hfma
arkansas chapter

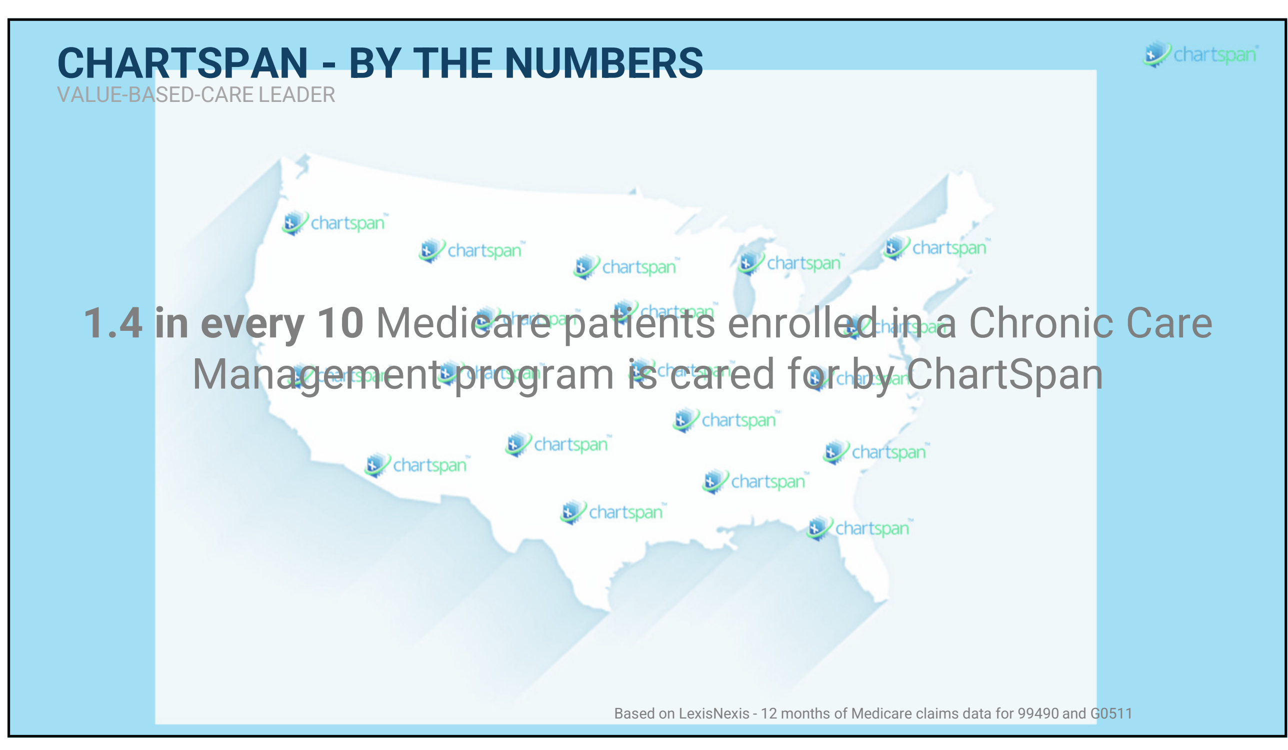
Mastering Chronic Care Management in Arkansas

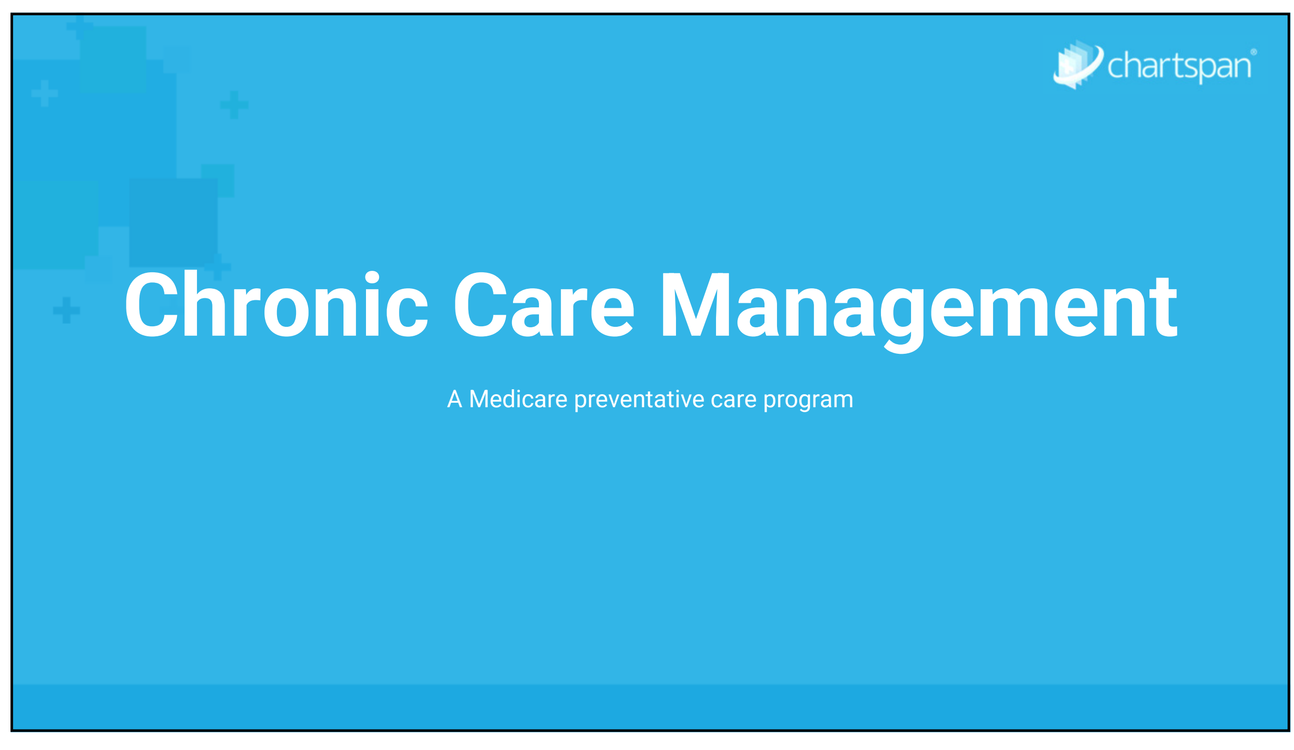
APRIL 12, 2024

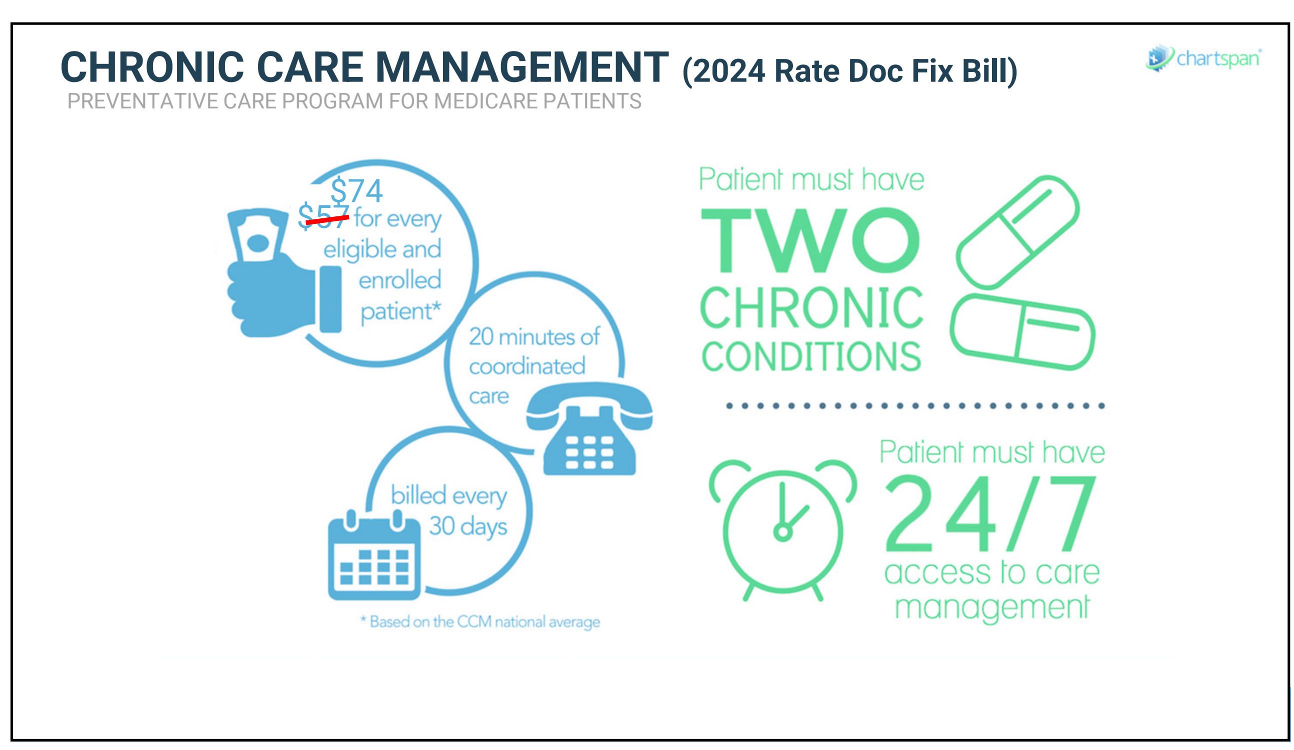
Shane Grivich,
Co-Founder & Chief Strategy Officer

