

Improving the Productivity, Efficiency, and Profitability



Current Problems

- Decreasing reimbursements
- Rising overhead
- Loss of income

Solutions

- Improve efficiency
- Increase productivity
- Decrease overhead costs

Respect Patient's Time

- Update the patients in the RA ~10 minutes
- Patients more tolerant of delays if they know the reason for the delay and that they haven't been forgotten
- Use the website to update patients

Website

NEIL BAUM M.D.

1-888-247-7075



3525 Prytanla St, Suite 614, New Orleans, LA 70115

SE HABLA ESPAÑOL



PATIENT PORTAL

HOME

YOUR CARE TEAM

SERVICES FOR MEN

SERVICES FOR WOMEN

RESOURCES

REVIEWS

CONTACT US

COMPLIMENTARY E-BOOK



6 Steps To
**MANAGING SEXUAL
PROBLEMS** In Men &
Women

Name

Email

GET IT NOW!



Stress Urinary Incontinence

SHOULDN'T TAKE OVER YOUR LIFE



CURRENT PATIENT WAIT TIME: 15-20 MINUTES

BOOK AN APPOINTMENT



THM on Time

Patients will pay for outstanding care
They don't want to *wait* for it!



Videos to Improve Efficiency

Topics

- **Breast self-exam**
- **BTL**
- **Vaginal discharge**
- **FSD**
- **Incontinence, SUI**
- **CaCx screening**

Equipment for Office Videos

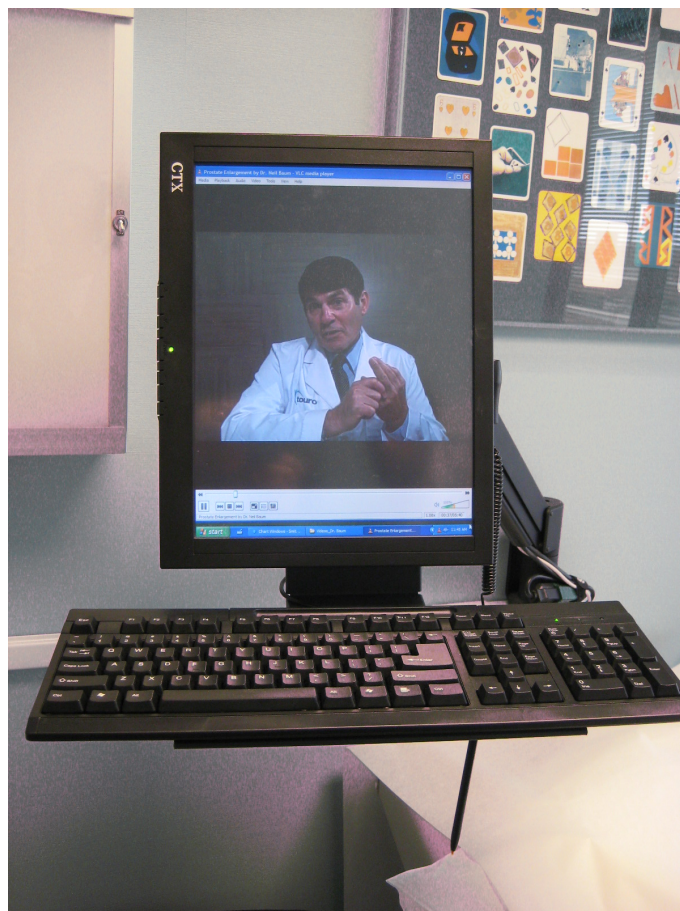
- Video camera-Flip camera (\$100)
- iPhone
- Tripod (\$30)
- Script (Priceless)




Prepare the Script

- Describe the topic
- Why is it important to your health?
- What are the risks and complications?
- What are the alternatives?
- *“I will return to the room after you have completed the video to answer any questions that you may have and provide you with a summary of the video.”*

Show Videos On Your EMR




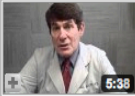
Download to YouTube

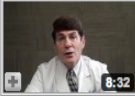
Search Browse Upload

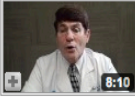
[Search options](#)

