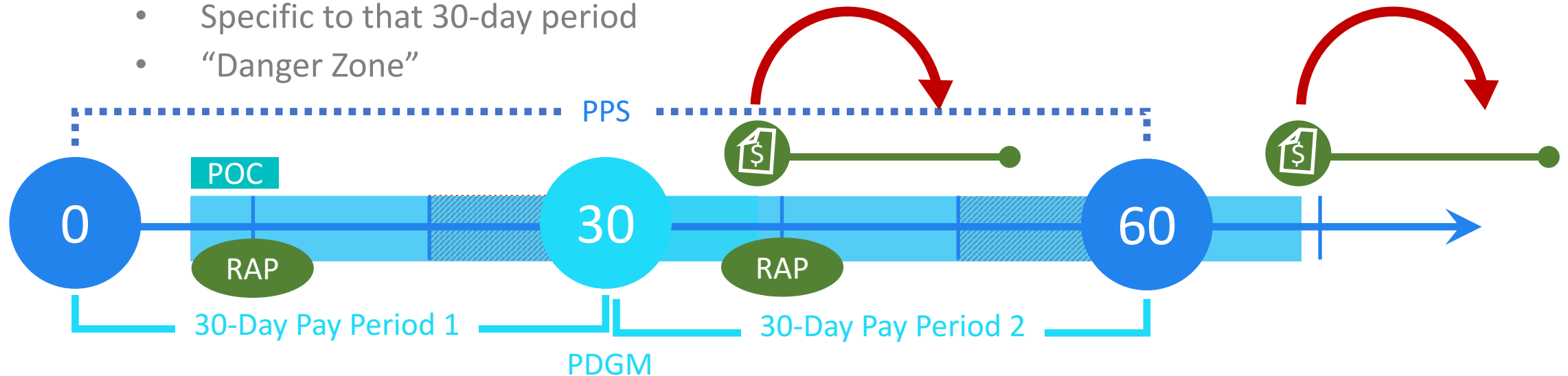
- 60-Day Payment Period
 - If full 60-Day episode, POC signature > 30 days with little impact
 - Orders timing varies
 - Depends if given early or late
 - Substantial cushion
- What is your average order turnaround time?
 - 30 days will not work under PDGM





PDGM Squeezes Timeline

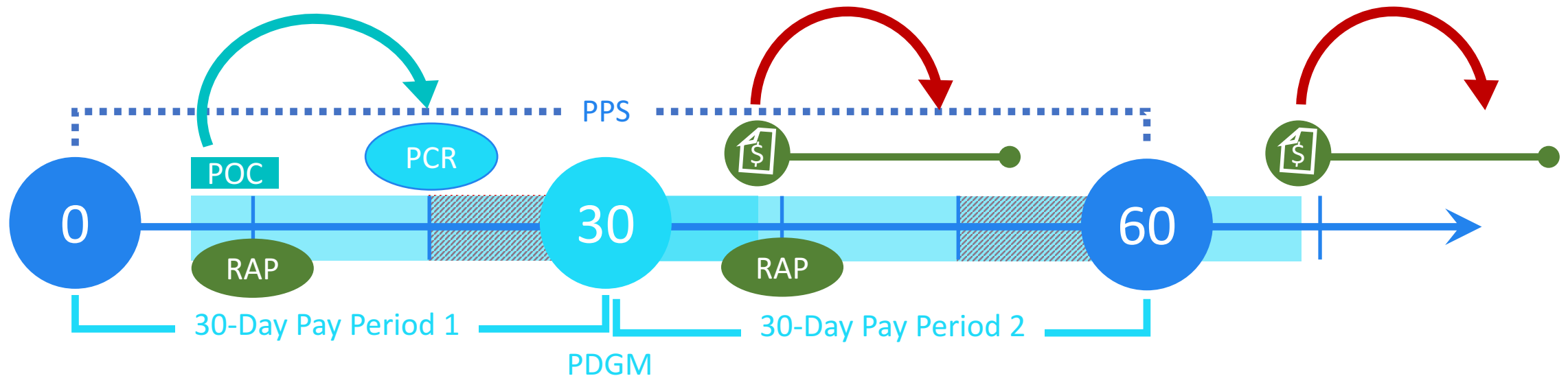
- 60-Day Payment Period cut to 30
 - Final Claim for each 30 day payment period
 - Accelerates turnaround needed for orders
- Same Final Claim Requirements for Orders
 - Signed AND Dated Plan of Care (POC)
 - Signed AND Dated Orders
 - Specific to that 30-day period
 - “Danger Zone”





