

Thank you for joining

# **Lilypad Webinar #7**

## **Provider Contracting and Compliance**

Monday, July 2020 3:00 EST

We will record this 30-minute webinar and post a link to the recording as well as the slides after the webinar on our website

All participants will be muted



## Join us for our free monthly webinars.

Whether you're a practice manager, provider or rural clinic staff member we cover the concepts and strategies that matter most.

Lilypad® Webinars Are Free to Register, View or Download

Date	Webinar Topic	Registration	Video	Slides
October-16	Provider Productivity and Compensation		<a href="#">Watch</a>	<a href="#">Download</a>
November-21	Clinic Designations and Strategies		<a href="#">Watch</a>	<a href="#">Download</a>
December-16	Practice Management Best Practices		<a href="#">Watch</a>	<a href="#">Download</a>
January-20	Practice Alignment - Specialty Care		<a href="#">Watch</a>	<a href="#">Download</a>
February-17	National and State RHC Rankings		<a href="#">Watch</a>	<a href="#">Download</a>
March-23	Postponed due to COVID-19			
April-20	Postponed due to COVID-19			
May-18	Postponed due to COVID-19			
June 22	Optimizing Cost Reports for RHCs	<a href="#">Register</a>		
July 20	Provider Contracting/Compliance	<a href="#">Register</a>		
August 24	340B Drug Program	<a href="#">Register</a>		
September 21	Clinic Spotlight B	<a href="#">Register</a>		
October 19	Process and Outcomes Quality Measurement	<a href="#">Register</a>		

# What We'll Cover Today

Provider Contracting and Compliance  
2020 RHC Telemedicine Survey



# COVID-19 “Blanket” Stark Waivers

- “Diagnosis or medically necessary treatment of COVID-19 for any patient or individual, whether or not the patient or individual is diagnosed with a confirmed case of COVID-19;
- Securing the services of physicians and other health care practitioners and professionals to furnish medically necessary patient care services, including services not related to the diagnosis and treatment of COVID-19, **in response to the COVID-19 outbreak** in the United States;
- Ensuring the ability of health care providers to address patient and community needs **due to the COVID-19 outbreak** in the United States;
- Expanding the capacity of health care providers to address patient and community needs **due to the COVID-19 outbreak** in the United States;
- Shifting the diagnosis and care of patients to appropriate alternative settings **due to the COVID-19 outbreak** in the United States; or
- Addressing medical practice or business interruption **due to the COVID-19 outbreak** in the United States in order to maintain the availability of medical care and related services for patients and the community.”

# Cost of Compliance

10	SEP. 2013	CALIFORNIA PROVIDER TO PAY <b>\$17.5 MILLION</b> RELATED TO ANTI KICKBACK. <a href="#">Read it here</a>
9	MAY 2015	NY HOSPITAL SETTLES KICKBACK ALLEGATIONS FOR <b>\$18.8 MILLION</b> WITH THE DOJ. <a href="#">Read it here</a>
8	APR. 2015	TEXAS HOSPITAL AGREES TO PAY UNITED STATES <b>\$21.75 MILLION</b> TO SETTLE ALLEGED FALSE CLAIMS ACT VIOLATIONS. <a href="#">Read it here</a>
7	MAY 2013	JURY RETURNS <b>\$19 MILLION</b> VERDICT AGAINST HOSPITAL FOR VIOLATING STARK LAW & FALSE CLAIMS ACT. <a href="#">Read it here</a>
6	JAN. 2015	GLOBAL PHARMACEUTICAL COMPANY AGREES TO PAY <b>\$39 MILLION</b> TO SETTLE KICKBACK ALLEGATIONS. <a href="#">Read it here</a>
5	MAY 2014	HEALTH SYSTEM IN KENTUCKY PAYS <b>\$40.9 MILLION</b> TO RESOLVE FALSE CLAIMS AND STARK LAW VIOLATION ALLEGATIONS. <a href="#">Read it here</a>
4	SEP. 2015	FLORIDA SYSTEM TO PAY <b>\$69.5 MILLION</b> OVER STARK AND FALSE CLAIMS ALLEGATIONS OF IMPROPER PAYMENTS TO PHYSICIANS. <a href="#">Read it here</a>
3	MAR. 2014	DAYTONA BEACH MEDICAL CENTER PAYS <b>\$85 MILLION</b> TO RESOLVE FALSE CLAIMS AND STARK LAW VIOLATION ALLEGATIONS. <a href="#">Read it here</a>
2	SEP. 2015	SYSTEM TO PAY <b>\$118.7 MILLION</b> IN LARGEST UNLITIGATED STARK LAW CASE. <a href="#">Read it here</a>
1	FEB. 2014	NATIONAL DIALYSIS CHAIN REACHES AGREEMENT TO PAY <b>\$389 MILLION</b> SETTLEMENT FOR AKS VIOLATIONS. <a href="#">Read it here</a>