The Ultimate Urology EMR Sponsored Links
www.meridianEMR.com The Market Leader - 700 Urologists 150+ Templates - Drs Painter & Baum


 **Hematuria or Blood in the Urine by Dr. Neil Baum**
2 months ago 171 views NeilBaumMD

 **Prostate Ultrasound and Prostate Biopsy by Dr. Neil Baum**
no rating 2 months ago 331 views NeilBaumMD

 **Pelvic Organ Prolapse by Dr Neil Baum**
no rating 5 months ago 131 views NeilBaumMD


 **Low Testosterone by Dr Neil Baum**
no rating 5 months ago 146 views NeilBaumMD

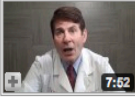
Playlist Results for Neil Baum


 **Patient Videos** 13 videos

- **Erectile Dysfunction by Dr Neil Baum** (7:52)
- **Overactive Bladder by Dr Neil Baum** (8:00)
- **No Scalpel Vasectomy by Dr Neil Baum** (7:21)

Playlist play all 13 videos NeilBaumMD

 **Bladder Ultrasound and Urinary Flow Rate by Dr. Neil Baum**
no rating 2 months ago 74 views NeilBaumMD

 **Erectile Dysfunction by Dr Neil Baum**
no rating 6 months ago 227 views NeilBaumMD

 **Urodynamic Study by Dr. Neil Baum.wmv**
no rating 4 days ago 0 views NeilBaumMD

Advantages of Videos

- **Improves efficiency-HFD**
- **Medical-legal protection**
- **Nice take-home value**
- **Can use to demonstrate patient *understood* the material**

- 1) True or False. The ejaculate can contain sperm for two months or longer after the vasectomy.
- 2) True or False. Complications due to vasectomy can include bleeding, infection, or pain.
- 3) True or False. A semen analysis is necessary two months after the vasectomy to determine whether the vasectomy was successful or not.
- 4) True or False. Pregnancies can occur months or years later, even after a successful vasectomy.

Signature _____

Date _____

Use of Check Lists



A True Story

- 40 y\o with hypoandrogenism
- Was on Coumadin and told to stop medication before inserting testosterone pellets
- Pellets were inserted without checking on the discontinuation of the anti-coagulant
- Developed a post procedure hematoma

A True Story



New Use of Checklists for *In-Office* Procedures

Checklists for office procedures:

Cervical biopsy

IUD (Essure)

Endometrial ablation (NovaSure)