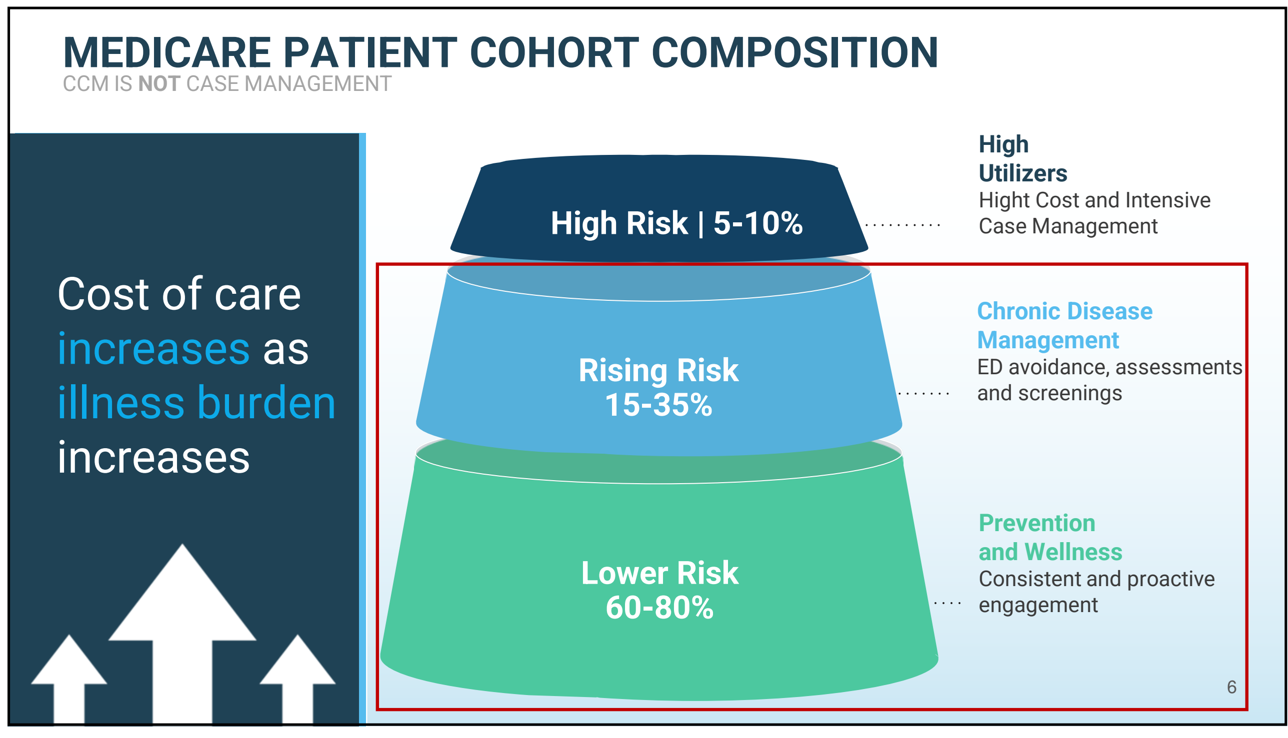
EXPERIENCE

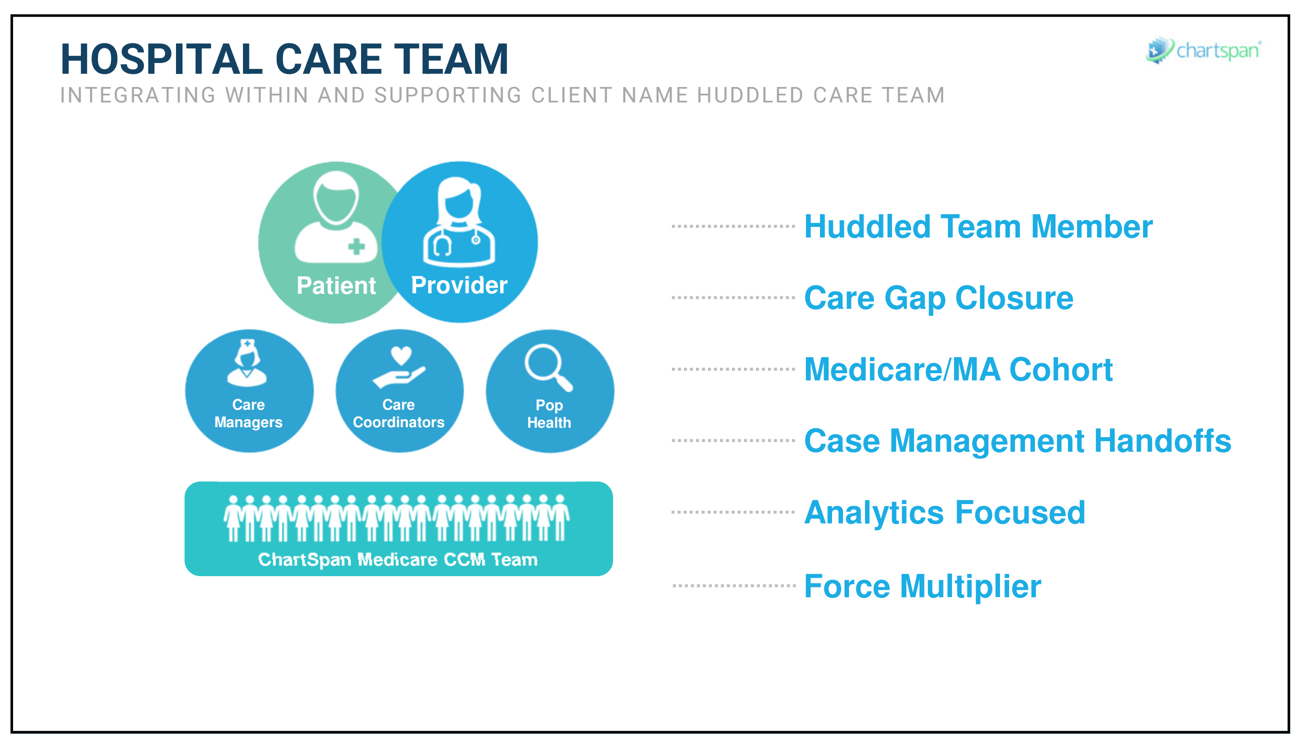
- **Largest** Medicare care coordination provider in the U.S.
- **3 million+** monthly unique patient encounters
- Invested **$50,000,000** into infrastructure, technology, people and processes.


