

**Healthcare Organizations:
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Volume 4 – Number 4**



**HEALTHCARE
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STRATEGIES]**

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IN THIS UPDATE

•Tab I Chapter 2, “Improving Operations Management to Achieve Strategic Objectives” was updated with material on healthcare competitiveness, direct reimbursement payment methods, concierge medicine and retail medical clinics, HDHCPs, comparative medical effectiveness research, non-profit community benefit laws, and the rise of medical homes with participatory health 2.0 culture.

Information on the Certification Committee for Healthcare Information Technology [CHIT], eHRs and physician-executive leadership in the modern era is included.

The chapter was originally written by Professor Gregory O. Ginn; PhD, CPA, MBA, MEd of the University of Nevada, Las Vegas. Update contributions are from Hope Rachel Hetico; RN, MHA, CMP™, Assistant Professor of Healthcare Policy and Administration, Institute of Medical Business Advisors Inc, and elsewhere.

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Case Model 2, Appendix 2 [IRS Form 13709] and Checklist 2 are also all new.

DID YOU KNOW?

According to the American Medical Association, almost a third of physicians did not accept credit cards as of April 2009; up 5 points from 28% last year. And, a medical specialty's interest in accepting CCs seems linked with its reliance on patient self-pay and the age of its patient base. The highest acceptance rate was in plastic surgery, with 91% of MDs open to plastic payments. Pathology, at 21%, had the lowest acceptance rate. Family physicians had a CC acceptance rate of 71.9%; internists, 53.1%; and geriatricians, 32%.

Link: <http://www.ama-assn.org/amednews/2009/06/22/bil20622.htm>

NEW AND NOTEWORTHY

- **Website I:** The site MeaningfulUse.org is a new collaborative to promote national dialogue and education around the term. It will provide the HIT community with a single location to access resources, influence and discuss its' definition and learn how to take advantage of the HITECH stimulus funds. The site is supported by the Association of Medical Directors of Information Systems (AMDIS) and sponsored by Compuware Corporation. More clarity on the e-prescription, interoperability and quality reporting requirements are expected in December 2009.
- **Website II:** As a newly launched collaborative, HealthSpottr.com believes in the future of healthcare and exists to showcase emerging innovations and the new faces of leadership who will bring this future to us all Its inaugural issue debuted a list of the 100 most creative and influential innovators working in healthcare today.

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- **Website III:** EHRWatch.com is a new online community dedicated to developments in electronic health records [eHRs], including practice, funding, product integration, standards developments and trends in implementation. The new site features blog posts, polling, commenting and a weekly e-newsletter.
- **HIT:** According to ARRA, medical practices must have a plan for handling health data breaches by September 23.
- **Vendors:** Can begin selling modular eHR system on October 7, 2009.
- **CCHIT:** The Certification Commission will launch updated and new 2011 certification programs on October 7, 2009.
- **Compliance:** The Red Flags Rules begin on November 1st, 2009.
- **Telehealth:** UnitedHealth Group, in partnership with networking vendor Cisco Systems, rolled out a national telehealth network offering access to both primary care physicians and specialist services.
- **Credit:** The Credit Card Accountability, Responsibility and Disclosure (CARD) Act went into effect on August 20, 2009.
- **Privacy:** The California Department of Public Health issued an administrative penalty of \$187,500 to Kaiser Permanente's Bellflower Hospital after concluding it didn't do enough to protect patient health information [PHI]; the second such fine this year for the hospital.
- **Debt:** Non-profit hospital finances continue to deteriorate; according to Moody's.

Link: http://www.fiercehealthfinance.com/story/moodys-non-profit-hospital-finances-continue-deteriorate/2009-07-15?utm_medium=nl&utm_source=internal

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- **Finance:** The Department of Housing and Urban Development [HUD] is making it easier for non-profit hospitals to refinance debt charity-care policies and community needs assessments to do so in 2009.

Link: http://www.fiercehealthfinance.com/story/hud-makes-it-easier-non-profit-hospitals-refinance-debt/2009-07-15?utm_medium=nl&utm_source=internal

- **Wi-Fi:** According to ABI Research, hospital Wi-Fi spending should hit \$4.9 billion by 2014; a 70 percent jump from 2009 levels.

- **Medicare Part D:** Seniors will pay an average of \$30/ month, or \$2 more in 2010 for Part D premiums, based on current CMS bids.

- **Insurance Coding:** There were four remote new CPT® codes for 2008:
99441 PHONE E/M BY PHYS 5-10 MIN
99442 PHONE E/M BY PHYS 11-20 MIN
99443 PHONE E/M BY PHYS 21-30 MIN
99444 ONLINE E/M BY PHYS

Unfortunately, most health plans will not pay for them even though Medicare paid for 99441-444 in 2009, about \$15-\$41.

Contact the Editors and Contributors

In, *Healthcare Organizations [Journal of Financial Management Strategies]*, iMBA Inc wants you to have a publication that meets your needs and covers material that you consider most important and interesting. Therefore, if you would like to see additional topics covered in this guide, feel free to send them to this email address: MarcinkoAdvisors@msn.com. Kindly include "Healthcare Organizations" in your subject line and as much information as possible in your request.

We will read each topic and consider all suggestions for material in future updates. Due to the volume of emails, we will not be able to acknowledge or respond to every one. But, we look forward to your suggestions and will make every reasonable request to accommodate them.

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Thus, we hope you will find this publication an invaluable and practical resource for creating and maintaining financial and economic success for your own medical practice, clinic, hospital or healthcare organization.

And, be sure to follow us online, between quarterly updates, at our website and the *Medical Executive-Post*, blog forums.

Subscribe today ... Blog online ... Succeed tomorrow!

Fraternally,

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