Hysteroscopy

Cryotherapy

Vasectomy Checklist

Vasectomy Check List

Patient Name: _____ Consent _____

Date of Procedure: _____ Pre-Op Valium _____

_____ Ask Pt. about ASA, Coumadin, Plavix, or other Blood thinners _____ Yes _____ No

_____ Complications: _____

_____ Surgical Tray

_____ Sterile Vas Packet - check for hemaclips

_____ Sterile drape for tray

_____ Folded sheet on table for pt to sit on

_____ Sterile Gloves

_____ Scalpel

_____ 2 rubber bands

_____ 1cc of Lidocaine

_____ Cautery

_____ Razor

_____ Betadine

_____ Amonia Caps

_____ Mada Jet w/ Lidocaine

_____ Bell

_____ 2 specimen cups in bag w/ post vas instructions

_____ 1 specimen cup on counter

_____ Call patient at home

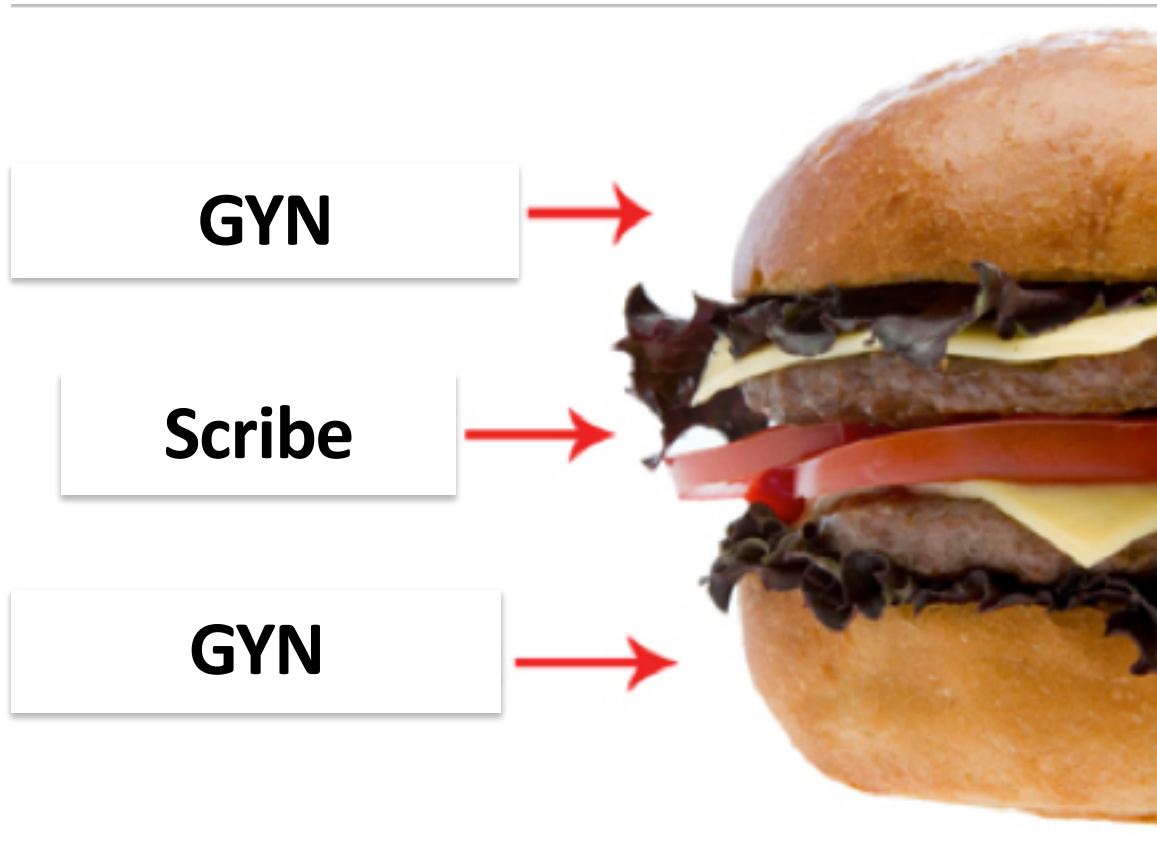
Bottom Line

- Checklists are becoming part of our routine in the hospital setting
- Checklists can be used in the office setting as well and *will certainly improve the efficiency* and the care we provide our patients
- Will decrease complications

Scribes To Improve the Efficiency of Your Practice



Sandwich Technique

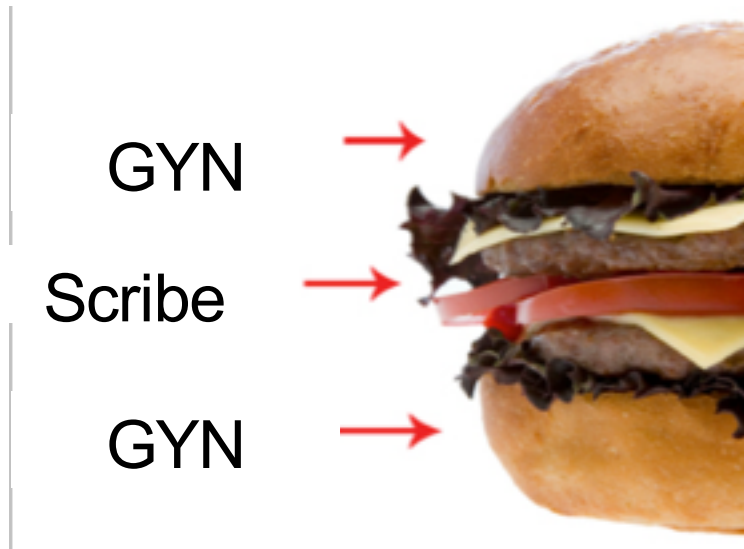


Do we need to go to medical school to do this?



