The Business Impact Of COVID19 On Pediatric Practices

Webinar #6











Panelists Include:
Colleen Kraft, MD, MBA, FAAP
Moira Szilagyi, MD, PhD, FAAP
Mobeen Rathore, MD, FAAP
Paulie Vanchiere
Chip Hart
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What We Are Not Going To Talk About

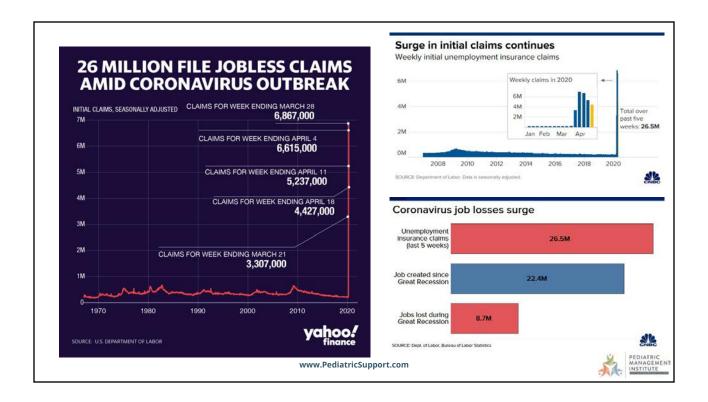
- 1. COVID19 Testing Options
- 2. Amount of time providers/staff should self-isolate
- 3. Treatments for people affected
- 4. Predict how long this will last
- 5. Issues that are geographic-specific
- 6. <u>Detailed Human Resource Issues</u>















God shakes his head. "What did you want from me? I sent you two boats and a helicopter."





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Agenda

- 1. Top Items From Past Webinars
- 2. Data Report
- 3. Sales & Marketing
- 4. Advocacy
- 5. Telemedicine
- 6. PPP Forgiveness Information
- 7. Billing & Practice Management Issues
- 8. Best Practices
- 9. Homework This Weekend
- 10. Q&A Session

Adversity doesn't build character, it reveals it.... It also reveals our vulnerabilities!!



Takeaways From Last Five Weeks

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Webinar 1:

- Flexibility
- Communication
 - Prepare Staff
 - Prepare Providers
- Cash flow Planning
 - Budget
 - Call Landlords
- Telemedicine

Webinar 2:

- · Cash Is King
- SBA Loans

Webinar 3:

- Review TM Claims
- Revenue needed in three weeks
 - X Visits Per Day
- Be Proactive & Engage With Patients
- HR/Legal
 - Advisors

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Webinar 4:

- Find
 Opportunities To
 See Patients
- Leadership Is Essential
- State Medicaid Programs & Telemedicine

Webinar 5:

Drowning means you're still alive!



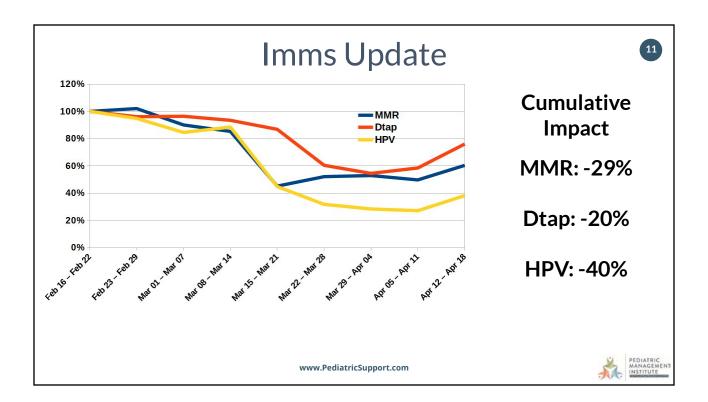
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Latest Data From The Data Nerd...



Vaccine Rates Drop Dangerously as Parents Avoid Doctor's Visits

Afraid of Covid-19, parents are postponing well-child checkups, including shots, putting millions of children at risk of exposure to preventable deadly diseases.

https://www.nytimes.com/2020/04/23/health/coronavirus-measles-vaccines.html



Latest Data From The Data Nerd...