CHARTSPAN - BY THE NUMBERS
VALUE-BASED-CARE LEADER
chartspan
1.4 in every 10 Medicare patients enrolled in a Chronic Care Management program is cared for by ChartSpan
Based on LexisNexis - 12 months of Medicare claims data for 99490 and G0511


chartspan
Chronic Care Management
A Medicare preventative care program


CHRONIC CARE MANAGEMENT (2024 Rate Doc Fix Bill)
PREVENTATIVE CARE PROGRAM FOR MEDICARE PATIENTS
chartspan
$74
$57 for every eligible and enrolled patient*
20 minutes of coordinated care
billed every 30 days
* Based on the CCM national average
Patient must have
TWO
CHRONIC
CONDITIONS
Patient must have
24/7
access to care management


MEDICARE PATIENT COHORT COMPOSITION
CCM IS NOT CASE MANAGEMENT
Cost of care increases as illness burden increases
High Risk | 5-10%
High Utilizers
Hight Cost and Intensive Case Management
Rising Risk 15-35%
Chronic Disease Management
ED avoidance, assessments and screenings
Lower Risk 60-80%
Prevention and Wellness
Consistent and proactive engagement
6


HOSPITAL CARE TEAM
INTEGRATING WITHIN AND SUPPORTING CLIENT NAME HUDDLED CARE TEAM
chartspan
Patient
Provider
Care Managers
Care Coordinators
Pop Health
ChartSpan Medicare CCM Team
Huddled Team Member
Care Gap Closure
Medicare/MA Cohort
Case Management Handoffs
Analytics Focused
Force Multiplier

CCM SERVICES
REINFORCE PROVIDER CARE INSTRUCTIONS
Medications
Medication Reviews
History
Patient Health History
Community
Center of Care Continuum
Records
Records Clearinghouse
Services
Health Services Inventory
Adherence
Appointment Adherence
Care Plan
Support Provider Instructions
Goals
Patient Focused Goals
24/7/365
Triage & Care Support
Assessments
Assessments & Screenings
Behavioral
Psychosocial Assessments
Social
Social Determinants of Health
8

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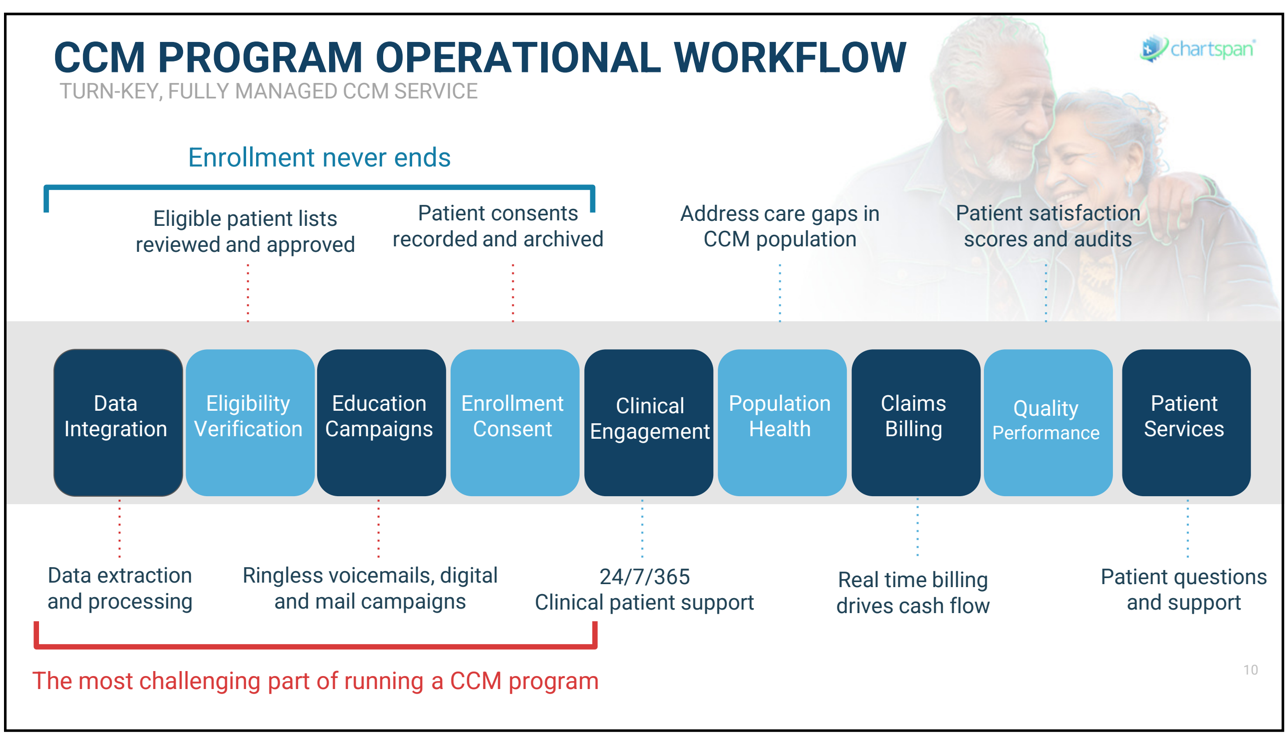
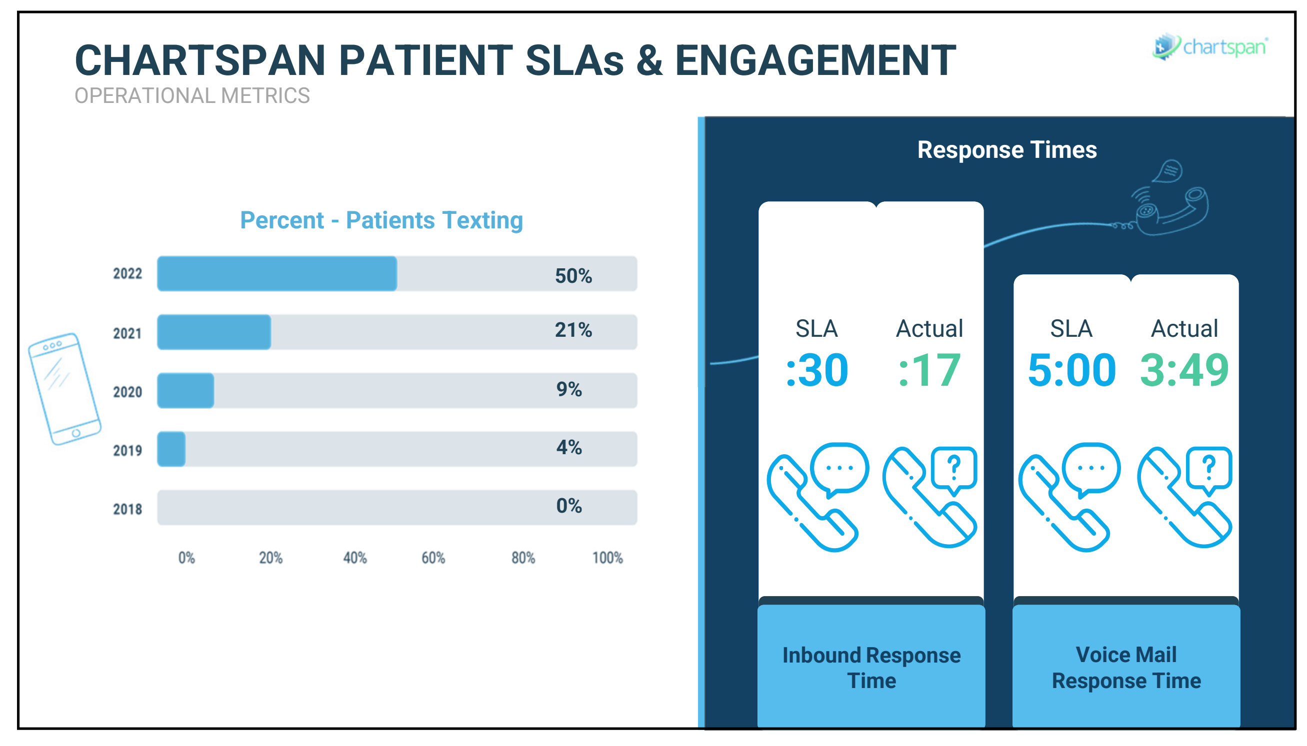
CCM Operations



CCM PROGRAM OPERATIONAL WORKFLOW
TURN-KEY, FULLY MANAGED CCM SERVICE
chartspan
Enrollment never ends
Eligible patient lists reviewed and approved
Patient consents recorded and archived
Address care gaps in CCM population
Patient satisfaction scores and audits
Data Integration
Eligibility Verification
Education Campaigns
Enrollment Consent
Clinical Engagement
Population Health
Claims Billing
Quality Performance
Patient Services
Data extraction and processing
Ringless voicemails, digital and mail campaigns
24/7/365 Clinical patient support
Real time billing drives cash flow
Patient questions and support
The most challenging part of running a CCM program
10

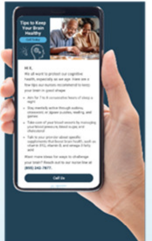
OMNICHANNEL COMMUNICATIONS
TWO-WAY PATIENT ENGAGEMENT THROUGH TEXT, CALLS, EMAIL
What your patients receive:
24/7
24-7 nurse line
LIVE
Live Chat
Monthly phone calls
Two-way texting
Two-way email
Direct mail
Patient portal
What CMS requires:
“Provide patients and caregivers enhanced opportunities to communicate with their practitioners about their care by phone and through secure messaging, secure web, or other asynchronous non-face-to-face consultation methods (like email or secure electronic patient portal)”
(MLN CCM Sep. 2022, pg. 14)