Sandwich Technique

- Seen by GYN for first 60-90 seconds
- Scribe takes HOPI, PMHx, ROS
- Results of PEx recorded by scribe
- Doctor concludes the visit



How I use a scribe

Scribe takes

- HOPI
- PMH
- ROS

Doctor Meets Patient First



Scribe takes HOPI, PMHx, ROS



Scribe Presents Patient to Doctor



Doctor Examines Patient



Scribe Records Pertinent Findings on PEx to EMR



Doctor Reviews Plan of Action With Scribe



Doctor Provides Information and Answers Any Questions



Advantages of a scribe

- Gynecologist sees other patients while scribe takes the CC, PMH, ROS
- ***Does not*** need to touch the computer
- Gynecologist ***does not*** need to type
- ***Significantly improves efficiency*** and productivity

Other Benefits of Scribe

- Doctor does not take eyes off of patient
- Does not look at or touch the computer



No, No

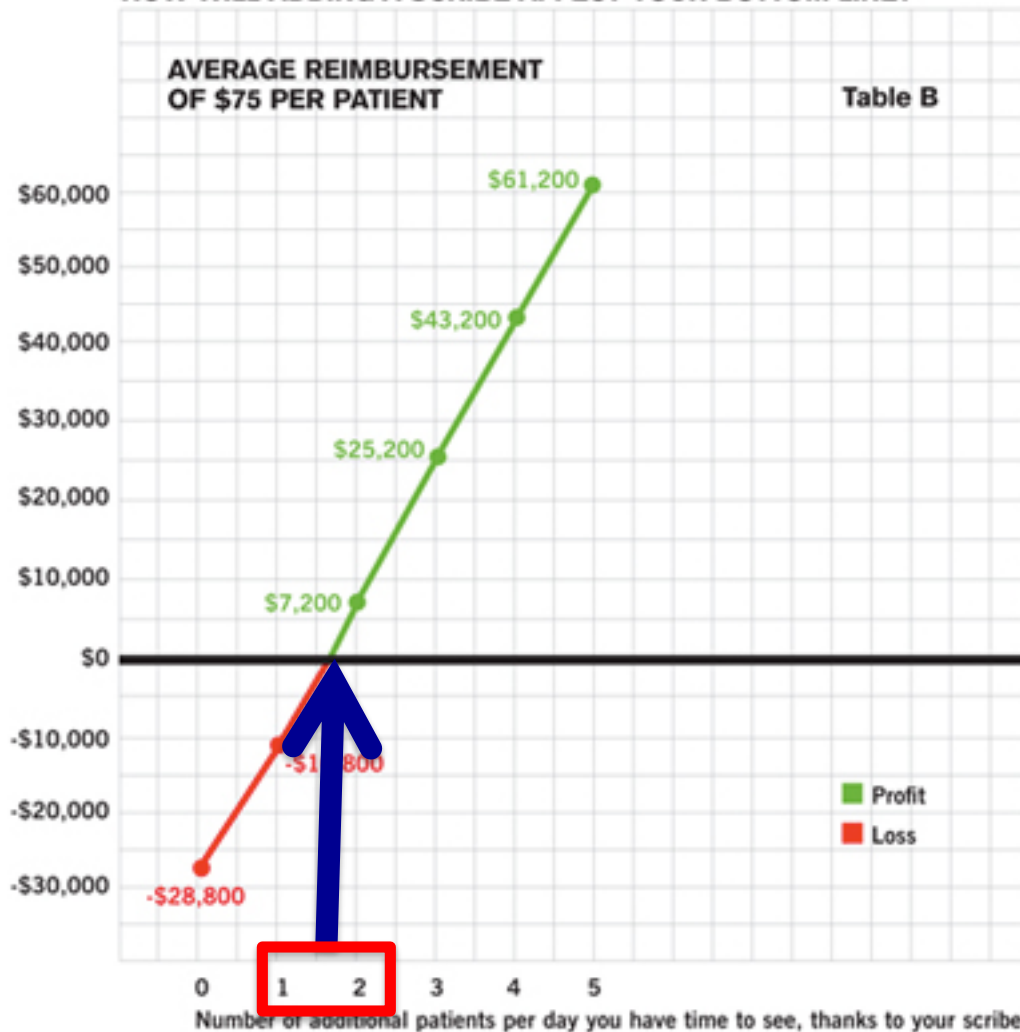


Bottom Line on Scribe

- Doctor eyeball-to-eyeball time with patient reduced from 15 - 20 minutes to <5 minutes
- You are more efficient and can see more patients and do more office procedures if you use a scribe
- **You can be home for dinner!**

Economics of a Scribe

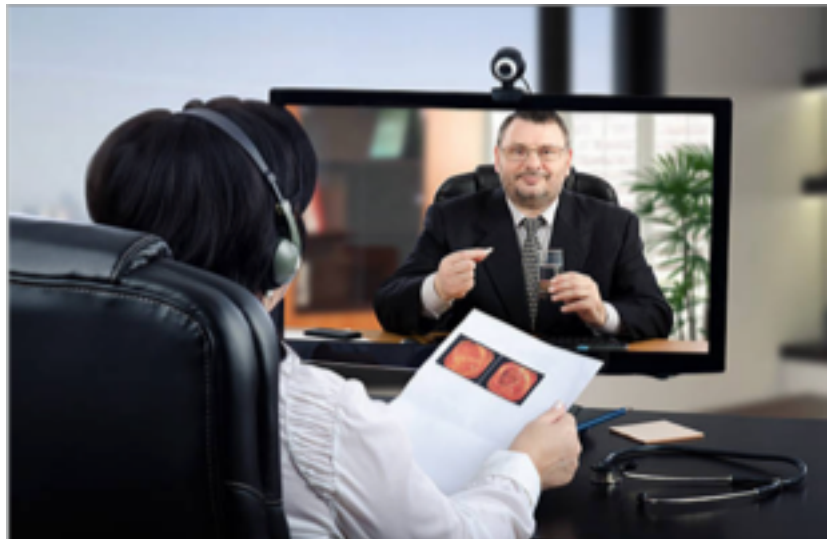
HOW WILL ADDING A SCRIBE AFFECT YOUR BOTTOM LINE?



Economics of A Scribe

- If you Increase just 1 patient\hour
- Work 7 hours\day
- 7 additional patients\day
- Each patient increases revenue by ~\$75-\$100
- Work 5 days a week and 48 weeks\yr
- **Bottom line: Increase of annual revenue of \$126,000-\$168,00!!**

Telemedicine



Benefits of TM to MDs

- Appointment cycle time in office ~70' vs 24'
- Can hold TM-clinics after hours with no staff
- Used for patients with low-complexity problems

Telemedicine To Increase Efficiency and Productivity

- Use *only* with existing patients
- Best for discussing results of lab and imaging tests and medication refills
- Used for post-op patients
- Can be seamlessly integrated into existing EMR and PMS
- Works on mobile devices and PCs

Telemedicine

- Enhances patient satisfaction-no time from work, no parking, no travel time
- Implemented in minutes
- ***Boosts efficiency-Home for Dinner!***
- Enhance productivity-automated eligibility checks

Telemedicine-Current Status

- ~33 states have parity laws-ins. co. *must* pay for telemedicine visits same as for in-person (F-T-F) visits

Future of TM


- Will eventually be an extension of gyn's office
- Patient request for TM will increase
- Estimated an increase to 50% patients seen through TM