Source: Ludi Infographic of Top 15 Most Costly Settlements Due to Technical Violations: January 23, 2018

# Recent Violations

**MedStar Health Pays \$35M to Settle 2 Healthcare Fraud Cases**

**ALABAMA ORTHO PRACTICE PAYS \$1.2M FALSE CLAIMS SETTLEMENT**

KIM DELMONICO • FRI, AUGUST 30TH, 2019

**Cookeville hospital agrees to pay \$4.1M to settle allegation claims**

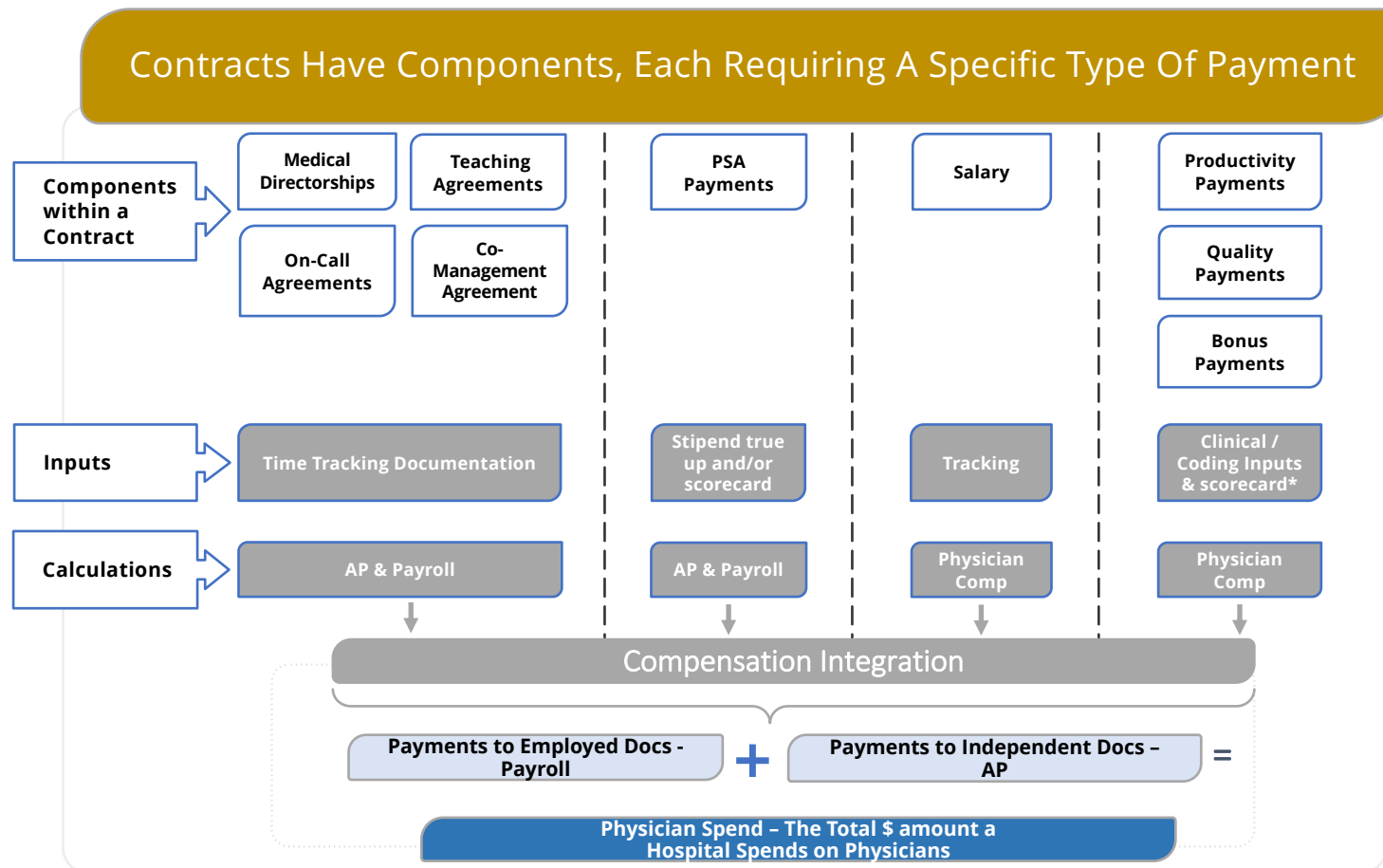
Chuck Morris, Multimedia Managing Editor - Web

