Making Compliance Work in Physician Practices
Betty Baker Kinsey
Physician Practice Compliance Officer

Locations
- Small Group Practices – few locations
- Market
- Regional
- National

Employed Physician Integration
- Dallas
- Central Valley
- Orange County
- Central Coast
- El Paso
- Phoenix
- Valley Baptist
- San Antonio
- Resolute
- Coachella Valley
- Tucson
- Birmingham
- Pennsylvania
- St Louis
- Baltimore
- Philadelphia
- New York
- New Jersey
- Washington
- Chicago
- Detroit
- Memphis
- Nacogdoches
- 30 Physicians
- 10 Physicians (MedPost Only)
- 52 Physicians
- 11 Physicians
- 19 Physicians
- 65 Physicians
- 5 Physicians
- 42 Physicians
- 36 Physicians
- 27 Physicians
- 66 Physicians
- 36 Physicians
- 41 Physicians
- 352 Physicians
- 141 Physicians
- 105 Physicians
- 30 Physicians
**Tenet Physician Resources – Compliance Coverage**

**Eastern Region - Central Division**
- # of Physicians: 380
- Avg. # of employees: 1,550

**Eastern Region - Coastal Division**
- # of Physicians: 400
- Avg. # of employees: 1,005

**Texas Region**
- # of Physicians: 227
- Avg. # of employees: 568

**Western Region**
- # of Physicians: 244
- Avg. # of employees: 610

**Topics and Takeaways**

- How to Effectively Communicate Across Practices
- Training Methods for Practices
- Initiatives For Physician Practices

**How to Communicate Across Practices**

- Can be difficult due to makeup of organization
  - In Person
  - Remotely
- Difficulty in getting message to physicians
How to Communicate Across Practices

- Methods of Communication
  - Cascade down the message
  - Videos
    - New Hire Training
    - Annual Refresher Training
    - Specialized/Targeted
  - Web-ex sessions
  - Monthly re-occurring calls
    - Bi-Weekly Operations Call
    - Monthly Practice Managers Calls
      - Meeting recorded
      - Minutes taken

Training

- It’s like herding cats.

Training – It’s All About the Buy-in

- Three major ways to accomplish:
  - Live
  - Computer course with test
  - Video
Video Training
- New Hire Training
- Annual Refresher Training
  - Can incorporate multiple topics to reach all level of employee within the practice/enterprise
    - Physicians
    - Clinical staff
    - Billers
    - Coding
  - Add video from other sources to let the audience know this is a universal issue not just “us”
  - Put some humor in it/some variety into

Training Topics for Practices
- Sunshine Act
- Conflict of Interest
- Vendor Relationships
- Yates Memo

- For example of OIG YouTube Video
  - https://youtu.be/s0inbpElcTI
  - Physicians Conflict of Interest
    - https://youtu.be/sf1odpEoTI
Initiatives Impacting Physician Practices

- How we have addressed some of the unique issues with regard to Physician Practices
- How to get in front of potential issues before they are employed?
- How to vet new products/procedures?
- Coding issues?
- Prescribing issues?

Physician Practices Onboarding Checklist

- Imperative you know what you are getting before they are in the door.
- The “Who, What, When” or better put
- “What, Documented, Billed”
Initiatives Impacting Physician Practices

Alternative Lines of Business
- Alternative Line of Business means any items and/or products that may not fit into traditional lines of service for the primary or specialty care practice.
- Examples –
  - Supplements
  - Cosmetic procedures and services
  - Oncology infusion

Getting in front of it before they are hired
- Latest/greatest trend - colleague is doing it

Alternative Lines of Business Policy/Job Aid
## Initiatives Impacting Physician Practices

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telehealth</td>
<td>Enhances patient care and accessibility</td>
</tr>
<tr>
<td>Electronic Health Records</td>
<td>Improves patient outcomes and efficiency</td>
</tr>
<tr>
<td>Patient Engagement</td>
<td>Increases patient satisfaction and adherence</td>
</tr>
<tr>
<td>Value-Based Care</td>
<td>Focuses on quality and cost-effective care</td>
</tr>
<tr>
<td>Population Health Management</td>
<td>Aims to improve health outcomes for a defined population</td>
</tr>
</tbody>
</table>

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