Patient Education

- Education and patient satisfaction
- Your compensation will soon depend on it




Wallboards to Educate Patients



Welcome to
Neil Baum, MD

Add healthy foods like these for a HEALTHY PROSTATE

- Whole grain bread
- Fish
- Avocados
- Leafy greens like spinach
- Beans



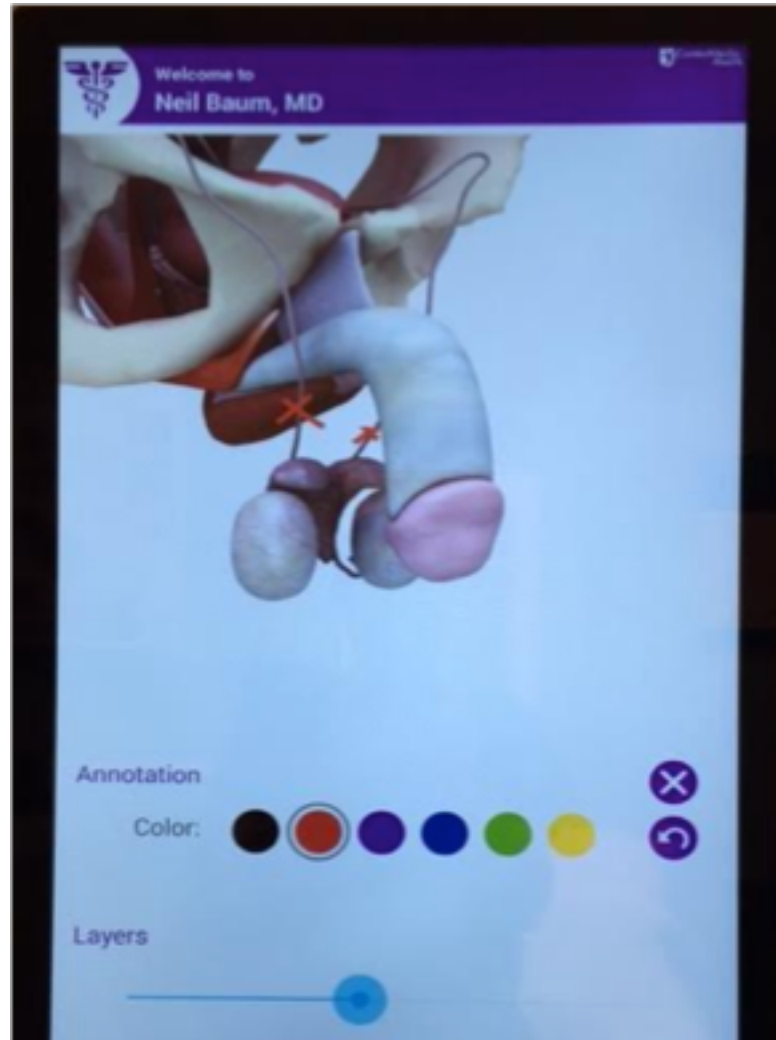
Source: <http://www.health.harvard.edu/healthyfood> © 2014 All rights reserved. All other graphics used.

Educate Patients With Wall Boards

- Placed in every exam room
- Can make explanations that are easily understood by the patient AND family
- Helpful for most Gyn conditions: infertility, cancer screening, BSE

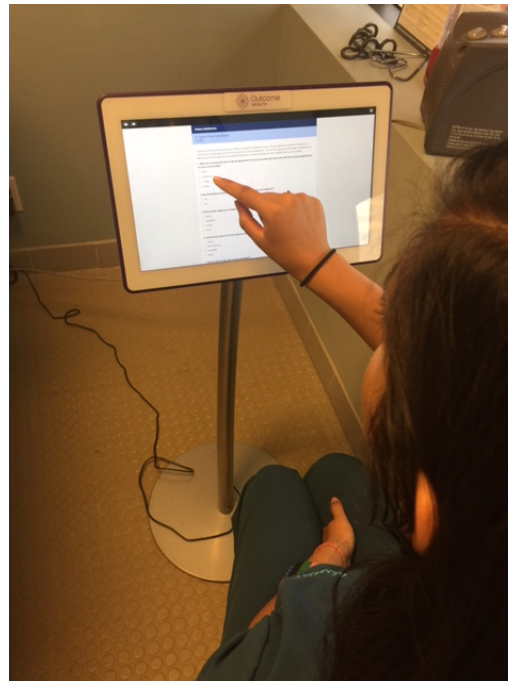


outcomehealth.com



Also includes kiosk in every exam room

- Can show your videos
- Allows you to survey every patient at the POS
- Improves your ORM and patient satisfaction surveys



Available from outcomehealth.com

- Cost? FREE!!
- Call Sarah Donley
- Tell her the Whiz sent ya!