More Coming

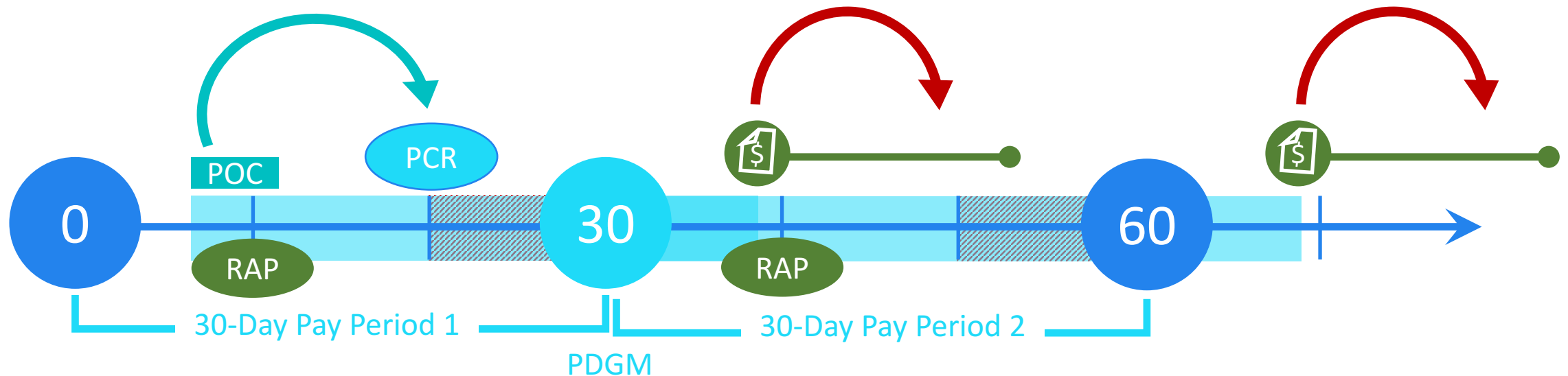
- Pre-Claim Review
 - Certs/Recerts must be signed AND dated before sent
 - Adds 2-4 days (up to 10)
- RAP Phase-Out
 - 60% → 20% (2020)
 - Gone in 2021





Margin Squeeze under PDGM

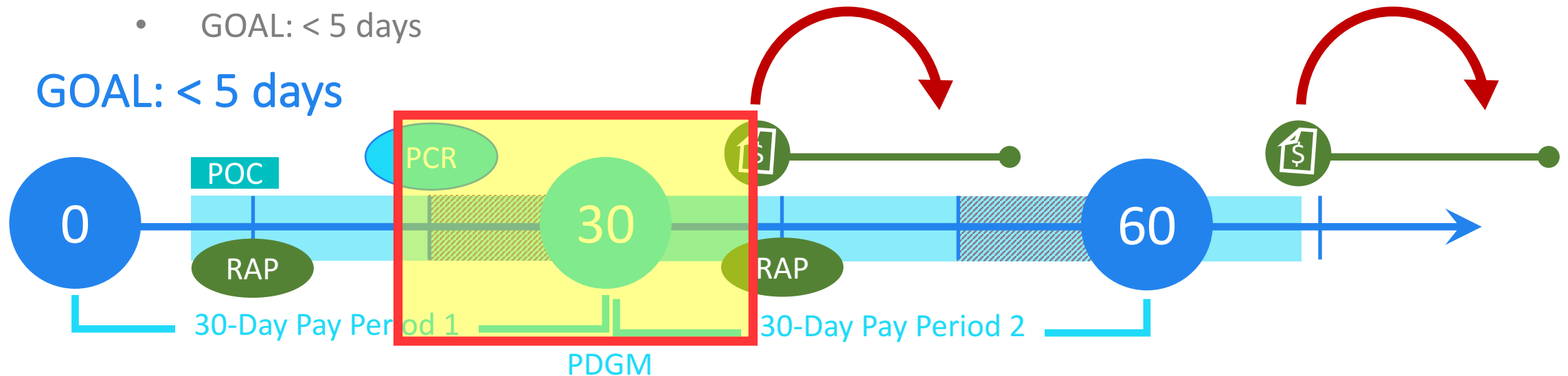
- Double Claims Processing Costs
- Increase Orders Processing Costs
- Shortened Timeline ... more sensitive to time delays
 - Delayed Orders intensify margin squeeze
 - Increase Cost (more follow up)
 - Increase Days AR (Reduces cash flow in a more sensitive system)





