The Importance of IT in Your Outreach Program

Marci Dop, Laboratory IT Executive and Consultant

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### What is Hospital Outreach?

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IP Labs</strong></td>
<td>(Labs ordered during IP stay)</td>
</tr>
<tr>
<td><strong>OP Labs</strong></td>
<td>(Labs ordered during an OP service like ED or same day surgery)</td>
</tr>
<tr>
<td><strong>Non-Patient Labs</strong></td>
<td>(Labs ordered as a result of a physician office visit)</td>
</tr>
<tr>
<td><strong>DRG</strong></td>
<td>All charges roll to IP stay</td>
</tr>
<tr>
<td><strong>In-Reach</strong></td>
<td>(Physicians employed by system who send you business regardless)</td>
</tr>
<tr>
<td><strong>Out-Reach</strong></td>
<td>(Independent physicians and practices that could send lab work to hospital)</td>
</tr>
</tbody>
</table>

**Billed as Hospital OP**

- DRG
- Billed as Hospital OP

**Billed as an independent lab with established fee schedules**

- **Benefits patients and payers**
- **Lowers hospital reimbursement**
- **Allows hospital to compete in Outreach market and increase lab volumes**

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Technology: a Driver for your Outreach Program

IT SOLUTIONS CAN DIFFERENTIATE YOUR LAB OUTREACH PROGRAM IN THE FOLLOWING AREAS:

- LIS
- Connectivity Solution
- Lab Automation
- Call Center
- Courier
- Billing
Technology: a Driver for your Outreach Program

➢ It is no longer enough to just connect to your clients!

➢ EMRs are not sophisticated when it comes to lab ordering and resulting
   ▪ Labs that can fill this gap are the ones physicians want to use

➢ The right technology plays a vital role in maximizing reimbursements per order and reducing preventable billing denials
   ▪ 90% of billing errors can be preventable

➢ They expect their patients to have a problem free lab experience
   ▪ From specimen collection, to receipt of the bill!

➢ This new challenge called COVID-19
IT for Outreach

IT IS IMPORTANT TO DEVELOP A SUITE OF APPLICATIONS THAT SURROUND THE LIS/HIS THAT ARE TAILORED TO MEET THE NEEDS OF THE OUTREACH PROGRAM

Functions and staff necessary that may not currently be in place include:

- Ability to quickly connect to clients for orders and results
- Flexible billing capabilities to meet unique needs of customers
- Dedicated IT staff to support outreach solution
- Strong partnership with Hospital IT support teams
- SLAs with contracting and compliance so any new clients requiring contracts or BAAS are turned around in a timely manner

*The lab needs the support of many hospital departments to be successful*
IT for Outreach

A SUITE OF APPLICATIONS WILL BE NECESSARY TO SUPPORT IT NEEDS OF OUTREACH

Supporting Applications Include:

- Robust physician connectivity package and physician portal able to support the needs of the laboratory and the medical community
- New with COVID, rapid patient intake for pop-up test locations, employer testing and Long-term care facilities
- Software to manage an online test catalog
- Medical necessity checking software
- Robust, customer focused and interactive website
- Automated call distribution center (ACD) for managing call queues and ongoing customer service
- Issue tracking software
- Software for managing couriers, routes and specimen management
- CRM (Customer Relationship Management) software for ongoing management of existing and new accounts and issue tracking. The CRM should integrate with issue tracking
Connectivity and Interfaces

Hospital System

Physician Practice

Build Flexibility

Physician Practice Interfaced
Physician Practice Non-Interfaced
Clinic
Hospital or Reference Lab
Population Health Systems

Orders Result
(Lab & Non-Lab)

Orders Patient
Demographics

Physician Connectivity Software to include a patient portal
Connectivity and Interfaces

Patient Registration

- Rapid deployment of testing locations utilizing PSC module
- Quick patient registration process gathering all user defined patient information
- Patient pre-load options
- Long-term care facility scheduling
- Specimen label printing and requisition printing with barcodes
- ABN printing