Patient Educational Materials

Goal: every patient leaves with at least one piece of educational material that has name of doctor and practice on the handout material

Examples

- FAQs on medications prescribed (10-20 meds)
- Urinary incontinence
- Weight loss
- Explanation of procedures and surgery
- BSE
- Kegels for women

FAQs on Commonly Used Medications

Dr. Neil Baum

3525 Prytania St Ste. 614

New Orleans, La 70115

FAQs About Rapaflo (Silodosin)

Rapaflo (silodosin) belongs to a group of drugs called alpha-adrenergic blockers. Rapaflo helps relax the muscles in the prostate and bladder neck, making it easier to urinate.

Rapaflo is used to improve urination in men with benign prostatic hyperplasia (enlarged prostate).

Important information about Rapaflo

You should not take Rapaflo if you have severe kidney or liver disease, or if you are also using ketoconazole (Extina, Ketozole, Nizoral, Xolegal), itraconazole (Sporanox), or ritonavir (Norvir).

Do not take Rapaflo with other similar medicines such as alfuzosin (Uroxatral), doxazosin (Cardura), prazosin (Minipress), tamsulosin (Flomax), or terazosin (Hytrin).

Rapaflo may cause dizziness or fainting, especially when you first start taking it. Be careful if you drive or do anything that requires you to be alert. Avoid standing for long periods of time or becoming overheated during exercise and in hot weather. Avoid getting up too fast from a sitting or lying position, or you may feel dizzy.

Rapaflo can affect your pupils during cataract surgery. Tell your eye surgeon ahead of time that you are using Rapaflo. Do not stop using Rapaflo before surgery unless your surgeon tells you to.

There are many other drugs that can interact with Rapaflo. Tell your doctor about all medications you use.

Before taking Rapaflo

You should not take Rapaflo if you are allergic to silodosin, or if you have:

- severe kidney disease
- severe liver disease
- if you are also using ketoconazole (Extina, Ketozole, Nizoral, Xolegal), itraconazole (Sporanox), or ritonavir (Norvir).

Do not take Rapaflo with other similar medicines such as alfuzosin (Uroxatral), doxazosin (Cardura), prazosin (Minipress), tamsulosin (Flomax), or terazosin (Hytrin).

If you have liver or kidney disease or a history of prostate cancer, you may need a Rapaflo dose adjustment or special tests to safely take this medication.

Rapaflo can affect your pupils during cataract surgery. Tell your eye surgeon ahead of time that you are using this medication. Do not stop using Rapaflo before surgery unless your surgeon tells you to.

Although Rapaflo is not for use in women, silodosin is not expected to harm an unborn baby. If you are a woman using this medication, tell your doctor if you are pregnant or breast-feeding. Rapaflo is not for use in children.

Rapaflo side effects

Get emergency medical help if you have any of these signs of an allergic reaction to Rapaflo: hives; difficulty breathing; swelling of your face, lips, tongue, or throat.

Stop using Rapaflo and call your doctor at once if you have a serious side effect such as:

- feeling like you might pass out
- penis erection that is painful or lasts 4 hours or longer

Less serious Rapaflo side effects may include:

- mild dizziness
- headache
- diarrhea
- abnormal ejaculation
- runny or stuffy nose, sore throat

What should I avoid while taking Rapaflo?