CHARTSPAN PATIENT SLAs & ENGAGEMENT
OPERATIONAL METRICS
chartspan
Percent - Patients Texting
2022
50%
2021
21%
2020
9%
2019
4%
2018
0%
0%
20%
40%
60%
80%
100%
Response Times
SLA
:30
Actual
:17
SLA
5:00
Actual
3:49
Inbound Response Time
Voice Mail Response Time

Enrollment

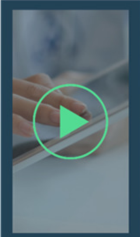
EDUCATING PATIENTS ABOUT CCM

PATIENT MARKETING



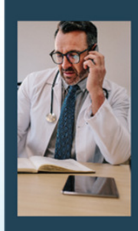
Email Campaigns

Enrolled patients receive monthly educational emails



Video Education

Compelling informational videos for patients



Ringless Voicemail

Provider-recorded messages to drive patient engagement

Printed Materials

Introductory letters or postcards and welcome packets mailed to patients

Practice Materials

Brochures, posters, and waiting room slideshow

Enhanced Call
Branding Technology
FOR ALL PRACTICES
ChartSpan offers customers enhanced call branding!
This new technology shows your practice's name* when we call your patients. And it's compatible with major cell carriers–T-Mobile, Verizon, and Sprint.
*Character limits apply
Chambers
Memorial Hospital
Call branding helps:
Increase patient trust
Separate our calls from the spam Medicare patients often receive
Build a strong connection with your practice
Customers who chose call branding saw:
A 10% increase in patients who answered calls
A 3% increase in CCM enrollment rates

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Clinical Services

NURSES FIRST

ChartSpan's Clinical Services Model

Employed Nurses Lead the Care of Every Patient

- ✓Each patient's care is supervised by a nurse
- ✓Effective management of chronically ill patients' clinical needs
- ✓Dedicated nurses are assigned to specific practices & patients
- ✓Clinicians and patients matched regionally
- ✓Better patient outcomes, patient retention, and oversight of lower-level clinical staff

CHARTSPAN CHART-MARKERS™

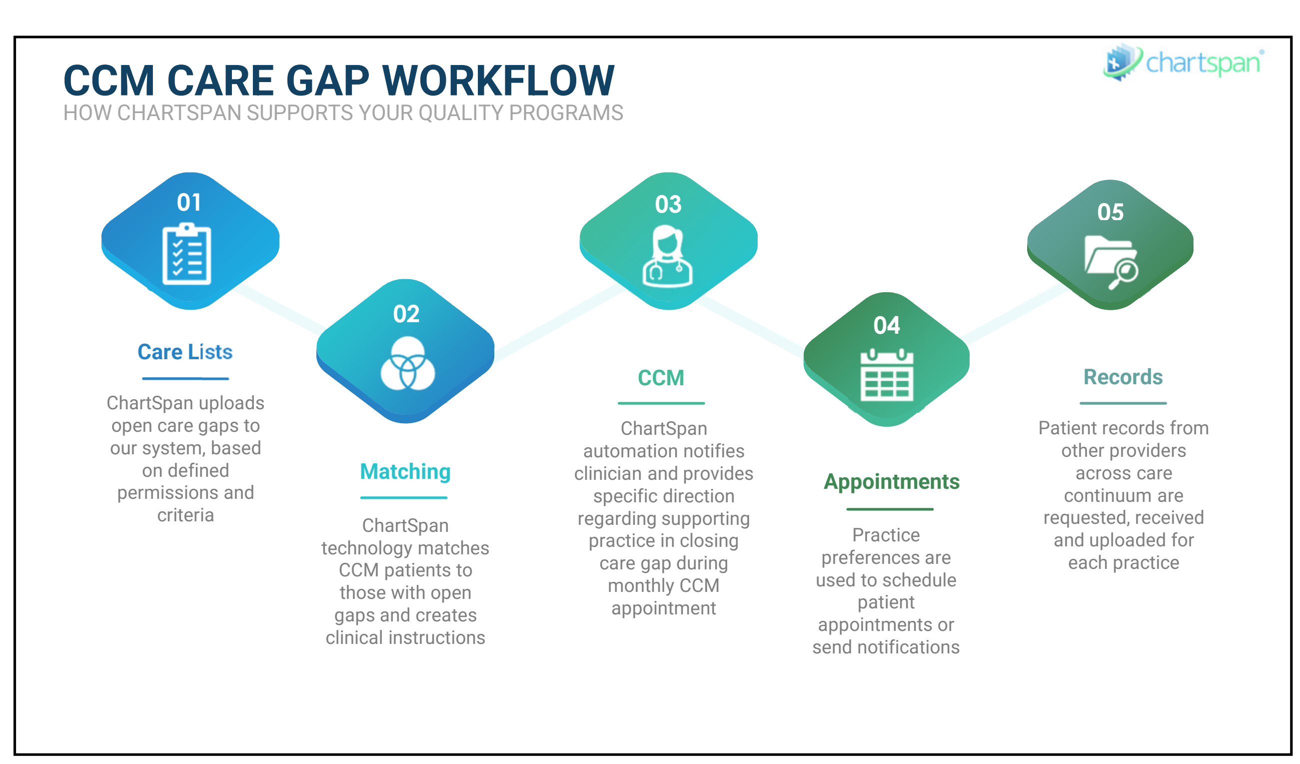
12 MONTH, SEQUENCED PATIENT CARE JOURNEY

