Data: Your pediatric practice’s key to success

Why managing and visualizing your data is more important than ever — and how it will help you participate in value-based programs

What keeps pediatricians up at night? Reporting, for one.

A recent Greenway Health survey of pediatric practices revealed that managing reporting requirements and workflow changes for quality-care programs — such as Accountable Care Organizations (ACOs), the patient-centered medical home (PCMH), the Physician Quality Reporting System (PQRS) and meaningful use (MU) — stand out as key challenges. Recent shifts in the healthcare industry make their concern for this challenge well-founded.

Today, more than 40 percent of reimbursements are tied to value-based care, and 90 percent of payers offer value-based reimbursements. Traditional fee-for-service contracts are expected to represent less than one-third of provider reimbursements within five years. Major payers, such as United, have indicated that they ultimately want 70 percent of their contracts to include value-based reimbursements. And by 2020, Aetna aims to have 75 percent of its providers meeting value criteria.

One thing is increasingly clear: Your data is becoming one of the most important resources in your pediatric practice.

In fact, by 2020, the Deloitte Center for Health Solutions predicts that healthcare data will become a national infrastructure priority. Within this timeframe, patients, clinicians and care providers will use healthcare data to improve outcomes and healthcare productivity.

Pediatric practices should establish a data analytics strategy now to navigate that evolution. Having a plan in place to process and extract value from your data will position your practice to participate in value-based programs and help you maintain profitability as the healthcare industry moves forward.

Fortunately, the right tools — specifically, clinically driven revenue services and population health management technology — can help you make the most of your data.

Using data to see the complete clinical picture

Revenue cycle management (RCM) services and population health management technology can equip your practice with the information and insight you need to stay competitive in a changing market in the following ways.

Drive clinically appropriate revenue

Analyzing the data in your electronic health record (EHR) and RCM solution or service can provide knowledge and insight your practice can use to increase revenue.

For example, system alerts and reports can highlight patients who are due for certain services and procedures, so you can reach out to them. Reminding parents to bring their 12-month-old child in for a wellness visit, for instance, gives you the opportunity to administer required vaccinations, such as pneumococcal, Haemophilus influenzae type B (Hib) and Hepatitis A, as well as a purified protein derivative (PPD) test to screen for Tuberculosis.

Without that initial reminder, the patient may not receive the timely vaccinations and tests, and your practice could miss out on reimbursement for those services, totaling more than $200 per child.
And when it comes to data, an RCM provider that specializes in nuances of pediatrics billing can help you drive clinically appropriate revenue. From reminding parents to add newborns to their insurance policy to properly submitting complex bills to avoid delays in reimbursement, the knowledge and insight from specialists who live and breathe revenue cycle data can be invaluable to your practice.

**Gain visibility into care gaps**

With population health management technology, you can identify and rank patient risk based on a range of different risk factors and data. With this information, you can determine your ability to impact each individual patient’s health outcomes and develop customized care plans for children and their families to help them better manage chronic conditions, such as uncontrolled asthma. That can help your patient better manage the condition and minimize the need for emergency-based care, inpatient stays and readmissions.

You can also use data about recent hospitalizations to provide better care and avoid future trips to the ED. For instance, if you saw that an asthmatic patient was recently hospitalized because of his chronic condition, you could reach out to set up an office visit, where you could provide education to the patient and his caregivers and recommend the use of a short-acting beta-agonist inhaler.

You can also identify care gaps at the site level. That can provide insight so you can steer patient volume to best performing network sites that incur the lowest costs, so you can reduce expenses and efficiently manage facilities.

Having actionable data at your fingertips can help you manage chronic diseases within your patient population and gain the insight you need to maintain clinical and financial peak performance.

**Make more informed decisions about your patients and your business**

With EHR, population health and RCM data, as well as shared clinical information from HIEs, hospitals and other healthcare systems, you can review claims data and risk profiles of specific patient populations. This empowers you to make informed decisions about whether it is financially sound to enter into a value-based contract with a specific payer.

For instance, say you were considering participation in Medicare Advantage. If you reviewed your data and identified a high concentration of patients with childhood obesity, uncontrolled asthma or ADHD, you could then more accurately determine if you have the resources to care for those patients and the ability to earn appropriate reimbursements under the terms of the contract.

Having actionable data at your fingertips can help you manage chronic diseases within your patient population and gain the insight you need to maintain clinical and financial peak performance.

You can also use this information to stratify risk and analyze potential benefits at patients’ geographic level, allowing you to segment based on where your sites are located and avoid pitfalls such as lack of capacity.

By analyzing data, you can help patients and their families manage chronic conditions, avoid preventable trips to the ER, lower readmissions, and increase confidence and loyalty from physicians by providing interventions that are data driven.
This insight is especially important when you consider that 16 percent of children have special care needs, and are responsible for 53 percent of hospital stays. Treatment for chronic conditions makes up over 80 percent of our healthcare spend.\textsuperscript{vi}

**Visualize and quickly understand patient data**

Aggregated data alone, presented in database or spreadsheet form, can be confusing and difficult to understand.

Population health management technology that presents data in visual, easy-to-digest charts and graphs can help increase your providers’ and staff members’ understanding of findings, enabling them to determine the best course of action, both at the organizational level and at the patient level.

**Make use of a centralized reporting platform for all measures related to quality reporting**

With your practice’s information housed in one centralized data warehouse, rather than disparate data in multiple systems, you can accurately assess your progress toward value-based program measures, such as nutrition counseling, physical activity counseling, meningococcal vaccine and well-child visits.

With centralized reporting, you can quickly identify which quality-reporting measures you are not meeting, then take appropriate action by, for example, building custom intervention programs tailored to individual patients’ conditions.

This insight is especially important when you consider that 16 percent of children have special care needs, and are responsible for 53 percent of hospital stays. Treatment for chronic conditions makes up over 80 percent of our healthcare spend.\textsuperscript{vi}

Having a single source for your data has benefits beyond quality reporting for value-based programs. Making full use of your data can help you grow your pediatric practice in new and exciting ways, including identifying ways to offer new services, participating in clinical trials and more. Even better if your repository is cloud-based, so you don’t have to worry about losing your data in the event of a technology issue.
Running your practice just got easier

Greenway Health’s recent survey revealed that pediatric physicians, executives and practice managers consider running the practice to be their primary source of stress at work.

Fortunately, there are tools and services available that can help you take advantage of the vast amount of data in your information systems, giving you the visibility and insight you need to improve quality of care, maximize participation in value-based programs and grow your practice.

Sources

v. Healthcare and Life Sciences Predictions 2020: A bold future

About Greenway Community

Greenway Community provides the data necessary for value-based program participation and financial and clinical performance measurement at the enterprise, practice, provider and patient level. Greenway Community’s three components — Greenway Community Analytics, Greenway Community Manager and Greenway Exchange — work with EHRs, PM systems and health data registries to gather and analyze the data you need to care for patients and communities.

- Greenway Analytics is a visual analytics platform with physician dashboard that aggregates data from a clinical and financial data warehouse and gives you real-time visibility into key performance metrics including HEDIS and ACO measures.
- Greenway Community Manager is a care management platform that allows you to manage care coordination staff workflow and intervene in patient care at the right time and place to optimize patient outcomes.
- Greenway Exchange is a cloud-based clinical connectivity platform that enables providers to share clinical information between practices for a complete and current picture of an individual patient’s or whole population’s health.

Learn more...

...about how pediatric practices use Greenway Health solutions to coordinate and improve care, visit greenwayhealth.com.