Average Order Turnaround

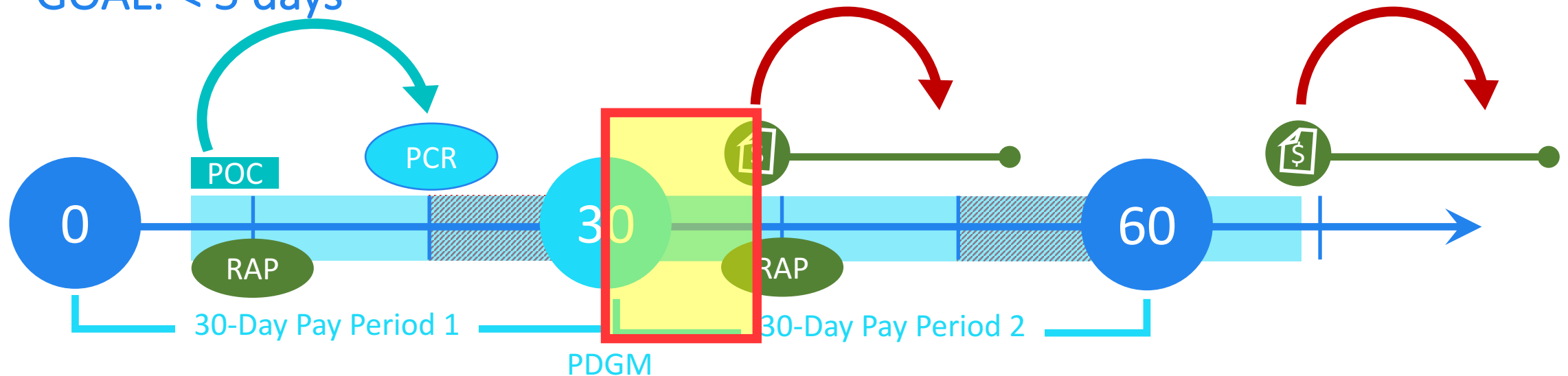
- **Metric:** Avg days from order given to signature
- **Measures:** How quickly you process orders to completion
- **Drivers**
 - Time to generate and send for signature
 - GOAL: ≤ 1 day
 - Time to get signature
 - GOAL: < 5 days
- **GOAL: < 5 days**





Days To Final Claim

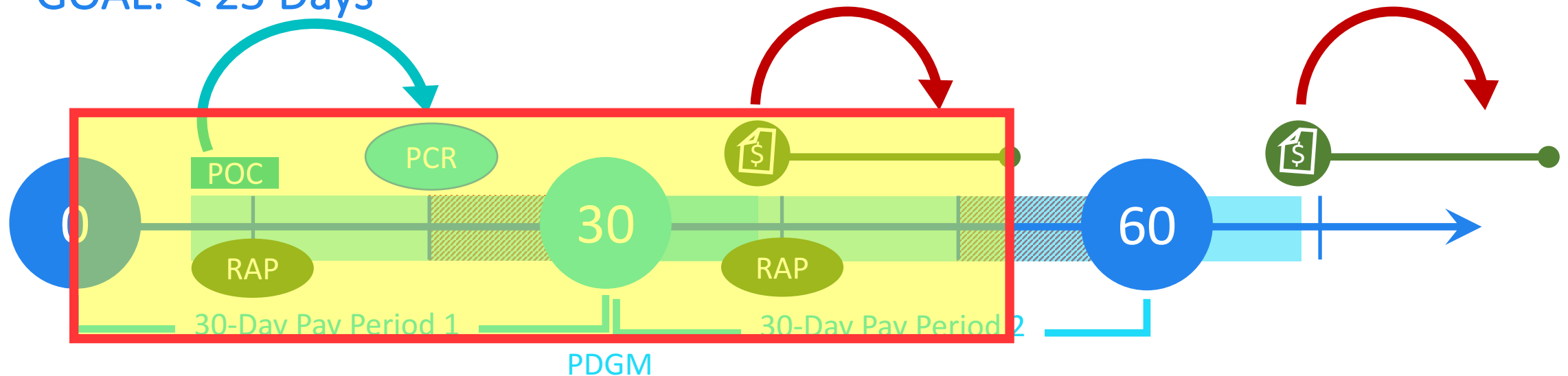
- **Metric:** Avg Days From End of Pay Period to Final Claim
- **Measures:** Proficiency at and operational preparedness for filing claims
- **Drivers**
 - Claims Preparation
 - Order Turnaround
- **GOAL:** < 5 days





