



## **Implement a Telemedicine Solution**

A [pediatric-specific telemedicine solution](#) will allow you to provide your clients with a solution for:

- Acute visits
- Chronic condition follow-up visits
- Mental and behavioral health visits
- Well visits (Get prepared now so that you are ready when your payers begin to pay for this)

Most payers are liberalizing their telehealth payment policies including paying for telehealth services at parity with in-person visits. We advise that you review your individual payer policies (which are being updated often) but do not be hesitant to give the care your families want and need by telehealth.

Give good care, follow best guidance, use our pediatric communities and resources to understand billing nuances and then bill with confidence so that you are paid for your hard work.

## **Understand What Payers Will Reimburse You For**

It's important that you understand if your payers will be paying for:

- Telehealth acute visits
- Telehealth well visits
- Telephone calls handled by the provider
- Portal messaging (also called e-Visits)
- Care management codes

*Payer-Specific Resources:*

- [AHIP Website](#) - provides answers to a few payer-specific questions you may have
- [PMI COVID-19 Forum](#) - includes payer-specific crowd-sourced information (Information varies by payer and changes frequently due to evolving national regulations)



## **Find Revenue**

It's time to find revenue in places that may not have mattered quite so much a few months ago. More than likely, you have revenue that you did not capture and bill for over the past few months.

(Note: You'll need to take into account timely filing guidelines that existed prior to the COVID-19 crisis. These may be relaxed at some point during this crisis period). You should look for the following unbilled items:

- Well notes
- Encounter notes
- Vaccines
- After-hours codes

## **Work Outstanding Accounts Receivable**

Work your outstanding AR and fight with the payers for what you are due. You may even have time to sit on hold because you aren't seeing patients.

## **Consider Billing Help**

Some companies have created COVID Billing Relief packages to help you through this time. Look into your options and discuss various packages, contract length, and your specific needs. Costs for this may be a percentage of the dollars collected, so rather than paying salaries; you could be paying a small percentage of what is collected for you. This could help with cash flow during a time of varying collections.

## **Perform Patient Recalls**

Recall your overdue patients for chronic conditions and perform a telehealth visit. Examples include:

- Asthma
- ADD/ADHD
- Depression and Anxiety
- Extended Time Recalls
- BMI Recalls

A patient communication tool can enable you to notify patients of visits/encounters and recall patients into your office. In this time of crisis, it is even more important to reach



out to your patients, recall patients for services, and schedule them for the safest and most appropriate place for care, which may be telehealth, your office, a parking lot, or home visit.

### **Review Your Phone Messages**

Look for payable phone work that may have been performed over the past few weeks.

### **Apply For an SBA Loan**

Contact your local bank (if you have a relationship with their small business department) and [apply for an SBA loan](#). If you don't have a relationship with a bank, start on the [government website](#).

You are likely eligible for some [disaster assistance](#) and a portion may be completely forgiven without payment or interest. For many practices, this will help with payroll, rent, utilities, and insurance payments for an eight-week period. That's essentially free money with little strings attached (based on retaining your staff and paying them).

### **Look at Anticipated Payments**

Run a report that will estimate what your payments will be in light of any reductions to your charges. Once reviewed, the next exercise involves looking forward to anticipating future cash needs.

Below is a slide from a [Pediatric Management Institute \(PMI\) webinar](#) that provides a calculation to help you anticipate your visit volume today to ensure you have the cash you need in three weeks. The calculation is: Revenue needed weekly divided by revised revenue per visit (accounting for reduced ancillary and vaccine revenue). This will equal the number of weekly visits necessary to provide you the cash flow you need.



### Visits Needed Today For Revenue In Three Weeks

If you are anticipating needing \$10,000 per week in three weeks, how many visits do you need to do per day to hit that number?

Account for reduced ancillary & vaccine revenue

Revenue Needed / Revised Revenue Per Visit

$\$10,000 / \$95 = 105 \text{ Weekly Visits}$   
(21 Per Day)

[www.PediatricSupport.com](http://www.PediatricSupport.com)



## Compare This Time Period to Last Year

A way to understand how the crisis has affected your patient volumes is to compare it to last year's performance. Since your business varies over the months, look back to the same period of time - one year ago. This way, you are comparing apples to apples.

## Fill the Calendar

Use this time to reach out to your parents and get well visits on your calendar for the summer. Remind them that with the COVID-19 crunch, your summer will fill up fast and you want to ensure that their children are receiving their well visits. Filling your calendar with summer well visits will provide you a steady income on the recovery side.

Note: [Some companies](#) have rolled out a curbside arrival feature to help with visits during this time. This solution facilitates automated text communications between families and the office, allowing patients/parents to "announce" their arrival at the office from the safety of their own cars.

## Stay Connected to the Pediatric Community

We are living in unprecedented times and information is changing rapidly. However, one thing remains constant — the pediatric community. Even as the situation worsens, our community stands strong, providing resources, encouragement, clinical advice, and business strategies to one another. [Sign up for the Pediatric Success Series](#) to receive tips, tricks, and best practices for independent pediatric practice success in the midst of COVID-19.