



Practice Model Perspectives 2016

Presented by Lea Chatham

November 29, 2016

Agenda |

- Market Forces
- 2016 Practice Model Perspectives Survey
- How Kareo Can Help

Market Forces



Fee-for-Service to Value-Based Care

MACRA

- Replaces the sustainable growth rate and moves CMS payments towards quality
- Quality Payment Program has two pieces: MIPS and Advanced APMs
- Goal is to increasingly push practices towards the Advanced APMs

Commercial Payers

- Also increasing value-based programs and payments

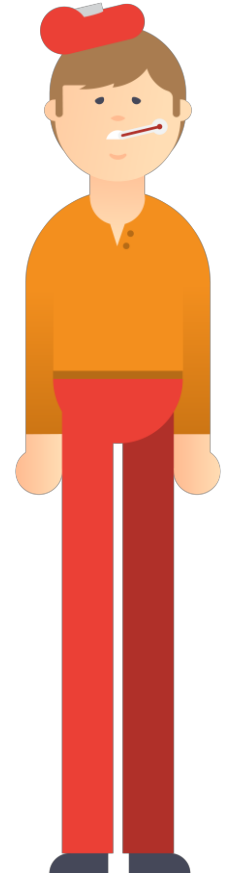
These programs can create more complexity for practices



Changing Patient Expectations

Patients looking for more consumer experience

- Using social media and online reputation to choose providers
- Online scheduling
- Text and email reminders
- Email communication with providers
- Access to medical records and online bill pay through a portal
- More involvements in care and treatment planning



Increasing Physician Burnout

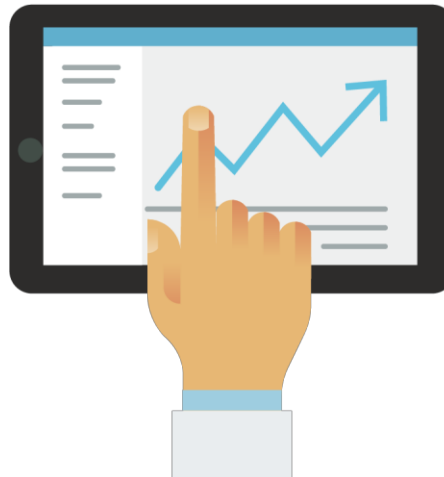
Recent studies show increasing physician burnout

- 2014 study from AMA and Mayo showed that over 54% of all physicians had at least one sign of burnout
- In 2011 the same study showed 45% (increase of 9%)
- Medscape Lifestyle Report 2016 also showed an increase in signs of burnout and put the average at about 50%

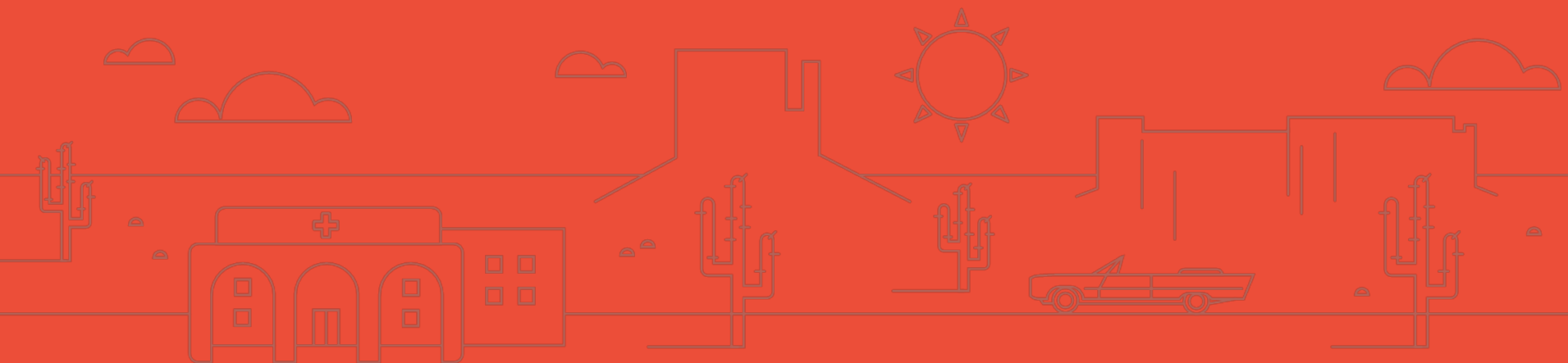


Growing Demand

- Healthcare demand is growing and there may be a shortage of physicians to support this demand
 - By 2020 demand for healthcare services will increase by 22%
 - AMA says there will be a shortage of 130,000 physicians
- The entire industry is looking for ways to improve access and reduce costs