Days Accounts Receivable (Sales Outstanding)

- **Metric:** Avg Days From Start of Episode to Payment Collected
- **Measures:** How quickly you collect revenue
- **Drivers**
 - Claims Preparation
 - Order Turnaround
- **GOAL:** < 25 Days



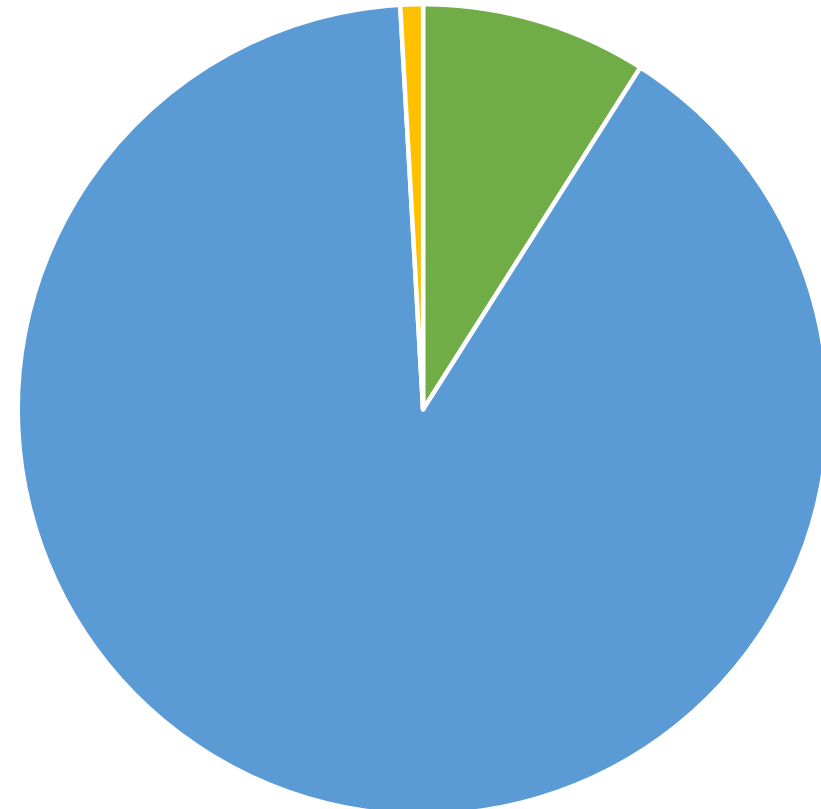


-
- The diagram illustrates the PDGM (Patient-Driven Groupings Model) timeline. It shows a 30-day pay period starting at day 0, with a 30-day pay period 1 ending at day 30 and a 30-day pay period 2 ending at day 60. Key events include POC (Point of Care) at day 0, PCR (Point of Care Review) at day 15, and RAP (Readmission Assessment Period) at day 30. A red box highlights the 30-day pay period 1 and 2. A blue circle at day 60 indicates the end of the 30-day pay period 2. A red arrow points from the 30-day pay period 1 to the 30-day pay period 2, and a blue arrow points from the 30-day pay period 2 to the 30-day pay period 3.



What is Your Cost Per Signature?

- Time based metrics incomplete
 - Short turnaround but high cost?
- Delivery Cost
 - Fax: \$/page
 - Mail: envelopes/stamps/paper
 - Hand Delivery: Folders/paper/marketer
 - Most expensive
 - Marketer
 - Direct
 - Indirect/Opportunity cost
- Operational Cost
 - Administrative: FTEs
 - Highest portion cost
 - Ancillary
 - Printer ink/maintenance



■ Delivery ■ Administrative ■ Ancillary



Typical Follow Up Process

GOAL: < 5 Days

- Day 0: Send
- Day 7: Resend
 - Assume non-receipt vs attempt at convenience
 - Creates confusion and frustration
 - No catalogue on physician side
- Day 14: Resend with call to physician to confirm receipt
- Day 21: Resend with call to physician, notify agency manager
- Day 28: Agency leader contacts physician office



