

PATIENT ACCESS



Is your admission process working well? Do you respond in a timely manner to referrals? Are you confident patients who qualify for your services are being admitted? Are clinicians and patients aware of your clinical capabilities? If you answered “no” or “probably” to even one of these questions, keep reading.

Admitting patients to acute inpatient rehabilitation is more challenging than ever before. The current reimbursement climate is riddled with onerous prior authorization processes that delay care and curbs post-acute utilization. In order to serve more patients, your admissions program must be multi-faceted and fine-tuned.

BUSINESS DEVELOPMENT

Referral pathways are not created overnight. It’s a slow and steady process, but one that helps smooth patient transitions to your program. We’ll work with your team on:

- Referral Development
 - Using outcome and performance data to drive admissions and enhance relationships with referral sources
 - Building and sustaining patient access points
 - Providing strategies to manage pre- and post-authorization insurance denials
 - Enhance data capture through customized pre-admission screen
- Business Planning
 - Rehabilitation opportunity analysis
 - Market overview with business planning session
 - Fundamentals of data analysis and planning for business solutions
 - Targeting exercise specific for referral sources
- Referral Response
 - Responding quickly and accurately
 - Communicating decisions
 - Requesting more information
 - Asking for additional testing
 - Arranging transportation
 - Determining admission time and date

CLINICAL LIAISONS

Patient access teams must be creative, persistent and knowledgeable about federal guidelines and insurance requirements. We offer education on:

- Pre-admission screening
- Medical necessity
- Patient choice regulations
- Relationship building
- Networking
- Communication between liaisons and physicians
- Conducting a pre-admission screening remotely
- Navigating the appeal process
- Referral and denial tracking
- Sales training
- Analyzing acute care hospital census

PERFORMANCE MEASURES

We'll collaborate with your team to evaluate all aspects of the admission process and create action plans for the following areas:

- Pre-admission screenings
- Conversion ratios and benchmarking
- Referral turnaround time
- Denial management

MARKETING

Think of marketing as the process of educating clinicians and potential patients about your services so when they need inpatient rehabilitation, they'll ask for you. You want to answer "How will this improve my life or the life of my patient?"

We'll help you:

- Develop a marketing plan
 - Conduct a SWOT analysis (strengths, weaknesses, opportunities and threats)
 - Identify your points of distinction
 - Create marketing messages geared to specific audiences
- Identify the best mediums for your messages
 - Printed
 - Video
 - Audio
 - Digital

- Select the most effective vehicle for your marketing
 - Advertisements (print, television, digital, radio)
 - News stories
 - Social media
 - Events and activities
- Track and evaluate results

TECHNOLOGY

Proper technology expands the capabilities of your admissions team. We provide expertise regarding:

- Remote access for provider interactions with patients for inpatient rehabilitation screening and evaluation
- Acceptable methods of communication with
 - Referral sources
 - Patients, families and caregivers
 - Physicians

EDUCATIONAL OFFERINGS

On-site Lunch and Learns

You provide lunch, and we provide the education for your team. Prior to the session, we discuss your key areas of concern and design modules around your needs.

Remote Live Webinars

Choose a time convenient for your team, and select a topic from one of our general offerings or ask us to customize a program for you.

Examples include but are not limited to:

- Documenting to support medical necessity
- Understanding the 60% rule
- Leveraging relationships to build patient access points
- Understanding the appeal process