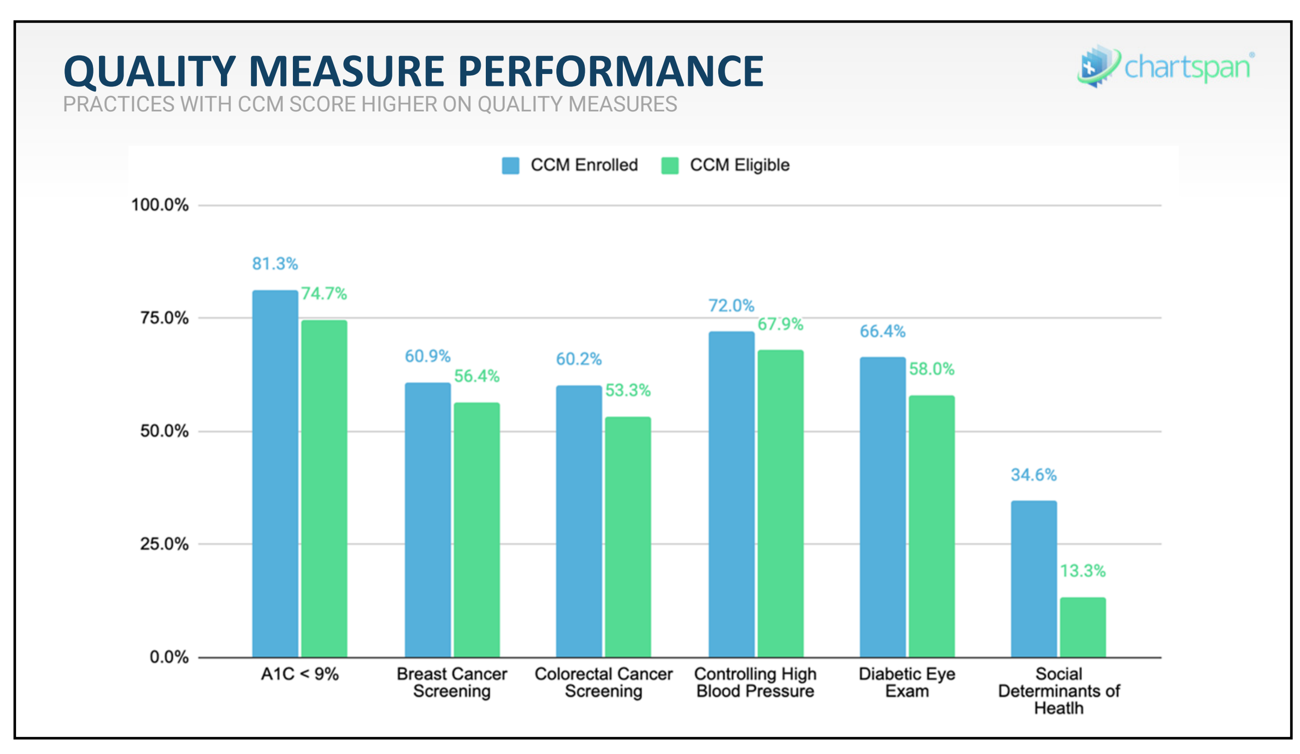
chartspan

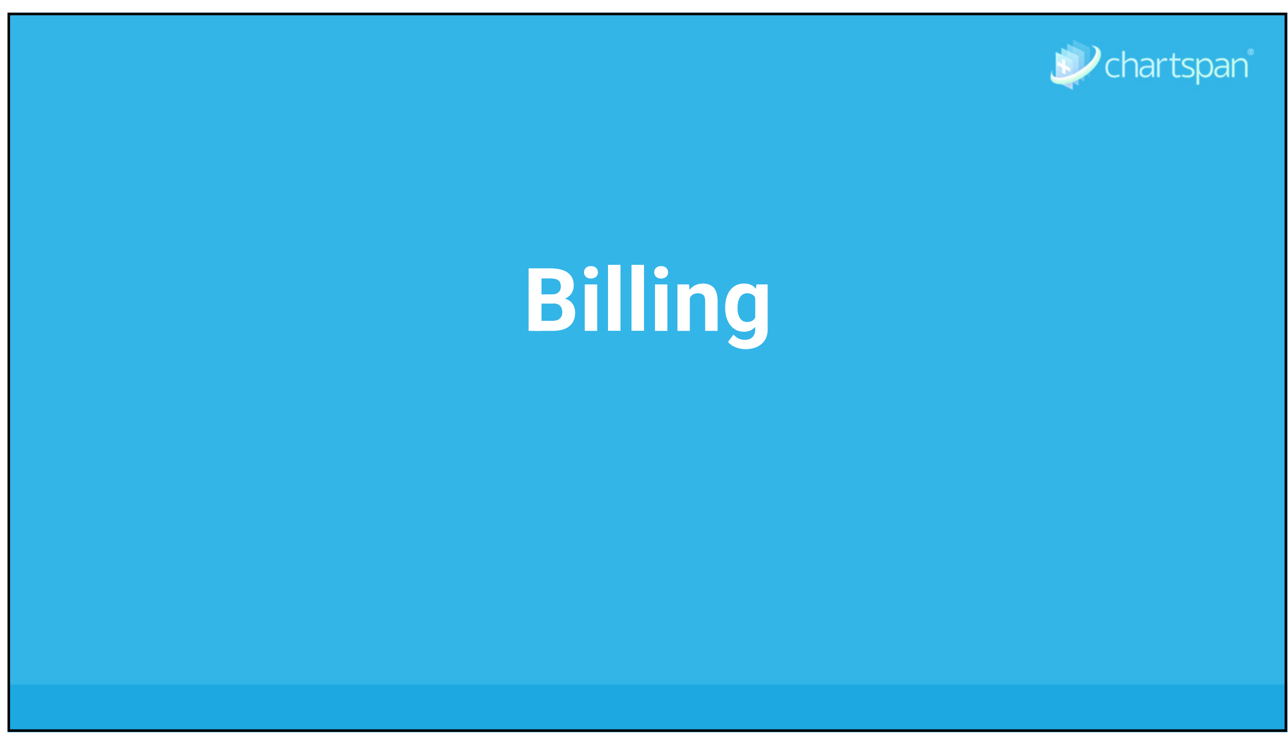
	Inventory Markers | Assess	Identify Markers | Detect	Intervene Markers | Action
Patient Engagements 1-6	✓ Health History Review ✓ Care Continuum Inventory ✓ (provider record retrieval) ✓ SDOH Screenings ✓ Medication Adherence Screenings ✓ Cognitive Screenings ✓ Functional (ADL) Assessment ✓ Client focused preventative screenings ✓ Establish SMART Care Goals	✓ Condition Management Challenges ✓ Health Education Needs ✓ Provider Access/Health Equity Issues ✓ Social Barrier Discovery ✓ Medication Problem Identification ✓ Mental and Social Indicators ✓ Tertiary Service Need Identification ✓ SMART Care Goal Non-Adherence	✓ Provider and Service Accessibility ✓ Social Partner Connections ✓ Improved Condition Self-Management ✓ Provider Awareness ✓ Medication Compliance ✓ Engage Tertiary Service Providers ✓ SMART Care Goal Adherence
Patient Engagements 7-12	✓ Fall Risk Screening ✓ Durable Medical Equipment Needs ✓ Daily Health Assessment ✓ Client focused preventative screenings ✓ SMART Care Goals Management ✓ Care Plan Management	✓ Fall Risk Indications ✓ Medical Device Suitability ✓ Tertiary Service Need Identification ✓ Early Impairment Association ✓ SMART Care Goal Non-Adherence	✓ Provider Awareness ✓ Medical Equipment Needs Filled ✓ Engage Tertiary Service Providers ✓ Mental Health Support ✓ SMART Care Goal Adherence

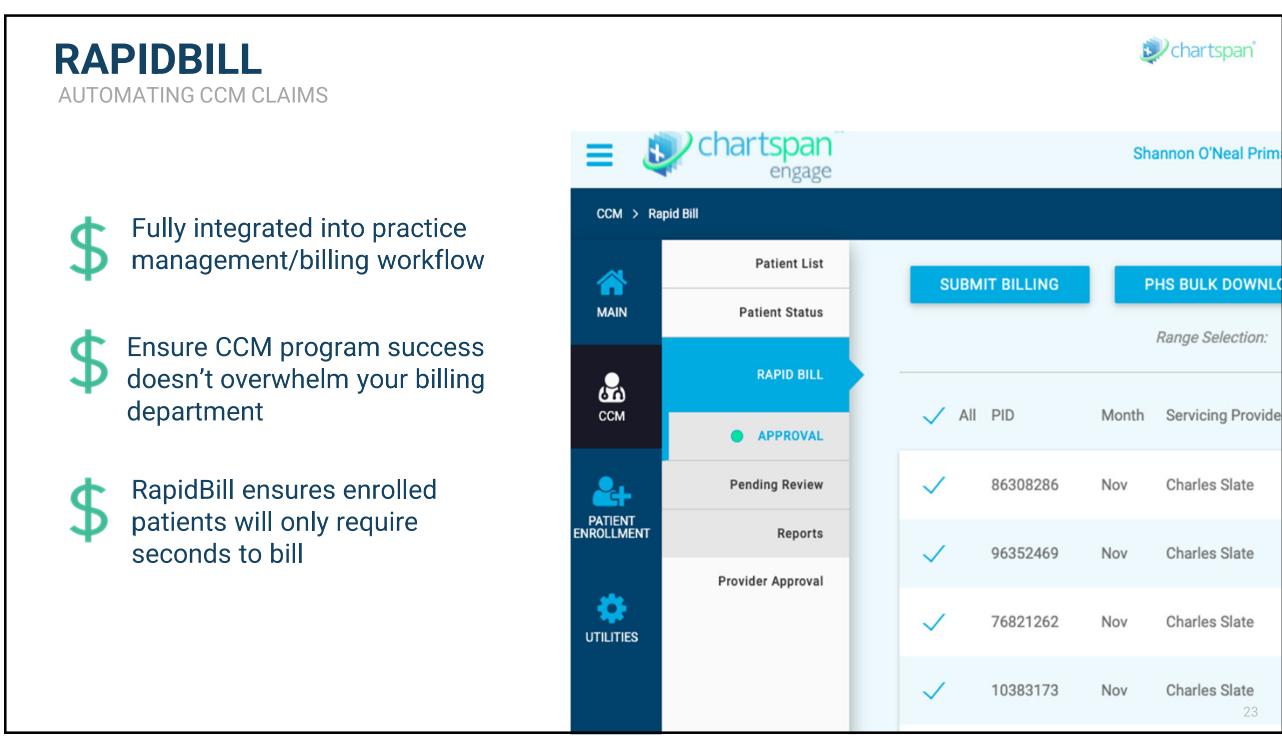
Annually	6-12 Screenings & Assessments	12-24 Outreach Attempts	2-3 Clinical Notifications	1-2 Condition Detections	2-3 Care Gap Assists	3-4 Patient Assists

Pop Health/Quality Support




QUALITY MEASURE PERFORMANCE
PRACTICES WITH CCM SCORE HIGHER ON QUALITY MEASURES
chartspan
CCM Enrolled
CCM Eligible
100.0%
75.0%
50.0%
25.0%
0.0%
81.3%
74.7%
60.9%
56.4%
60.2%
53.3%
72.0%
67.9%
66.4%
58.0%
34.6%
13.3%
A1C < 9%
Breast Cancer Screening
Colorectal Cancer Screening
Controlling High Blood Pressure
Diabetic Eye Exam
Social Determinants of Heatlh


chartspan
Billing


RAPIDBILL
AUTOMATING CCM CLAIMS
chartspan
Fully integrated into practice management/billing workflow
Ensure CCM program success doesn't overwhelm your billing department
RapidBill ensures enrolled patients will only require seconds to bill
chartspan engage
Shannon O'Neal Prim
CCM > Rapid Bill
MAIN
CCM
PATIENT ENROLLMENT
UTILITIES
Patient List
Patient Status
RAPID BILL
APPROVAL
Pending Review
Reports
Provider Approval
SUBMIT BILLING
PHS BULK DOWNL
Range Selection:
All PID Month Servicing Provide
86308286 Nov Charles Slate
96352469 Nov Charles Slate
76821262 Nov Charles Slate
10383173 Nov Charles Slate