Optimize Order Follow Up

GOAL: < 5 Days

With SutureSign

- Day 0: Send
- Day 3 (+1 week): Automated staff reminder
- Day 4 (+1 week): Automated physician reminder
- Day 5 (+1 week): Automated staff reminder
 - Call if not viewed by signer side
- Day 10: Call
- Day 17: Agency manager call
- Day 24+: Remind AND relationship build
- End of Payment Period: Agency leader contacts physician office



Optimize Order Delivery

- Fax is inadequate
 - Fax confirmation \neq received
 - Lack of insight on physician side
 - Limited automation and intelligence
 - Remind = resend
 - Lack of validation
 - Dates
 - Signatures
 - One of the *MANY* faxed items
- eSignature opens possibilities
 - Delivery directly impacts Follow Up
- Infrastructure in place NOW





Optimize Order Management

Delinquent orders is a value problem!





Optimize Order Management

- Give physicians one place to eSign everything!
 - Physicians have rejected the agency-specific EMR portal approach
 - Exacerbates physician frustration with home health



Our Solution - SutureSign

- SutureSign is post-acute's leading eSignature network
 - 7,000 companies
 - 34 states
 - Free for doctors
- One-stop Shop
 - Home Health
 - Hospice
 - Medical Equipment
 - Nursing Home/ALF
 - All outside companies!





Optimize Order Management

- Give physicians one place to eSign everything!
 - Physicians have rejected the EMR portal approach
- Physicians should maintain staff support



Our Solution - SutureSign

- Real-world clinical workflows
 - Staff can prepare and approve documents
 - Physicians can eSign from staffperson's screen

SutureHealth INBOX ARCHIVE

Why Should I Bill CPO? [+ Add CPO Time](#)

OFFICE: All Offices
SIGNER: Blackstone, Michael MD
NP/PA: Select One

Show More Filters
VIEW: ☐ Personal ☒ Team
APPROVAL: ☐ All ☐ Approved ☒ Unapproved

Needs Signature (10)

10/31	Brooks, Martha	Certification
10/31	Brooks, Martha	Certification
10/31	Brooks, Martha	Certification
10/31	Brooks, Martha	Interim Order
10/31	Nightingale, Florence	Interim Order
10/31	Revere, Paul	Recertification
10/31	Brooks, Martha	Recertification
11/1	Dearborn, Meagan	Certification
11/4	Hill, Rayford	Certification
11/6	Bush, George	Certification

Needs To Be Filled Out (1)

10/4	Bigney, Michael	Face-to-Face
------	-----------------	--------------

Home Health Certification DocID: 100112880

PATIENT Brooks, Martha (DOB: 1/29/1954)
SENDER Support Home Health (555) 555-5555 (Sent To: SutureSign Physician Office - Internal Mail)
START OF CARE 8/1/2019
SIGNER Michael Blackstone, MD (NP/PA)

Please have Michael Blackstone, MD enter his/her password below.

.....

I, Dr. Blackstone, certify that I have reviewed and understood the document being eSigned.

eSign **Cancel**

8. Date of Birth 01-01-2001 **9. Sex** ☐ M ☐ F

11. ICD-9-CM 428.0 **Principal Diagnosis** CHF NOS **Date** 03-31-2010

12. ICD-9-CM N/A **Surgical Procedure** N/A **Date**

13. ICD-9-CM N/A **Other Pertinent Diagnoses** N/A **Date**

14. DME and Supplies **15. Safety Measures**

16. Nutritional Req.:

18.A. Functional Limitations

1 <input type="checkbox"/> Amputation	5 <input type="checkbox"/> Paralysis	9 <input type="checkbox"/> Legally Blind
2 <input type="checkbox"/> Bowel/Bladder (Incontinence)	6 <input type="checkbox"/> Endurance	A <input type="checkbox"/> Dyspnea With Minimal Exertion
3 <input type="checkbox"/> Contracture	7 <input type="checkbox"/> Ambulation	B <input type="checkbox"/> Other
4 <input type="checkbox"/> Hearing	8 <input type="checkbox"/> Speech	

18.B. Activities Permitted

1 <input type="checkbox"/> Complete Bedrest
2 <input type="checkbox"/> Bedrest BRP
3 <input type="checkbox"/> Up As Tolerated
4 <input type="checkbox"/> Transfer Bed/Chair