| © Posted Feb 14, 2020 | 0

**Oklahoma hospital, physician group will pay \$72M to settle false claims case**

📍 Oklahoma City, OK | beckershospitalreview.com | 5d

## Components of Physician Spend – Contract Execution



## Top 5 Mistakes Made in Physician Compensation



### Inconsistency

Contracts, valuation opinions, and payroll are not standardized, documented, or executed consistently.



### Commercial Reasonableness

Desperation leads to throwing money at recruitment and retention rather than stepping back and determining what makes sense. Often opportunities for non-monetary compensation are overlooked.



### Wrong People at the Table

Organizations take a top down approach with compensation and do not involve the practice administrator or the physicians.



### Survey Says

Hospitals assume MGMA median will protect them from a compliance standpoint – it won't. The OIG has consistently come out saying surveys are not the final word on FMV. Do your homework and have a proper valuation.



### Monitoring

When compensation requires supervision, minimum clinical hours, or administrative duties, monitoring of scheduling and documentation is critical.



## Check Your Pulse: 3 Examinations To Do Now

1. **Examine your current contracts in place** – are they documented? Are they consistent? Are they being executed the way you think?
2. **Examine your incentive compensation** – are you 100% salary or do you have incentives? Do your incentives make sense?
3. **Examine your compliance risk** – what do the proposed Stark law changes mean for you? When was the last valuation performed? CONSISTENCY WITH SURVEYS IS NOT ENOUGH!



Opal H. Greenway  
[ogreenway@Stroudwater.com](mailto:ogreenway@Stroudwater.com)  
207-221-8281