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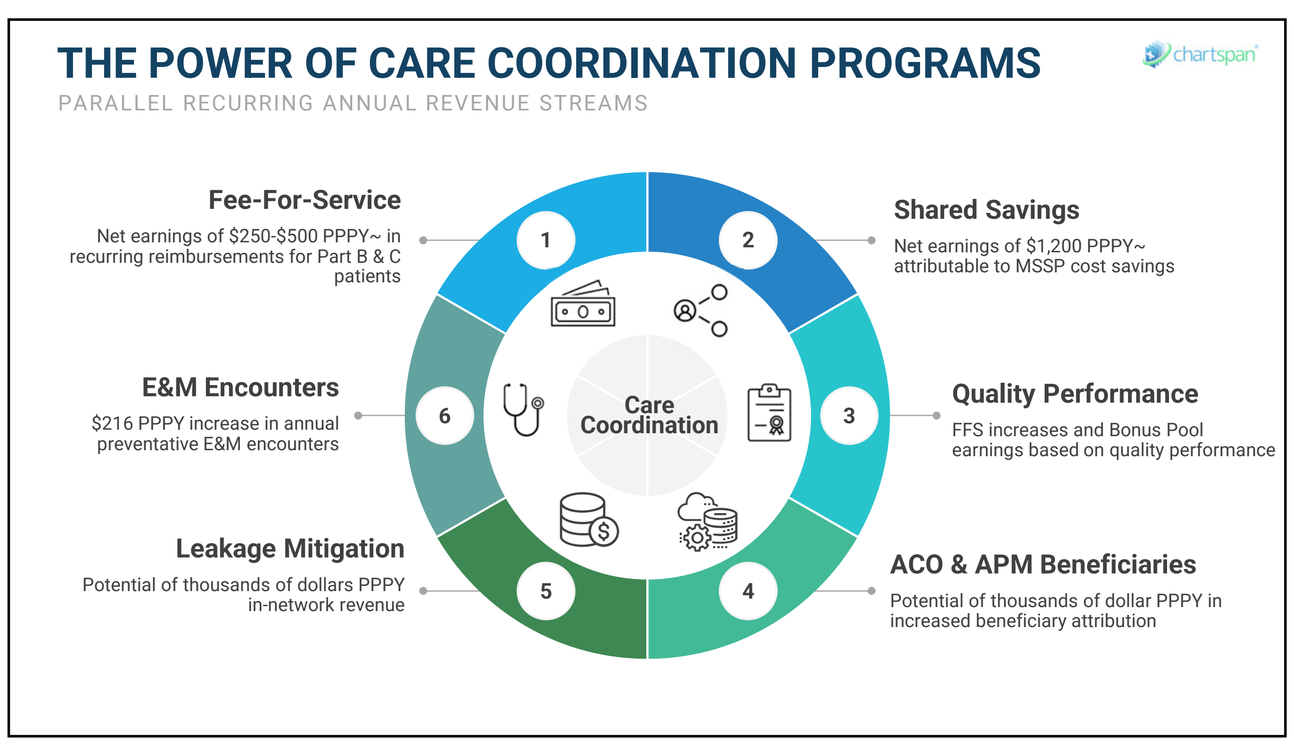
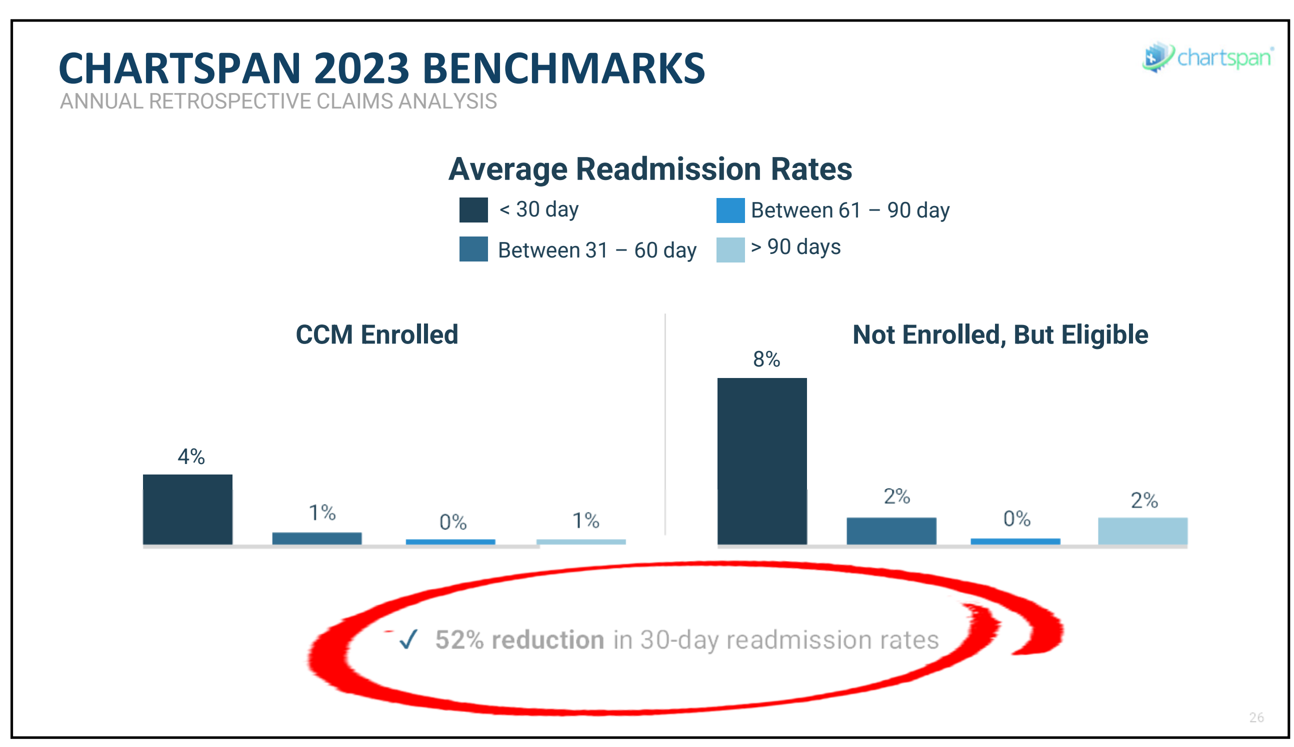
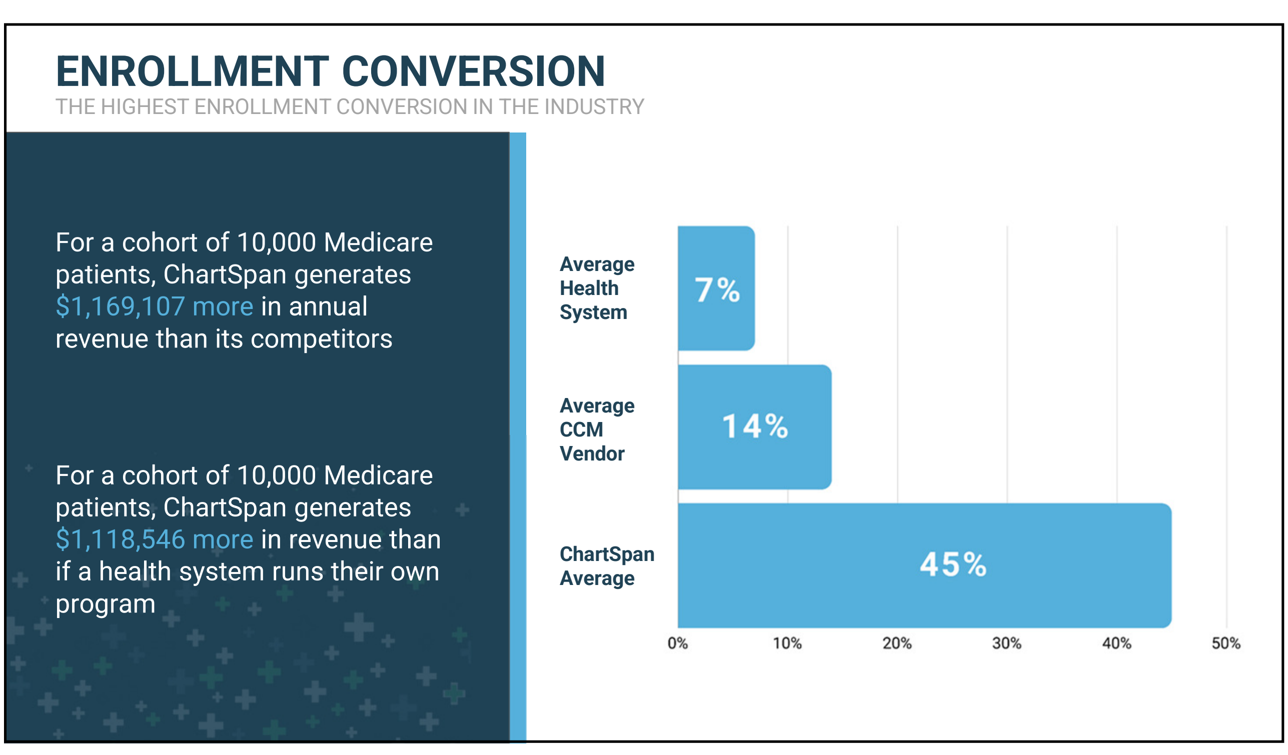
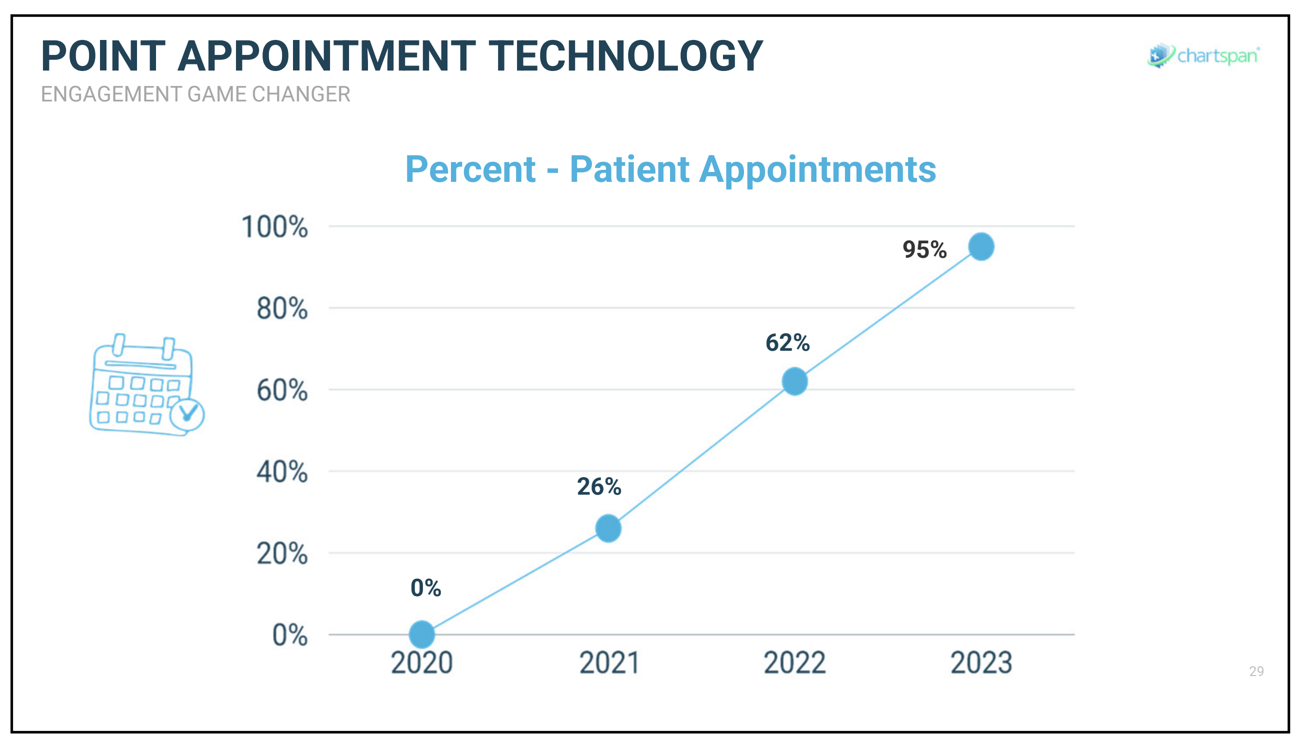
CCM EFFECTIVITY