7. Provider's Name, Address, and Phone Number
Pinnacle Home Health C
1222 E Cornview, Ste
Gonzales, LA 70737 P

10. Medications: Dose/Freq

17. Allergies:

Edit **eSign** **Approve** **Get Help**



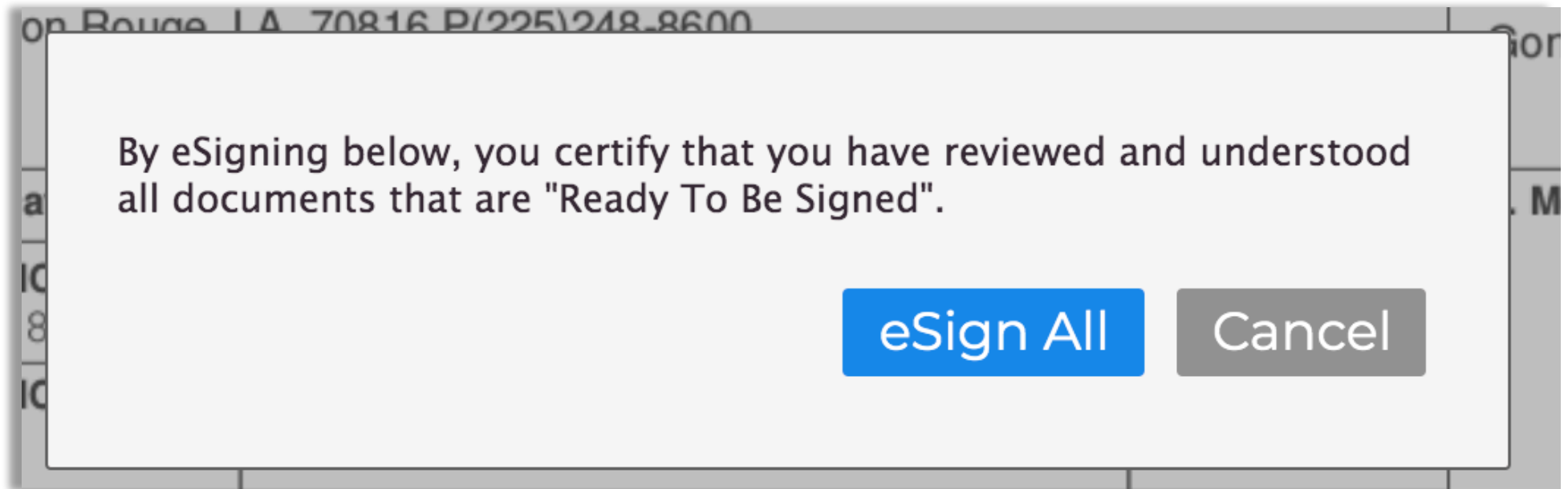
Optimize Order Management

- Give physicians one place to eSign everything!
 - Physicians have rejected the EMR portal approach
- Physicians should maintain staff support
- Physician bulk signing



Our Solution - SutureSign

- Sign documents from all companies with one click





Optimize Order Management

- Give physicians one place to eSign everything!
 - Physicians have rejected the EMR portal approach
- Physicians should maintain staff support
- Physician bulk signing
- Follow up on “non-progressors” quickly
 - Not been viewed or approved by signer side in 5 days
 - Not been signed in 10 days



Our Solution - SutureSign

- Document level history to optimize follow-ups

History for DocID : 100100080

Date	Action	User	Organization
11/9/2018	Create Document	Peter Cotton, Jr.	SutureSign Home Health
11/9/2018	View Document	Peter Cotton, Jr.	SutureSign Home Health
11/9/2018	Send for Signature	Peter Cotton, Jr.	SutureSign Home Health
11/9/2018	View Document	Julie Bryson, NP	SutureSign Physician Office
11/9/2018	Add NP/PA to Document	Julie Bryson, NP	SutureSign Physician Office
11/9/2018	View Document	Julie Bryson, NP	SutureSign Physician Office
11/13/2018	View Document	Julie Bryson, NP	SutureSign Physician Office
11/13/2018	Approve Document	Julie Bryson, NP	SutureSign Physician Office
11/13/2018	View Document	Michael Blackstone, MD	SutureSign Physician Office
11/13/2018	View Document	Michael Blackstone, MD	SutureSign Physician Office
11/13/2018	Sign Document	Michael Blackstone, MD	SutureSign Physician Office