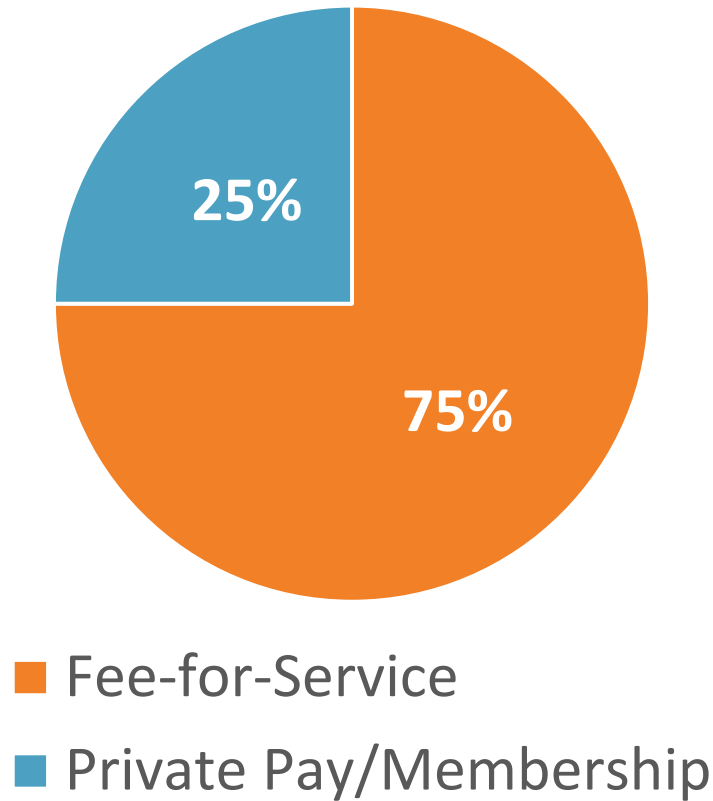
2016 Practice Model Perspectives Survey



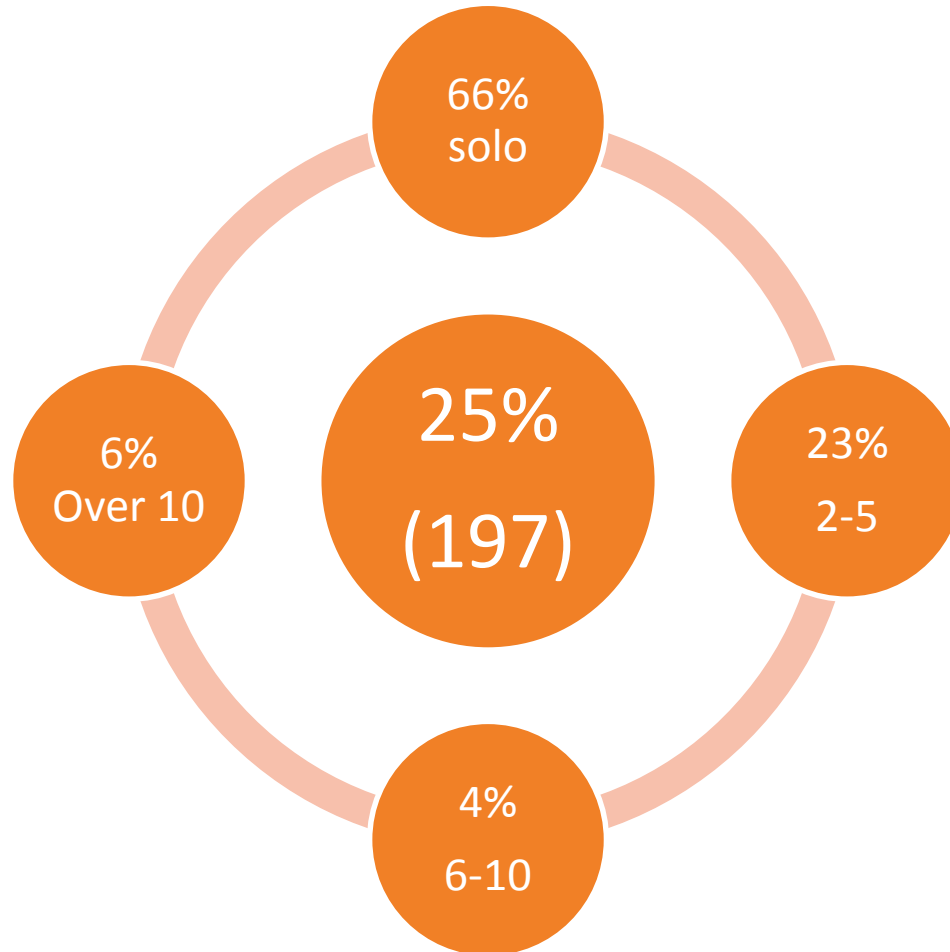
Survey Methodology

- 766 respondents
 - Providers in private practice (MD, DO, PA, NP)
 - Practice Managers
 - Other Practice Owners
- 29 Specialties
- Evenly distributed across men and women
- Same questions used to compare those in traditional fee-for-service and those in private pay (membership, concierge, direct primary care, etc.)