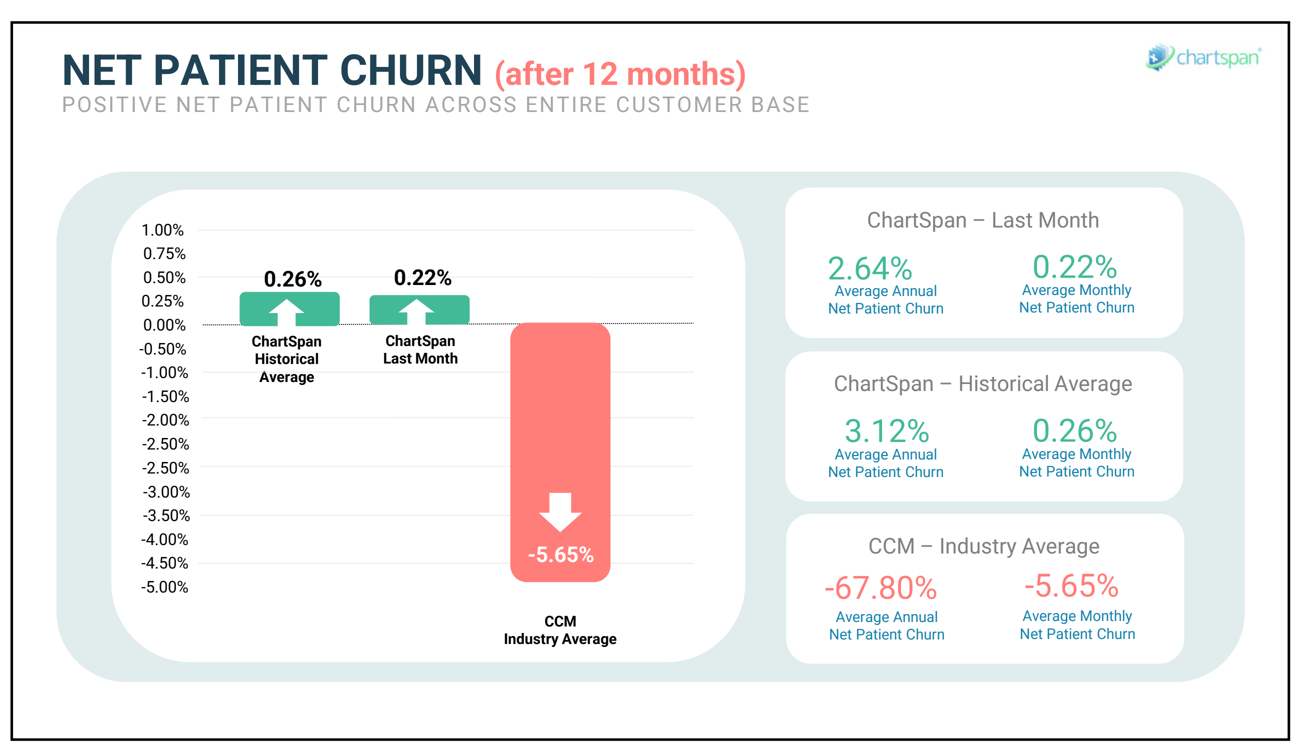

THE POWER OF CARE COORDINATION PROGRAMS
PARALLEL RECURRING ANNUAL REVENUE STREAMS
chartspan
Care Coordination
1
Fee-For-Service
Net earnings of $250-$500 PPPY~ in recurring reimbursements for Part B & C patients
2
Shared Savings
Net earnings of $1,200 PPPY~ attributable to MSSP cost savings
3
Quality Performance
FFS increases and Bonus Pool earnings based on quality performance
4
ACO & APM Beneficiaries
Potential of thousands of dollar PPPY in increased beneficiary attribution
5
Leakage Mitigation
Potential of thousands of dollars PPPY in-network revenue
6
E&M Encounters
$216 PPPY increase in annual preventative E&M encounters


CHARTSPAN 2023 BENCHMARKS
ANNUAL RETROSPECTIVE CLAIMS ANALYSIS
chartspan
Average Readmission Rates
< 30 day
Between 31 – 60 day
Between 61 – 90 day
> 90 days
CCM Enrolled
4%
1%
0%
1%
Not Enrolled, But Eligible
8%
2%
0%
2%
✓ 52% reduction in 30-day readmission rates
26