Close



Optimize Order Management

- Give physicians one place to eSign everything!
 - Physicians have rejected the EMR portal approach
- Physicians should maintain staff support
- Physician bulk signing
- Follow up on “non-progressors” quickly
 - Not been viewed or approved by signer side in 5 days
 - Not been signed in 10 days
- Automate follow-ups
 - Don't resend... Remind
 - Resending more frequently NOT advised
 - **SutureHealth staff follow up with “slow signers”**



Our Solution - SutureSign

- Automated email notifications
 - Physicians
 - Wednesdays
 - Staff
 - Tuesday & Thursday
- SutureHealth staff follow up with “slow signers”



Healthcare's eSignature Network

Dr. Z,
One or more forms are awaiting your signature.

To Be Signed:	3
Older than 5 days:	0
Older than 10 days:	0
Older than 15 days:	3

*Depending on your staff support,
some may not be filled out.

LOG IN NOW

NEED HELP? (205) 417-2400, Option 1 - support@suturehealth.com

[Unsubscribe from emails](#)

To ensure delivery of all emails, please add suturesign@suturehealth.com to your address book or safe list.

© Suture Health, Inc. All Rights Reserved www.SutureHealth.com



Optimize Order Management

- Give physicians one place to eSign everything!
 - Physicians have rejected the EMR portal approach
- Physicians should maintain staff support
- Physician bulk signing
- Follow up on “non-progressors” quickly
 - Not been viewed or approved by signer side in 5 days
 - Not been signed in 10 days
- Automate follow-ups
 - Don't resend... Remind
 - Resending more frequently NOT advised
 - **SutureHealth staff follow up with “slow signers”**
- Monetize physician signatures
 - **Billing/Monetary Value: Cert/Recert Billing**
 - Non-employed Physicians: Cert (\$55), Recert (\$45)
 - Employed Physicians: Cert (0.67 RVU), Recert (0.45 RVU)
 - RVU contributes to physician compensation plan



Our Solution – SutureSign

- Monthly billing reports
 - Ascribe value to work already being done

Captured:
\$28,000,000

(as of 11/1/19)



The following claims are billable to your Medicare Part B carrier using CMS Form 1500. Please note that the patient is responsible for a 20% copay as a Part B claim. Eligibility of claims submitted to non-Medicare payers depends upon your contract with that payer and may be billed under a separate code.

The Medical Associates
NPI: 126742442

Total Estimated Revenue: \$1315
Total Claims: 25

Jones, Robert MD (NPI: 167843424)		Claims: 10	Estimated Revenue: \$540
Abernathy, Mark DOB: 05/01/1932 SSN: xxx-xx-1224 Payer: Medicare	Acme Home Health NPI: 123127324 Medicare #: 438542	Place of Service: Office Primary Dx Code: 15.89 Estimated Revenue: \$55	
	Billing Code: G0180	Type: Home Health Certification	Date of Service: 10/12/2011
Carson, Bradley DOB: 03/10/1946 SSN: xxx-xx-1238 Payer: Medicare	New Hope Home Health NPI: 121127324 Medicare #: 538782	Place of Service: Office Primary Dx Code: 13.69 Estimated Revenue: \$55	
	Billing Code: G0180	Type: Home Health Certification	Date of Service: 10/12/2011
Gavins, Mary DOB: 05/12/1927 SSN: xxx-xx-1224 Payer: Medicare	Caring Home Health NPI: 192327324 Medicare #: 438392	Place of Service: Office Primary Dx Code: 20.04 Estimated Revenue: \$55	



Optimize Order Follow Up

- Group by physician/practice
- Identify worst signers and assign personnel (lowest cost, but effective) to them
- Urgency dictated by risk to Final Claim
 - Not an arbitrary signature turnaround goal



Summary

- PDGM will squeeze margins through increased cost and shortened time
- Manage and trend both time and cost-based metrics
 - Calculate your cost per signature
- Get orders out quickly!
- Resending more frequently is not the solution
- Optimize follow up process AND delivery method
 - Fax is out
 - Let us help follow up with your slow signers
- Rectify the value equation
 - Reduce administrative burden
 - One-stop shop for eSigning
 - Staff support
 - Bulk signing
 - Cert/Recert billing



Michael Blackstone, MD
CEO & Founder
mblackstone@suturehealth.com



Jonathan A Nall
National Sales Director
jnall@suturehealth.com