- Rapaflo may impair your thinking or reactions. Be careful if you drive or do anything that requires you to be alert.
- To prevent dizziness, avoid standing for long periods of time or becoming overheated during exercise and in hot weather.
- Avoid getting up too fast from a sitting or lying position, or you may feel dizzy. Get up slowly and steady yourself to prevent a fall. Drinking alcohol can increase certain side effects of Rapaflo.

Prior Authorization-A New Headache!

- A drain on staff time
- Requires uncompensated urol. time
- Not related to enhanced care for our patients
- According to AMA: problem here to stay
recommend automation

PAAs- Electronic Options

- PassLinkMD.com
- Automatically routes PA to payer
- Based on CPT and ICD codes
- Response delivered *immediately*
- EHR integration possible

From Auth To Payment Capture With PT Signature

From

NEIL BAUM, MD
Tax 741930622
NPI 1952448854

THOMAS EWING MD
Tax ID 20-2971178
NPI 1730188533

ESTIMATE OF CHARGES

Patient Name: _____ Date: _____

Procedure PROSTATE BIOPSY

76872 \$400 J1580 \$6.00
76942 \$250 96372 mod 59 \$60
55700 \$346

ICD-9 790.93 ICD-10 R97.2 Elevated PSA

Date Procedure Scheduled: _____ Place of Service _____

Insurance _____ Policy # _____ DOB _____

Policy effective date: _____

Deductible \$ _____ Met \$ _____ Remaining \$ _____
Individual family individual family

Out of Pocket \$ _____ Met \$ _____ Remaining \$ _____
Individual family individual family

Does the Out of Pocket _____ Include _____ or _____ Exclude _____ the Deductible?



To

NAME OF CLINIC
3320 Chicago Ave S Suite 427, Minneapolis, MN 55427
Phone 612-331-2289 Fax 612-331-2289 TDD 612-331-1115

ESTIMATE OF CHARGES

PATIENT NAME: Leanna Lindren D.O.B: 01/21/1964 DATE: 12/12/2016

CPT: J5017 PROCEDURE: ELIGARD UNITS: 6 96402 ICD-10: C61

CPT: J5017 PROCEDURE: ELIGARD UNITS: 6 96402 ICD-10: C61

DATE OF SERVICE: 12/12/2016 PLACE OF SERVICE: Allina Hospitals & Clinics PROVIDER: ASHU KATARIA

INSURANCE: BLUE CROSS BLUE SHIELD POLICY # 192869308 EFF TO: 05/14/2015

DEDUCTIBLE \$ 5000.00 MET \$ 1920.00 REMAINING \$ 3080.00

OUT OF POCKET \$ 5000.00 MET \$ 1920.00 REMAINING \$ 3080.00

THE OUT OF POCKET INCLUDES THE DEDUCTIBLE

CONSURANCE PAYS 20% / 20% THEN 100% AFTER DEDUCTIBLE & CONSURANCE HAVE BEEN MET.

Authorized PATIENT OWES: \$43.00 REF NAME: BLUE CROSS BLUE SHIELD REF NO: 234672482

PATIENT SIGNATURE: *Leanna Lindren* DATE: 12/12/2016

** This amount represents an ESTIMATION of the amount you can expect to pay to Dr. Baum or Dr. Ewing. It is based on payments received from your insurance company for the same or similar procedure. The final amount due from you can only be determined once the insurance company processes the claim for payment. If your insurance company determines that you owe a different amount than what we estimated, then you will either receive a bill or a refund for the difference.

Please note that any surgeries performed outside of the office setting, you will receive separate statements for services from: Hospital Room Charges, Operating Room, Anesth. Surgeon, Anesthesiologist, Laboratory, Radiology, Consulting Physicians, or Other.



Savings

- Ex: Aetna cost of PAs
 - Manually or ol' fashioned...\$7.17\PA
 - Electronic method ...\$1.47\PA
- Savings \$5.70\PA
- Ex: 25 PAs\week = **>\$500\gyn\month**
or
\$6000\yr!

Finally: Managing Pharma Reps



Summary

Successful gynecologic practices incorporate technology to improve the efficiency and productivity of their practices

and

The gynecologists "are home for dinner"!