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Early Returns on Telemedicine Payments Relative to Normal

>100%	>90%	>80%	>70%	<=70%
CA, DE, KY, MA, MD, MI, NE, NM, NV, SC, VA, WY	GA, LA, MO NY, OK, TN, TX	CT, DC, FL, IL, NC, NH, NJ, PA, UT, WA	CO, OH, OR, VT	AL, AZ, IN

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Sales & Marketing



"I want you to find a bold and innovative way to do everything exactly the same way it's been done for 25 years."

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Sales 101

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- Paradigm shift
 - o Proactive versus Reactive
 - o Phones in constant use
 - Making or receiving calls
- Patient Cancellation = Opportunity To Schedule Again
- Patient Recall List
 - Asthmatics / Under Six Months
 - 6-11 Year Olds
- Maximize Social Media

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Marketing Your Practice

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Sell At Every Opportunity

Every visit

Every phone call (on hold)

Every bill

ASK!











Marketing Your Practice



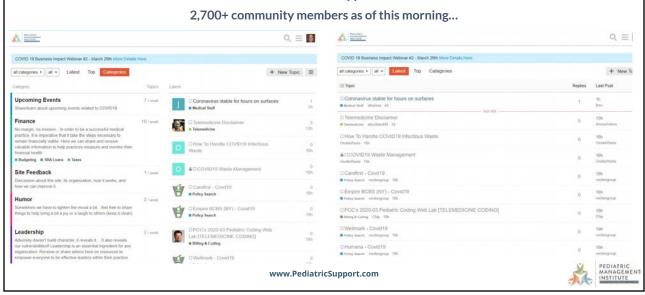


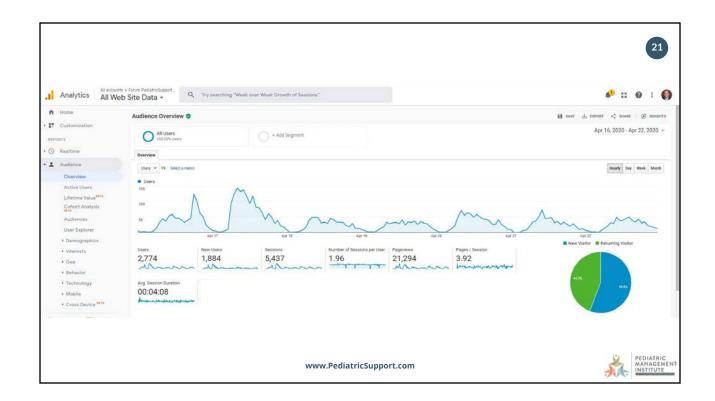
Medicare sources. TMA has asked the government for more details on the distribution for that tranche, which totals \$70 billion.



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What Have You Done Since Last Week?





Leverage forum.pediatricsupport.com

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- Connect using email
- Download the app (discourse)
- Popular and important highlights:
 - CPA Answers (thanks, Main Street Vaccines)
 - H/R Answers (thanks, PracticeWell)
 - Well Visit Coverage Policies
 - Practice Photos
 - o AAP COVID-19 Wellness Fund
 - Cash Flow Napkin
 - Payer Policies







WiP Webmeeting Backgrounds

Confident, Elegant, Relaxing, and Fun webmeeting backgrounds created exclusively for youl

imply click on any of the images below and then save the image to your device. For Zoom meetings, use these instructions













https://womeninpeds.com

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Advocacy



- Ensuring access to care for children
- Preventative Services
- Vaccines
- Financial Concerns
- At some point the government will start saying "No"



Advocacy



compensation for themselves, nurse practitioners and/or physician assistants. Despite their to work within these realities, they remain at the bottom in terms of physician compensation

Based on the experiences of PRIA claimst, the 2PP, which noble in its intent, is not providing the needed many assistance to lose whose mission to our error our more havening popularity the children of our country. The PPP was designed to provide businesses such as pediator practices a lifetime to obtain the owner of the provided provided to provide businesses such as pediator practices a lifetime to obtain the PPP and the provided provided to the provided provided to the provided provided to the provided provided provided provided to the provided to the pandemic being a relatively short-term went and reasonable access to furnished business.