What flexibility should you consider

- Stores patient demographics that can be sent to and from various entities (i.e., EMR patient ID)
- Stores and passes orders to LIS or any downstream reference laboratory
- Receives and stores results to any downstream entity needing results including state agencies
- Offers clinician and patient portal
- Ability to build in rules-based routing and load balancing
- Mapping tools for insurance and test codes
- NCD/LCD Cross referencing

Laboratory Connectivity Package

- Receives orders and necessary patient demographics from ELLKAY
- Sends results back to ELLKAY
- Report as necessary
The lab may see up to 30% of claims denied for reasons such as:

<table>
<thead>
<tr>
<th>Problem</th>
<th>Example</th>
<th>Reason for Denial</th>
<th>Resolved</th>
</tr>
</thead>
</table>
| Patient Demographics           | - John vs Johnathan  
- John Doe vs John B. Doe  
- Green, Johnson, Smith, etc. | Misspelled names, use of nicknames, dropped or added middle name, submitted wrong name | Submitted claims must accurately reflect the exact name as printed on the insurance card |
| National Coverage Determinations: List of 24 common tests by CPT codes that are supported by appropriate ICD-10 diagnostic codes | CPT: 85610- Prothrombin Time  
ICD-10 A91 (Dengue hemorrhagic fever) – on list, acceptable  
ICD-10: J09.X2 (Influenza) – not on list, denied | CPT code submitted with an ICD-10 code not on the list | ICD-10 and CPT codes must be included on the list |
| Modifiers (indicates a test has been altered by some specific circumstance but has not changed in its definition) | Modifier 50: Bilateral procedure – bilateral bone marrow performed, 2 charges submitted, one is paid, the 2nd is denied as duplicate service | Appropriate modifier is not used | Second charge (CPT) must have modifier 50 appended to it |
| Mutually Exclusive Edits (codes that should not be reported together) | 81001 – Urinalysis, automated w/ micro  
81015 – Microscopic only | Two mutually exclusive tests ordered on the same day | Can only charge for the 81001 |
| Medically unlikely edits       | 80051 x 3 (electrolyte panel done 3 times) | Limits the # of units / day | If medically necessary to have 3 done, the first two are billed as 80051x2; the third is billed as 80051-59 |
Orders & Results Portal

**FEATURES OF A PORTAL THAT ARE IMPORTANT**

- Ease of ordering through client focused compendium.
- Solve ordering and resulting complexities in practice EMR.
- Full medical necessity and insurance verification functionality.
- Ability to adapt to all mobile devices.
Orders & Results Interfaces

FEATURES OF INTERFACE TOOLS THAT ARE IMPORTANT

- Quick set up to known and new interfaces.
- Dashboards displaying status of each transaction.
- Real time test, insurance and physician mapping.
- Rules based routing.
- Ability to send all results, not just laboratory.
Printing for Lab Efficiency

Specimen ready labels and standardized requisitions are two things that can streamline processing of specimens in the laboratory

- Your laboratory-branded requisitions automatically printed at the practice as soon as the electronic EMR order is sent allows processing staff to always know where to find information on requisitions
- Inconsistency in requisitions is one of the number one reasons for missed tests and missed test information
- Specimen ready labels reduce mislabeling of specimens and save time for the practice and laboratory staff
Optimizing your Website

Do you have access to current analytics for your website and know how to interpret them?

- Every health care system has someone responsible for their website that can review these with you.
- Several good healthcare digital marketing companies that can help.

If you are part of a health system, does your lab’s website stand out?

- Ideally the look and feel should be the same as your health system.
- But your lab website should really stand out and make you competitive.
- How many clicks to get to lab?

Is it an interactive website?

- Does it allow patients to access the closest.
- PSC based on their zip-code?
- Can you then map directions after selecting?
- How does it adapt to smart devices?
Optimizing your Website

HOW USER FRIENDLY IS YOUR WEBSITE?