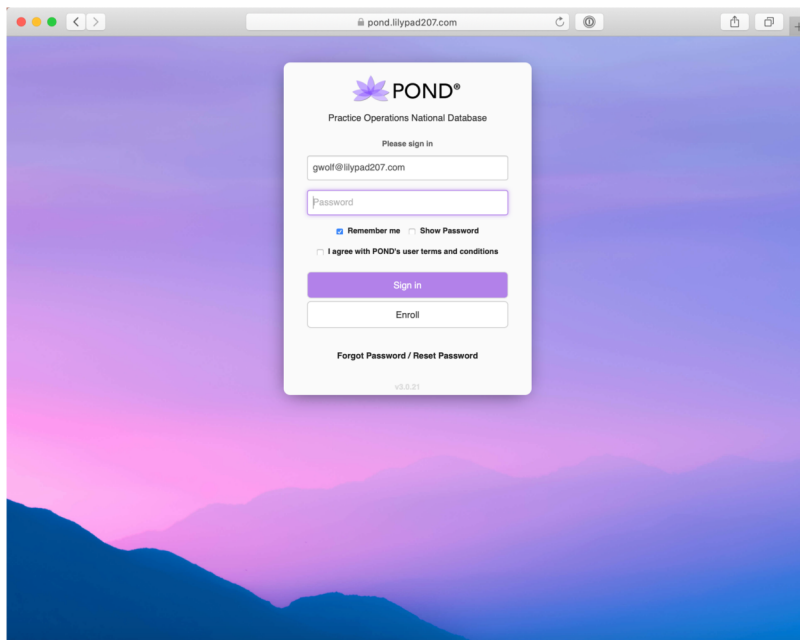
# 2020 RHC Telemedicine Survey

**IT'S FREE!**



# RHC Telemedicine Survey

**Administered August 1 - August 31**



## WHAT YOU'LL NEED

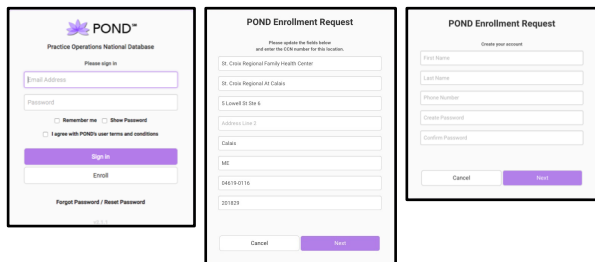
1. 5 minutes
2. Internet connection and Web browser
3. Clinic NPI and CCN

## WHAT YOU'LL GET

1. Telemedicine Industry Report
2. Access to dedicated webinar
3. Clinic Lilypad Award® scorecard

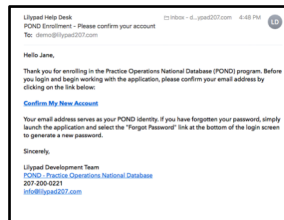
# RHC Telemedicine Survey

## Step 1: Enroll



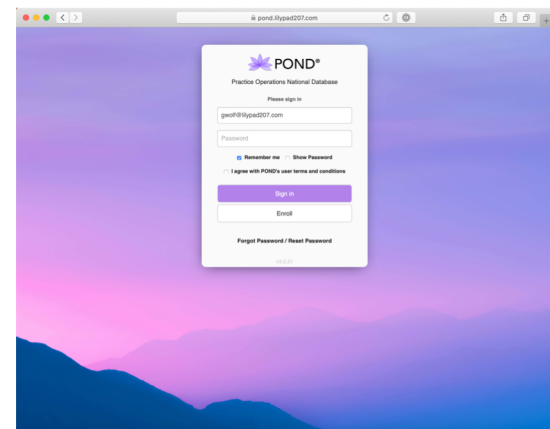
The first screenshot shows the POND login page with fields for email address and password, and a 'Sign in' button. The second screenshot shows the 'POND Enrollment Request' form with fields for name, address, and phone number, and a 'Next' button. The third screenshot shows the 'POND Enrollment Request' form with fields for name, address, and phone number, and a 'Next' button.

## Step 2: Validate



The screenshot shows an email from POND with the subject 'POND Enrollment - Please confirm your account'. The email contains a link to confirm the account and a 'Forgot Password' link.

## Step 3: Complete Survey



The screenshot shows the POND login page with a 'Sign in' button and a 'Forgot Password / Reset Password' link. The background is a purple and blue gradient with a mountain silhouette.