American Academy of Pediatrics

April 16, 2020

The Honorable Alex M Azar II Secretary US Department of Health and Hur 200 Independence Avenue SW Washington, DC 20201



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AAP Advocacy

pediatric surgical specialists or risk medical crises and worse health outcomes. Children and families who

We strongly urge you to immediately distribute grants from the Public Health and Social Services Emergency Fund to pediatricians. We recommend that for the sake of simplicity and expediency, HHS immediately disburse two months of average practice expenses to each active pediatrician in the US. Specifically, we recommend that HHS use the average compensation of pediatricians, multiplied by 2.6 to account for practice operating expenses. HHS should provide two months of average practice expenses to account for the severely reduced case load in March and April 2020. Pediatricians have not been able to access financial relief policies

been able to access increased Medicare payment for care related to OVID-19, and they have nothad the benefit of payd, uniform changes to relevablih ocverage and anyment policies. Whe immediate grants as we encommend will provide urgently needed security allowing pediatricians to keep practices open, pay staff, and procure needed upuglies, additional financial support will be needed as the politic beath mergency continues. Hist should use the National Provider Identifier (NP) registry and taxonomy to identify produtincians religible for these funds (is exanomy codes addococoox for general pediatricians religible to the production of th

cians urgently need financial relief to continue to meet the time-sensitive needs of children and their if you choose to establish a different approach or methodology to allocate funds from the Public and Social Services immegency fund such as funds based on historical Medicaid claims, we ask that your history been guiding principles. Funds should be allocated and delivered immediately with as few barriers as possible, such as through direct deposit and as a great, not aloun. Implementing an application process or relying on states to further allocate and discribine relief richs the funds on gentlein productions in a stringly way and fails to meet pediatricians' immediate needs. Giving states flexibility to decide how to distribute these additional funds among non-Medicare providers is not an acceptable replacement for direct funding

\$223K (annualized) * 2 months * 2.6 =

\$96,608 per pediatrician





Advocacy Steps

- Topic
- Message
- Audience
- Who's on Your Team?
- Time to Activate!



Telehealth in Pediatrics

- Medical Home
- Established patients
- Paid at parity
 - From Office or on-call
- Longitudinal care
- Coordinated care



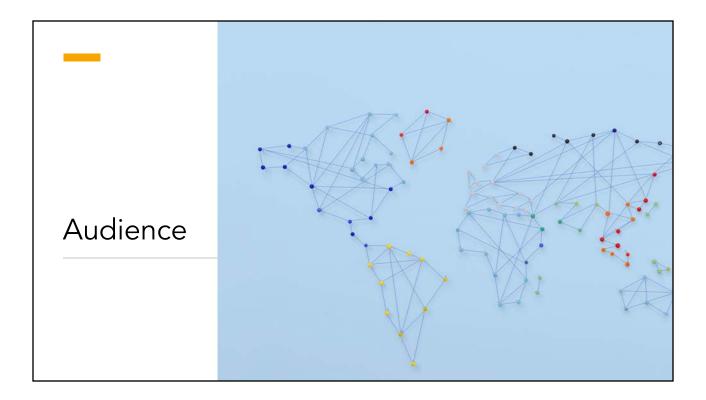
Pediatric Telehealth in the Medical Home

- Families want their pediatrician to take care of their children via telehealth!
- Pediatricians can provide care in specific areas:
 - Developmental, Learning, School concerns
 - Behavioral health
 - · Childhood obesity
- This will only be done if there is payment parity:
 - With in-person visits
 - At the office or "on-call" locations
 - With established patients, even in other states

Coordinated Care is cost-effective care

- Timely access
- Fewer inappropriate treatments (antibiotics, steroids)
- Fewer emergency department and urgent care visits





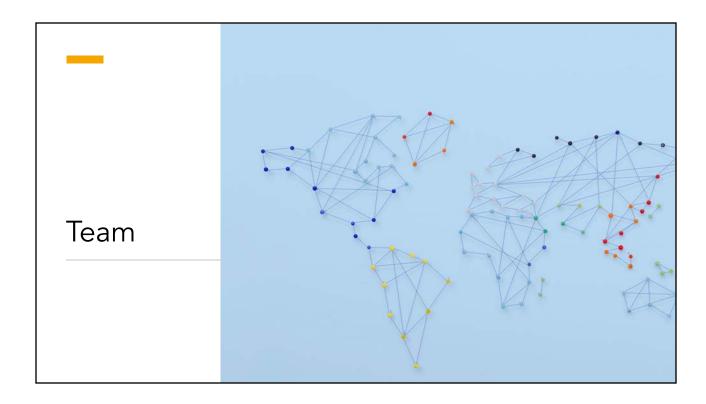
Your Audience....