Practice Type

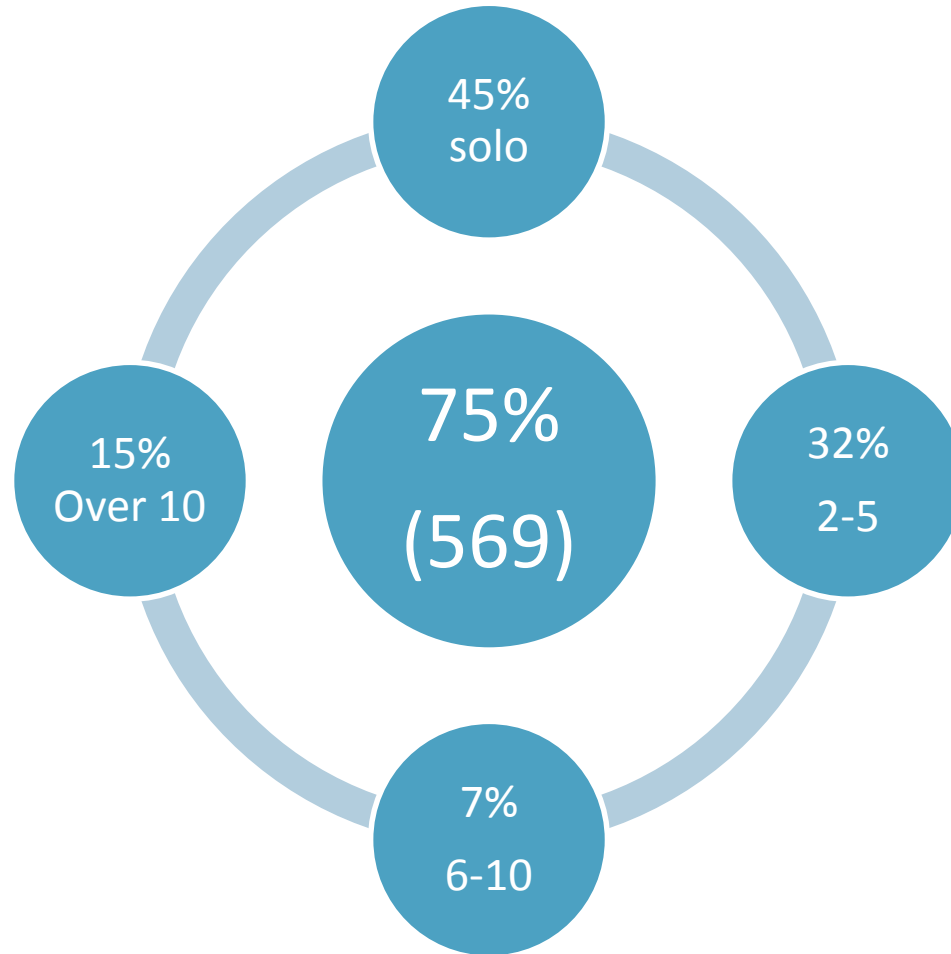


Private Medicine Practices



Providers in Practice

Traditional Fee-for-Service Practices



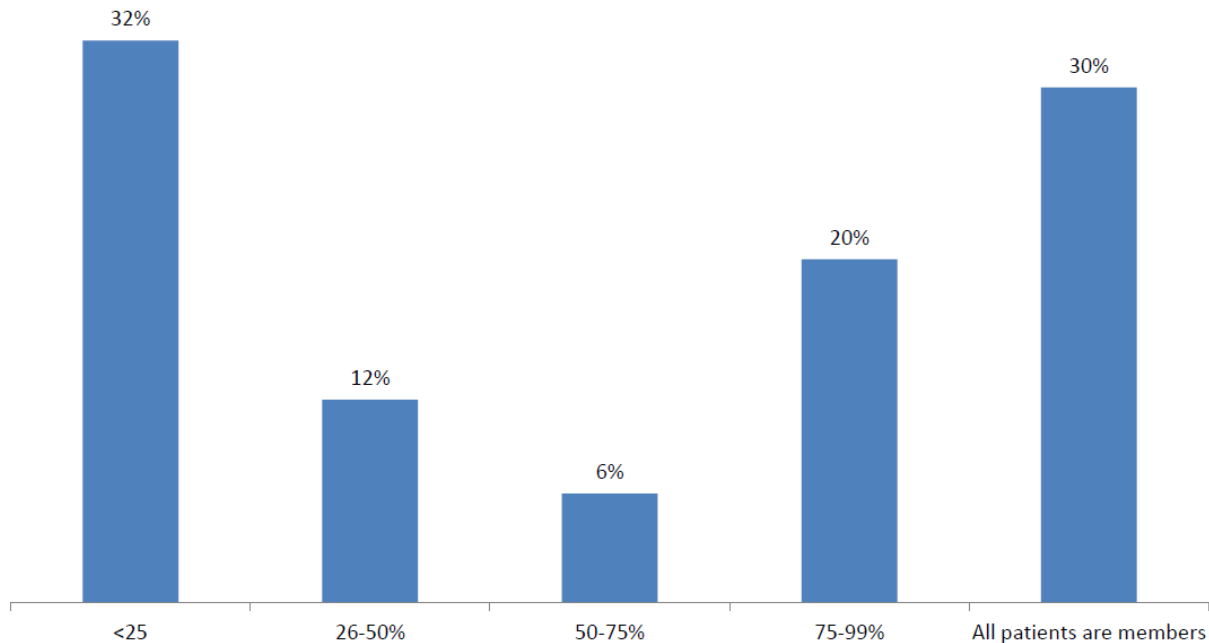
Providers in Practice

Reasons for Change

Reasons for Change	Already Using Private Pay/Membership Models	Considering a Change from Traditional FFS
Spend more time with patients	66%	43%
Improve work/life balance	41%	43%
Separate from insurance payer system	40%	44%