Who can give feedback on current vs. desired:

<table>
<thead>
<tr>
<th>Clients</th>
<th>Billing, Connectivity, Medical Necessity Tool, Test Directory, Portal Access, Forms, Guides and Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSC Staff</td>
<td>Billing and Insurance, Appointment Scheduling, Home Sample Collection Instructions, Preparing for your Lab Test, Patient Portal, and PSCs</td>
</tr>
<tr>
<td>Client Services</td>
<td>Online Ordering, Directory of Services, Contact Us link, Separate Careers and Education Tabs, PSC locations with maps and additional site-specific detail</td>
</tr>
<tr>
<td>Sales Reps</td>
<td>What are they hearing and what are competitors doing</td>
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</table>
Automating your Call Center: Client Experience

Many calls are taken by laboratory staff in every area of the lab. Consolidating these calls to a Call Center is an opportunity to significantly reduce the time techs spend on the phone and promote a great client experience.

- Call center should be utilized for all areas of the laboratory including: clinicians, outreach clients, specimen transporters, 3rd party couriers, outside hospitals, outside labs, and all others who need direct and immediate communication with the lab.
- One phone number and one point of contact within the lab with a standard message.
- Centralize customer issue resolution to involve as few testing staff as possible with the goal of first call resolution.
- Expedite outgoing calls for critical results, etc. due to dedicated call team.
## Automating your Call Center: Systems

**SYSTEMS UTILIZED BY A CALL CENTER WOULD ENHANCE USER EXPERIENCE:**

<table>
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<tr>
<th>System</th>
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<tr>
<td>ACD System</td>
<td>Allows for phone tree, recording of calls, and statistics associated with calls</td>
</tr>
<tr>
<td>Issue Tracking System</td>
<td>Allows for documentation of issues and conversations</td>
</tr>
<tr>
<td>Call to Case Logging</td>
<td>Recognition of client by phone number with automated ticket logging triggered by call</td>
</tr>
<tr>
<td>Access or Integration to Courier Tracking System</td>
<td>Ability to see where specimen is in transport, dispatch couriers or message couriers</td>
</tr>
<tr>
<td>Technology to access all systems necessary</td>
<td>Dual monitors, head-sets, dashboards etc.</td>
</tr>
<tr>
<td>Supply ordering Solution for Clients</td>
<td>Ability for clients to call and order testing supplies</td>
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Automating Your Call Center: Systems

- Call center should always have monitor of incoming calls
- Wall displays in some call centers
- Ability to create cases/tickets in CRM directly from incoming call via a CRM connector

- CRM used for tracking of all lab outreach specific items, lab outreach projects, client information, etc.
- Health system has their own issue tracking system (IT Help Desk)
- CRM and Issue Tracking at some organizations can be the same.
- Build integration from CRM to health system issue tracking for IT tickets, security tickets, etc.
How COVID-19 Impacted Your IT Department

Overwhelming manual processes:

• Immediate demand for testing
  o Rapid TAT, Pop up sites, back to work testing, may be reference lab for other labs
• Limited resources
  o Multiple IT projects initiated at once
• Multiple testing sources needed due to supply restrictions
  o Creating need for new interfaces
• Rapid connectivity for labs with excess capacity
  o Creating need for new interfaces
• Ever-changing testing environment
  o New analyzers, new testing methods, testing requirement changes
• Flexible reporting requirements for physicians, patients, and state agencies
The Solution

ORDER INTAKE
- Rapid patient registration
- Ability to pre-load employer files
- Ability to pre-load long-term care facilities with their standing orders
- Hospital registration systems typically don’t offer this functionality

ORDER ROUTING
- Ability to send patient to closest testing location
- Load balancing for labs doing testing

RESULT ROUTING and REPORTING
- Portals for clinicians and patients is a MUST
- Meet your state reporting
- Interfacing of results
- Ability to generate management reports
- Generate billing files
Information Technology: Driver for Lab’s Success

- Empower your Laboratory through technology
- Solve reimbursement challenges with tools for clean orders
- Increase market share & ROI offering feature to make lab ordering and resulting easy
- Assist physicians in improving patient care
Thank you!