**IT'S FREE!**

# About POND<sup>®</sup>

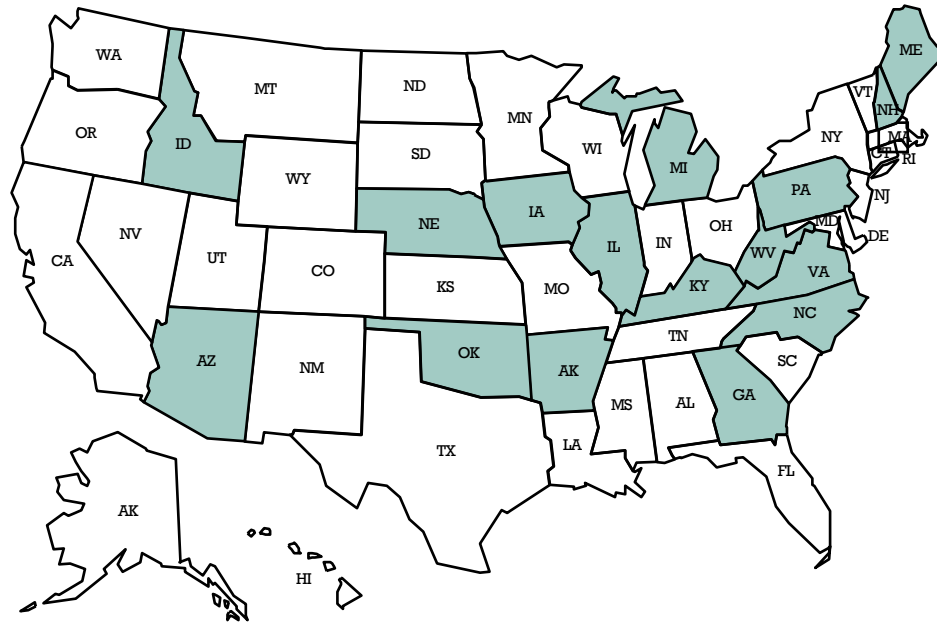


## Practice Operations National Database<sup>®</sup>



Developed by Lilypad, POND<sup>®</sup> is the only analytics and benchmarking system dedicated specifically to rural primary care practices

## Our Current States



If you are located in one of these states you have access to the POND program right now





# How Does It Work?

## Cost Report Scorecards

## POND Analytics

State  
Scorecards



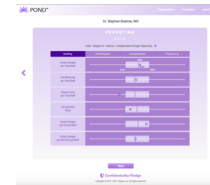
Clinic  
Scorecards



Clinic  
Scorecard



Interactive  
Tools



To gain access to these reports and tools the required data must be entered into the POND web application

# **2020-2021 SHIP Grant**



## SHIP Grant



SHIP allowable investments include activities to assist small rural hospitals with their quality improvement efforts and with their adaptation to changing payment systems through investments in hardware, software and related trainings. This includes aiding with value and quality improvement.

### **Value-Based Purchasing (VBP) Investment Activity**

D. Provider-Based Clinic Quality Measures Education

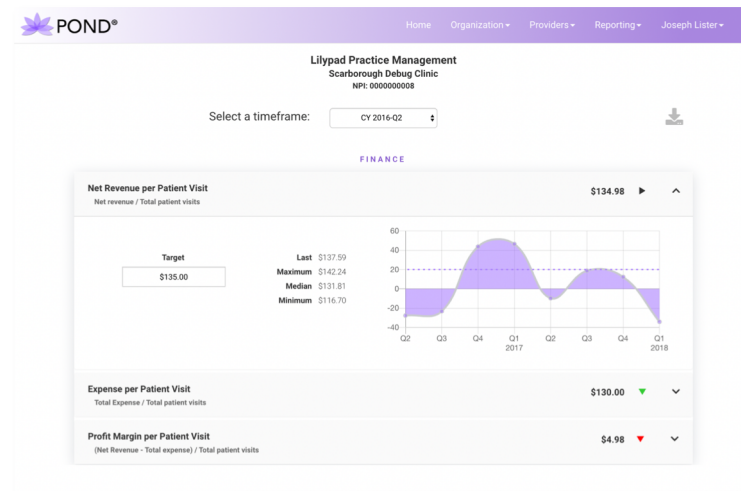
*Any activity that supports educational training for provider-based clinic quality improvement reporting and scores*

**\$12,000**

**Annual per Hospital funding**



# Lilypad's SHIP Grant Offering



**POND® Professional**  
+  
**Rural Health Clinic Educational Resources**



# Lilypad's SHIP Grant Offering

Lilypad's new POND Professional web application enables RHCs to collect, report and benchmark rural relevant financial, operational and quality metrics every quarter. The tool helps clinical teams set targets, build dashboards and share information among all your clinic staff and providers. The new Practice Management web application integrates diagnostic and educational resources to ensure your clinic optimizes :

- |   |                            |    |                                 |
|---|----------------------------|----|---------------------------------|
| 1 | PB-RHC Consolidation       | 6  | Patient Panel Development       |
| 2 | Productivity Standards     | 7  | HCC Education and Monitoring    |
| 3 | Optimal Hospital Linkage   | 8  | CCM, TCM and BHI Implementation |
| 4 | 340B Optimization          | 9  | Fair Market Valuation Basis     |
| 5 | Specialty Care Integration | 10 | Quality Measurement/Benchmarks  |



# Join Us Next Month

## **340B Drug Program**

Monday, August 24<sup>th</sup> at 3:00 EST



# Thanks for Joining

Gregory Wolf

[gwolf@lilypad207.com](mailto:gwolf@lilypad207.com)

(207) 232-3733