Patients and Families



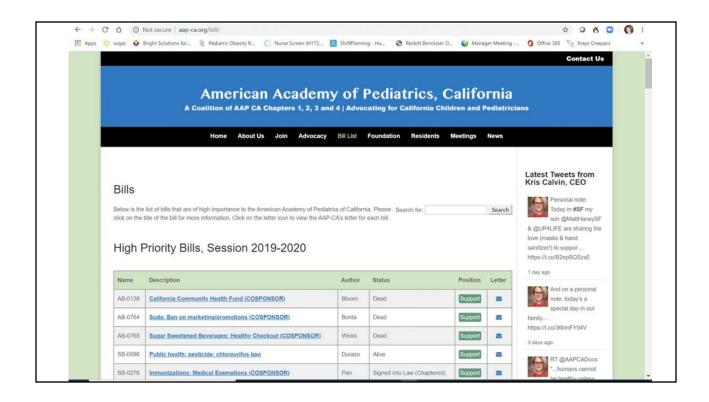
Local Leaders and Payors

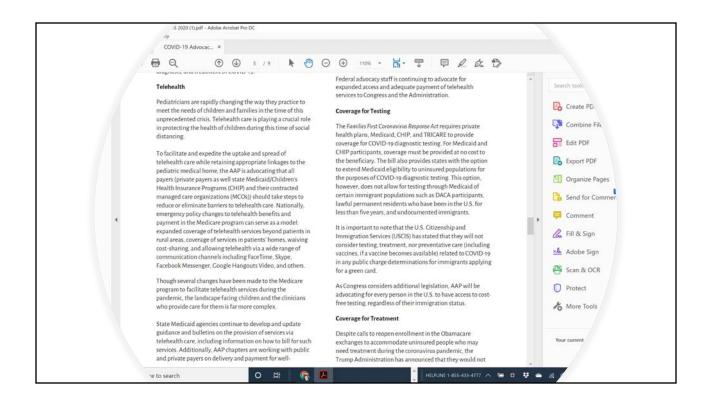




Who's on Your Team?

- Practice Pediatricians and Staff
- Parents and Families
- Other nearby practices
- Local businesses and Chamber of Commerce
- Any community leader whose kids are your patients!
- State AAP Chapter and Local Peds society



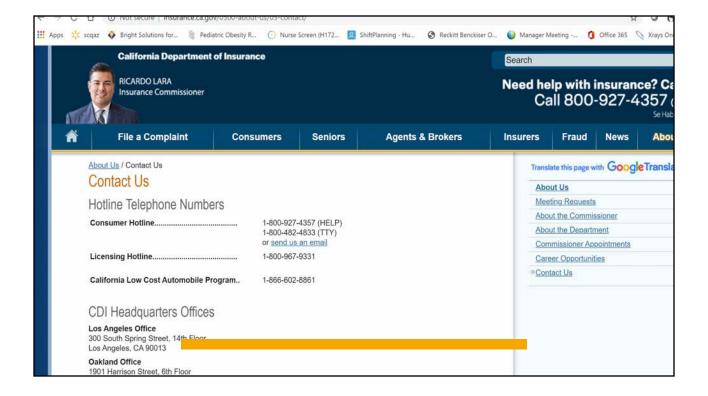


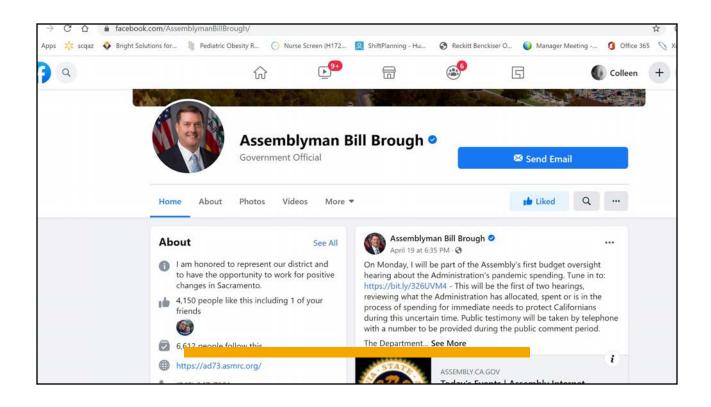


Activation!