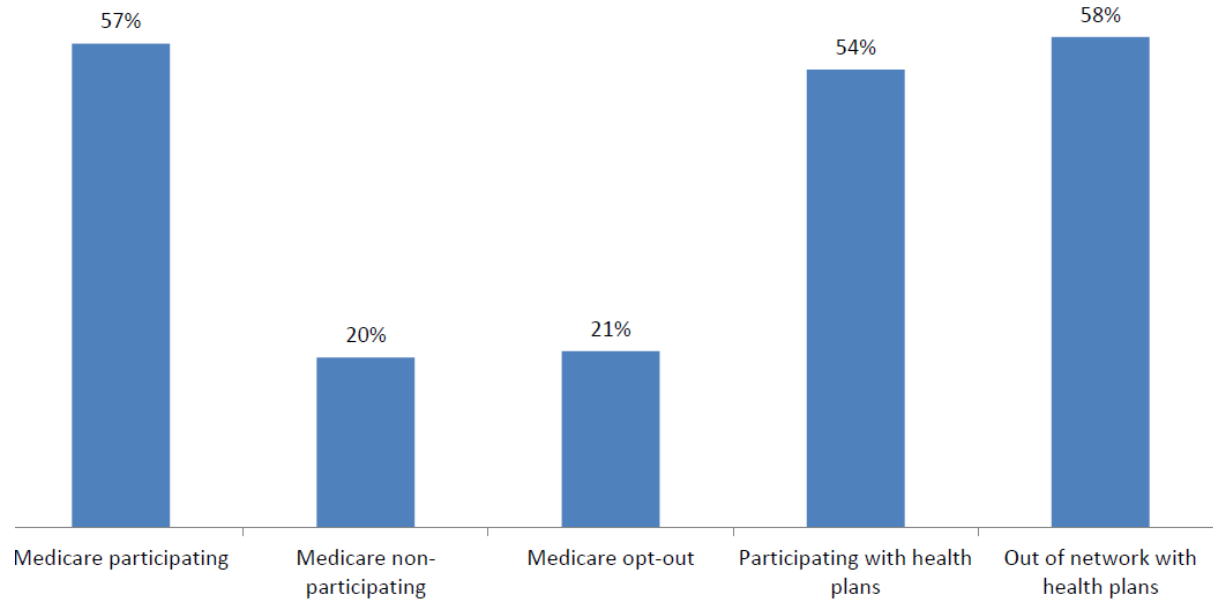
Most Providers Use Mix of Models

Of your total patient panel, what percentage are members?



Most Providers Use Mix of Models

Please check all that apply to the status you have with the following payer types:



Provider Hours & Patient Visits

	Physicians Using Private Pay/Membership Models	Physicians Using Traditional Fee-for-Service
Average Hours Worked/Week	41	47
Hours Spent on Admin Tasks	10.5	11.25
Length of Patient Visit	79% have visits of 30 mins or more	75% have visits of 30 mins or less
Number of Patients Seen/Day	63% see 15 patients or less	65% see 20 or more patients

Prior to transitioning to concierge medicine I was seeing 40 patients a day and unable to get home before 9 PM each evening. My wife and I decided to pursue the private medicine model to benefit our patients and our marriage.

Now, 2 years into this "experiment" I have never been happier. Our patients are thrilled with the care they receive and I am look forward to "creating health" each day I head to the office. I am now seeing 10-12 patients each day which allows me to intensively manage chronic diseases such as diabetes, hypertension, mental illness and even substance abuse.

Medicine has become fun. I spend my time listening to people and touching them. I am no longer concerned about EMR and reporting data to the government. Our patient members are considered "family" and are treated with utmost respect and dignity."

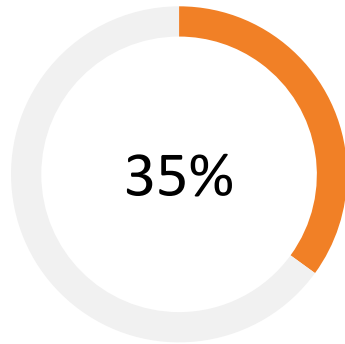
Jeff Unger, MD, ABFM, FACE



Technology Use

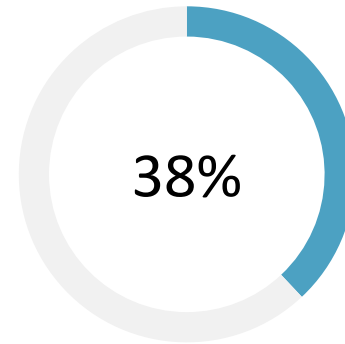
- Practices using concierge, direct pay, membership models more likely to use:
 - Telehealth (23% vs. 8%)
 - Practice marketing and patient engagement (17% vs. 12%)
 - Patient Portals (53% vs. 43%)
- 84% of all respondents use an EHR/EMR (no difference in use based on practice type)

Biggest Challenges



35%

Traditional docs say
staying financially viable is
biggest challenge



38%

Private
pay/membership docs
say recruiting new
patients is top
challenge

Similarities

Showing a trend around a new understanding in the value of patient retention, all types of practices were equally likely to:

1. List one of their challenges as retaining patients
2. Be accepting new patients
3. And, be investing in marketing tools



Similarities

Another similarity across all practices was involvement in ACOs. Surprisingly, all practices were almost equally likely to be in an ACO already or to be considering joining an ACO.

- 15% of FFS and 12% of private pay practices in an ACO
- 9% of FFS and 13% of private pay practices plan to join an ACO in the next year



How Kareo Can Help



Awards and Rankings



Growth awards

The speed at which medical practices are moving to Kareo and referring it to other providers.