Differentiators




POINT APPOINTMENT TECHNOLOGY
ENGAGEMENT GAME CHANGER
chartspan
Percent - Patient Appointments
100%
80%
60%
40%
20%
0%
0%
26%
62%
95%
2020
2021
2022
2023
29


NET PATIENT CHURN (after 12 months)
POSITIVE NET PATIENT CHURN ACROSS ENTIRE CUSTOMER BASE
chartspan
1.00%
0.75%
0.50%
0.25%
0.00%
-0.50%
-1.00%
-1.50%
-2.00%
-2.50%
-2.50%
-3.00%
-3.50%
-4.00%
-4.50%
-5.00%
0.26%
0.22%
ChartSpan Historical Average
ChartSpan Last Month
-5.65%
CCM Industry Average
ChartSpan – Last Month
2.64% Average Annual Net Patient Churn
0.22% Average Monthly Net Patient Churn
ChartSpan – Historical Average
3.12% Average Annual Net Patient Churn
0.26% Average Monthly Net Patient Churn
CCM – Industry Average
-67.80% Average Annual Net Patient Churn
-5.65% Average Monthly Net Patient Churn

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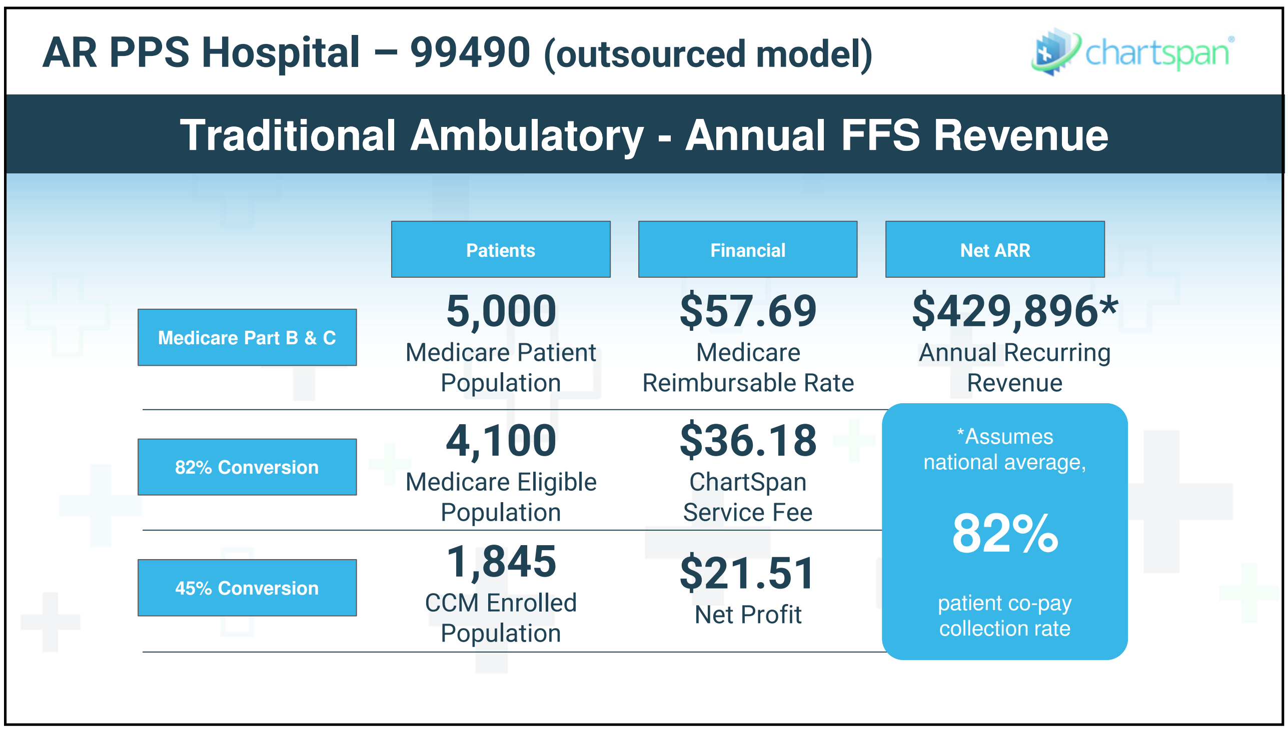
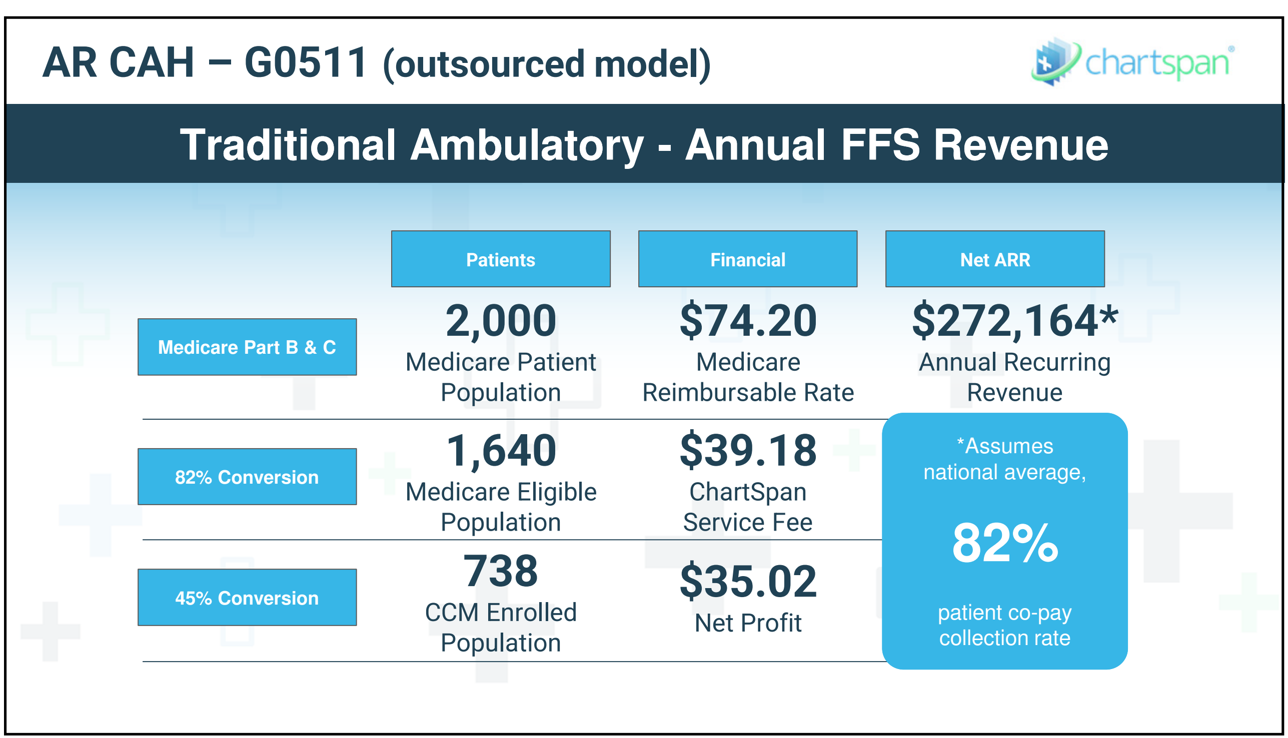
Financial
Examples


AR PPS Hospital – 99490 (outsourced model)
chartspan
Traditional Ambulatory - Annual FFS Revenue
Patients
Financial
Net ARR
Medicare Part B & C
5,000
Medicare Patient Population
$57.69
Medicare Reimbursable Rate
$429,896*
Annual Recurring Revenue
82% Conversion
4,100
Medicare Eligible Population
$36.18
ChartSpan Service Fee
45% Conversion
1,845
CCM Enrolled Population
$21.51
Net Profit
*Assumes national average,
82%
patient co-pay collection rate


AR CAH – G0511 (outsourced model)
chartspan
Traditional Ambulatory - Annual FFS Revenue
Patients
Financial
Net ARR
Medicare Part B & C
2,000
Medicare Patient Population
$74.20
Medicare Reimbursable Rate
$272,164*
Annual Recurring Revenue
82% Conversion
1,640
Medicare Eligible Population
$39.18
ChartSpan Service Fee
*Assumes national average,
82%
patient co-pay collection rate
45% Conversion
738
CCM Enrolled Population
$35.02
Net Profit

THANK YOU!
Questions?
shane.grivich@chartspan.com