- Parents and Families
 - I want my healthcare plan to cover telehealth with my child's pediatrician!
 - Get contact info for:
 - Health Plan
 - Bureau of Insurance
 - State Legislator



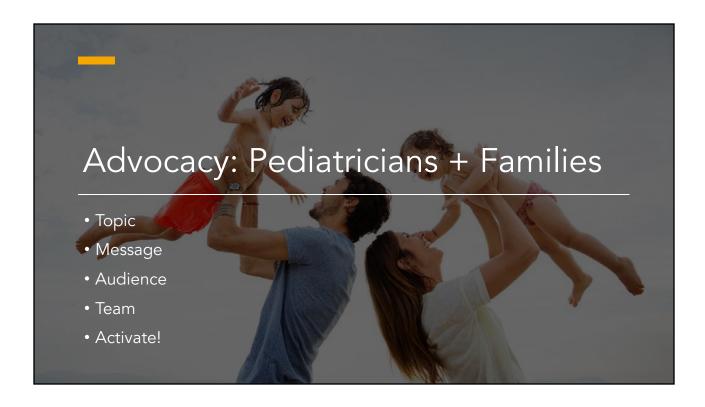




Virtual Advocacy Visits!

- Invite via your Telehealth Platform!
 - Local community leaders
 - Local legislator
 - Local Health Plan medical director





Telemedicine Update

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 AAP issues guidance to ensure continued care for children during pandemic

https://bit.ly/AAP_Telemedicine



AAP issues guidance to ensure continued care for children during pandemic

Trisha Korioth, Staff Writer

The AAP has issued new guidance to ensure children continue to receive ambulatory services during the coronavirus disease 2019 (COVID-19) pandemic.

To underscore the importance of access to pediatric care, Guidance on Providing Pediatric Ambulatory Services via Teirhealth During COVID-19emphasizes the need for pediatric ambulatory services to continue. These include in-person visits where community circumstances allow. New guidance addresses the provision of telehealth for health supervision visits and acute and chronic care visits through telehealth, delivered by general pediatricians, pediatric subspecialists and pediatric surgeons. It stresses that care should not be delayed during the pandemic, without delay inclusive of and with appropriate referrals. The guidance also urges full payment for telehealth visits at parity with in-

Other guidance released provides guidance to support the continued provision and follow up of essential newborn screenings and safety, infection control, and wellness in guidance related to child care settings that remain open, mainly almed at helping those serving essential workers and their children during the COVID-19 pandemic.

Pediatricians have observed a significant decrease in in-person child health visits during the COVID-19 pandemic which not only puts children's health at risk but also places practices in jeopardy as they balance business financing and care delivery.

"It is imperative that we preserve the medical home and pediatric workforce during this crisis, and to do so, there must be payment at parity with in-person visits for other forms of care like telehealth," said AAP President Sara "Sally" M. Goza, M.D., FAAP, "As the U.S. continues to follow guidelines from our



Federal Stimulus Package

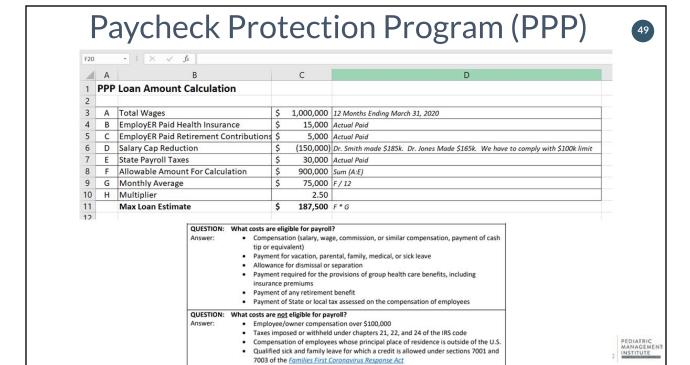
CARES Act

- Paycheck Protection Program (PPP)
- Economic Injury Disaster Loan (EIDL)
 - Up to \$2mm
 - Low Interest Rate
 - Up to 30 years to pay
 - \$10,000 Cash Advance

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Paycheck Protection Program (PPP) Two Parts Determine Maximum Loan Amount Approved Expenses That Can Be Forgiven Loan Forgiveness WWW.PediatricSupport.com