Best places to work

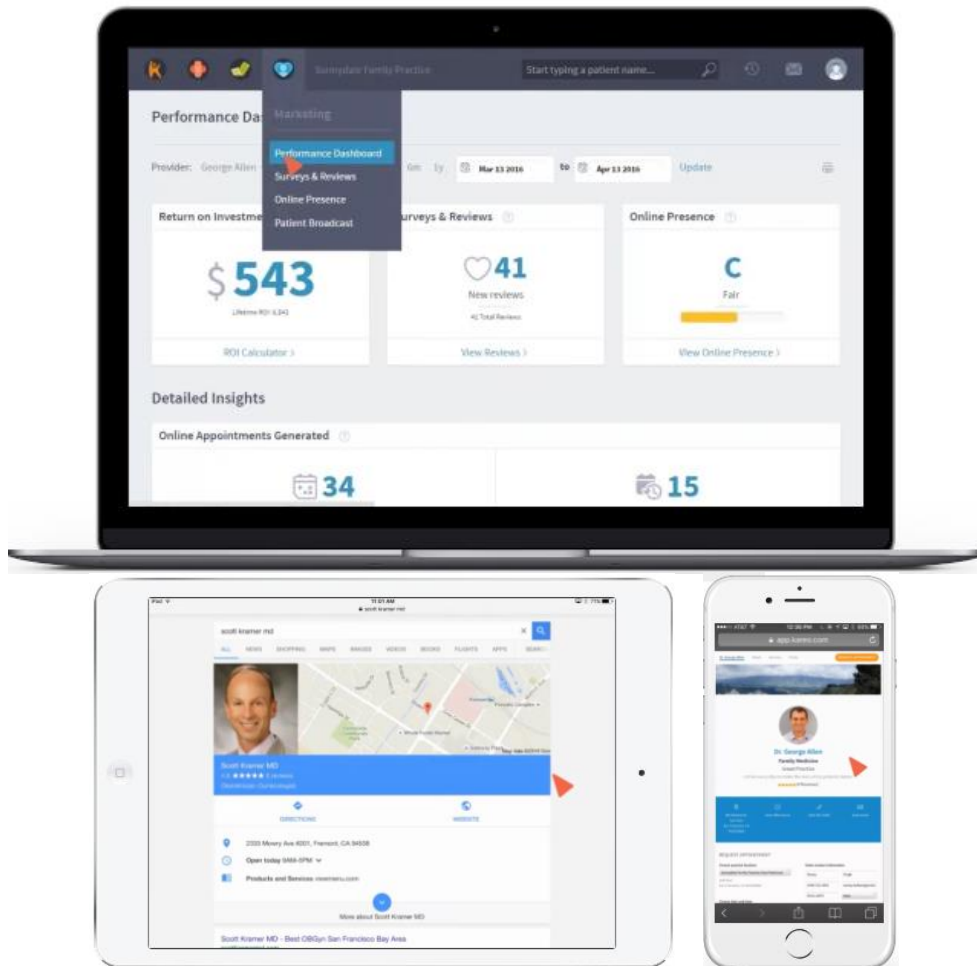
Happy, engaged employees stay longer, have more experience and offer better customer service



Analyst reviews

3rd party recognition, driven by direct customer feedback, equals trust and credibility