Paycheck Protection Program (PPP)

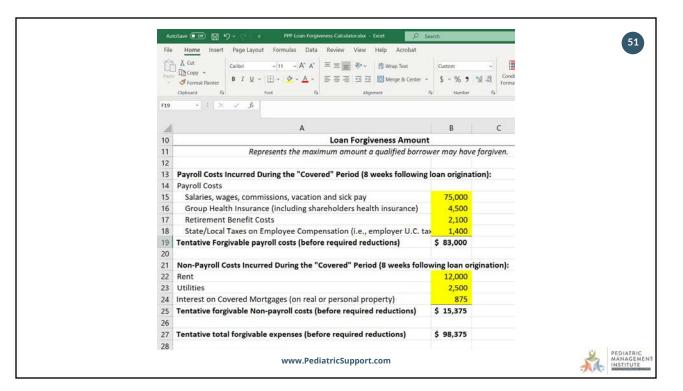
Determine Forgiveness Amount

It is understood that you will be eligible for full forgiveness if you follow a few guidelines:

- You use the loan for payroll and other acceptable expenses (rent, covered mortgage interest, utilities).
- You maintain your number of Full Time Equivalent (FTE) employees (or rehire them by June 30, 2020)
- You maintain 75% of the salary or wages for FTE that make less than \$100,000. Please see other sections in this FAQ to get more details on this.



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PPP Forgiveness Complications

- Need Cash or Focused on Forgiveness?
- Entity Structure
- Furlough vs. Layoffs
- FMLA & FFCRA
- Timing of employees returning
- SBA's Definition of "Full Time"
 - o 30 or 40 hours?

Individualize planning needed to assure you reach your objective



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Partnership Earnings



SMALL BUSINESS ADMINISTRATION Docket Number SBA-2020-[13 CFR Part 120 Business Loan Program Temporary Changes; Paycheck Protection Program - Additional Eligibility Criteria and Requirements for Certain Pledges of Loans AGENCY: U. S. Small Business Administratio ACTION: Interim Final Rule SUMMARY: On April 2, 2020, the U.S. Small Business Administration (SBA) posted an interim final rule (the First PPP Interim Final Rule) announcing the implementation of section 1102 and 1106 of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act or the Act). Section 1102 of the Act temporarily adds a new program, titled the "Paycheck Protection Program." to the SBA's 7(a) Loan Program. Section 1106 of the Act provides for forgiveness of up to the full principal amount of qualifying loans guaranteed under the Paycheck Protection adversely impacted by the Coronavirus Disease 2019 (COVID-19). This interim final rule supplements the First PPP Interim Final Rule with guidance for individuals with selfemployment income who file a Form 1040, Schedule C. This rule also addresses eligibility

However, if you are a partner in a partnership, you may not submit a separate PPP loan application for yourself as a self-employed individual. Instead, the self-employment income of general active partners may be reported as a payroll cost, up to \$100,000 annualized, on a PPP loan application filed by or on behalf of the partnership.

Source: The Second Interim Final Rule released on April 14, 2020, discusses the treatment of income for partners in a partnership on page 5.

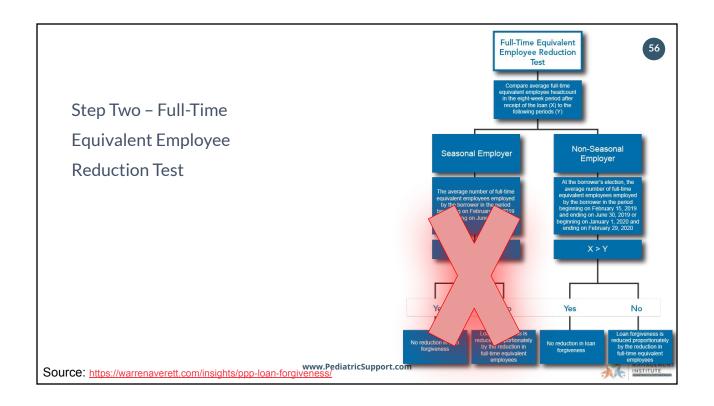
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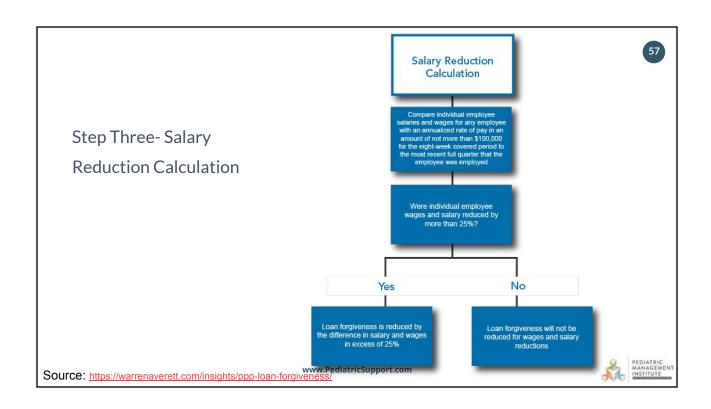
PPP Forgiveness Tests

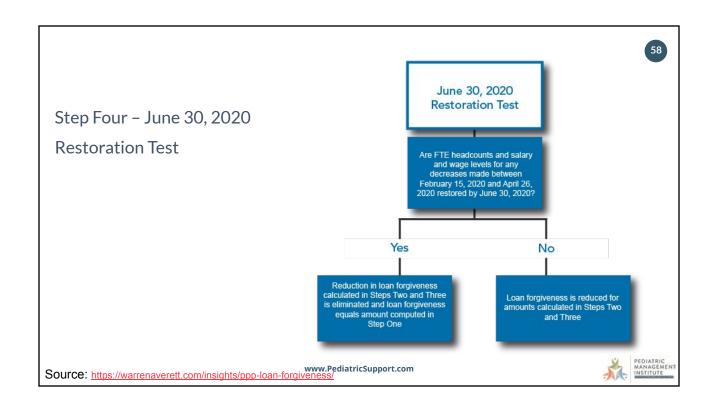
- 1. Loan proceeds spent on qualified expenses
 - a. Maximum of 25% on "Non-Payroll Costs"
- 2. Full Time Equivalent Employee Reduction Test
 - a. 30 or 40 hours for FTE?
- 3. Salary Reduction Test
- 4. Restoration Test
 - a. June 30, 2020 (May be easier if PPP not yet approved)

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PAYROLL COSTS NON-PAYROLL COSTS Step One - Loan Rent Payroll costs include: salary, wages, commissions or similar compensation; cash tips or the equivalent; vacation, parental, family, medical or sick leave; allowance **Proceeds Spent** for separation or dismissal; payment for the provision of employee benefits Utilities consisting of group health care coverage, including insurance premiums and retirement; payment of state and local taxes assessed on compensation of · Mortage interest on real or employees; and for an independent contractor or sole proprietor, wage, on Qualified personal property debt obligations commissions, income or net earnings from self-employment or similar Expenses (Up to The Act expressly excludes the following from payroll costs: Any compensation of an employee whose principal place of 25% can be residence is outside of the United States The compensation of an individual employee in excess of an annual salary of \$100,000, prorated as necessary; Non-Payroll Employer's share of federal unemployment taxes, FICA (Federal Insurance Contributions Act) and Railroad Retirement Act taxes; Costs) = Amount Qualified sick and family leave wages for which a credit is allowed under sections 7001 and 7003 of the Families First Coronavirus Response Act (Public Law 116–127). Eligible for Loan Forgiveness 75% OR MORE OF LOAN FORGIVENESS MUST BE PAYROLL COSTS 25% OR LESS OF LOAN FORGIVENESS CAN BE NON-PAYROLL COSTS PEDIATRIC MANAGEMENT INSTITUTE Source: https://warrenaverett.com/insights/ppp-loan-forqiveness/







Billing & Practice Management Issues



• What is the status of telemedicine payment and coding for each of your major payers?



Telemedicine
Care Coordination Plans
Complex Patients
...all the things you've been putting off that's good for the patients...

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Follow Up Items



- Copy of this webinar (video & podcast) will be posted tomorrow.
- Slide deck with list of items covered
- Visit Forum.PediatricSupport.com for follow up items
- Practice good medicine...keep an eye on finances...stay healthy



Homework



- Join Forum.PediatricSupport.com
- Cash flow planning (every week)
- Patient Recall Lists
- Advocate For Yourself
- Keep annoying the bankers