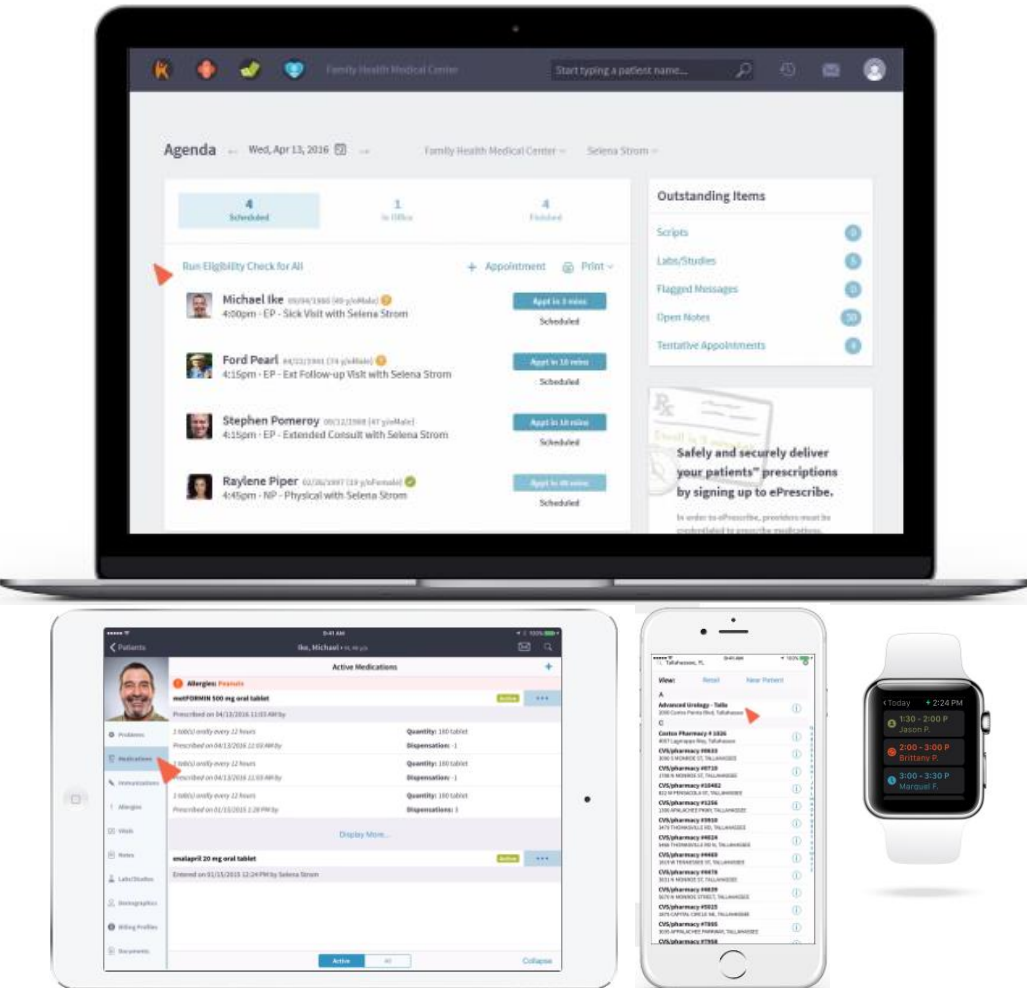
Kareo Platform



Kareo Marketing

- Marketing and front office automation
- Online visibility and SEO
- Online appt. scheduling
- Email, text & voice recording appt. reminders
- Post visit patient reviews
- Practice analytics for ROI
- Patient communications

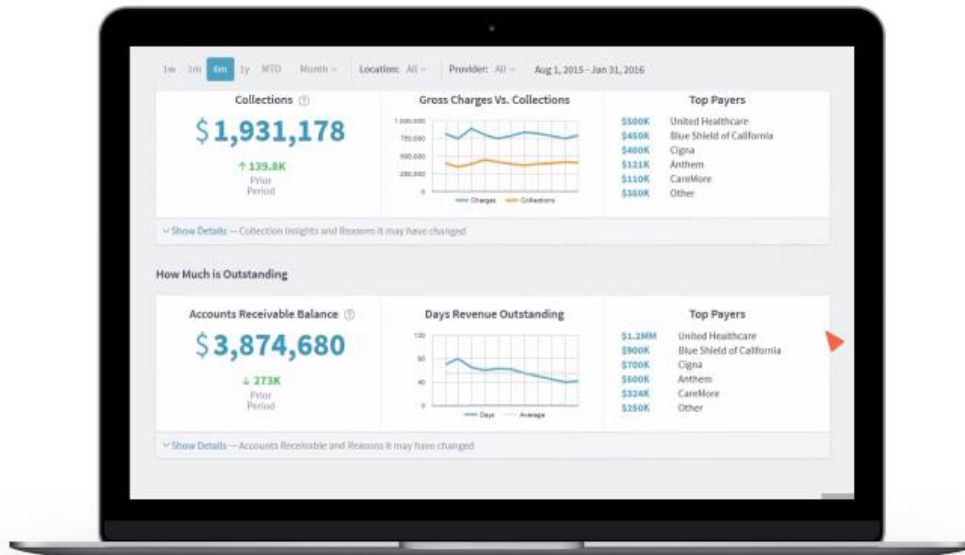
Kareo Platform



Kareo Clinical

- Comprehensive dashboard
- Simple charting
- Easy ePrescribing
- Convenient eLabs
- Specialty templates
- Electronic Superbill
- Integrated Patient Portal
- Secure messaging

Kareo Platform



Kareo Billing

- Centralized A/R Management
- Intuitive Billing Analytics
- Easy & accurate charge capture
- Eligibility Verification
- Patient collections (online bill pay and credit card on file)
- Secure messaging
- Powerful scheduler/appt. reminders



Connect with Kareo

Stop by and say hi!

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