



Post-Covid Strategy

Time to stop reacting
and start planning

Terry Blessing III, EVP Operational Integrity





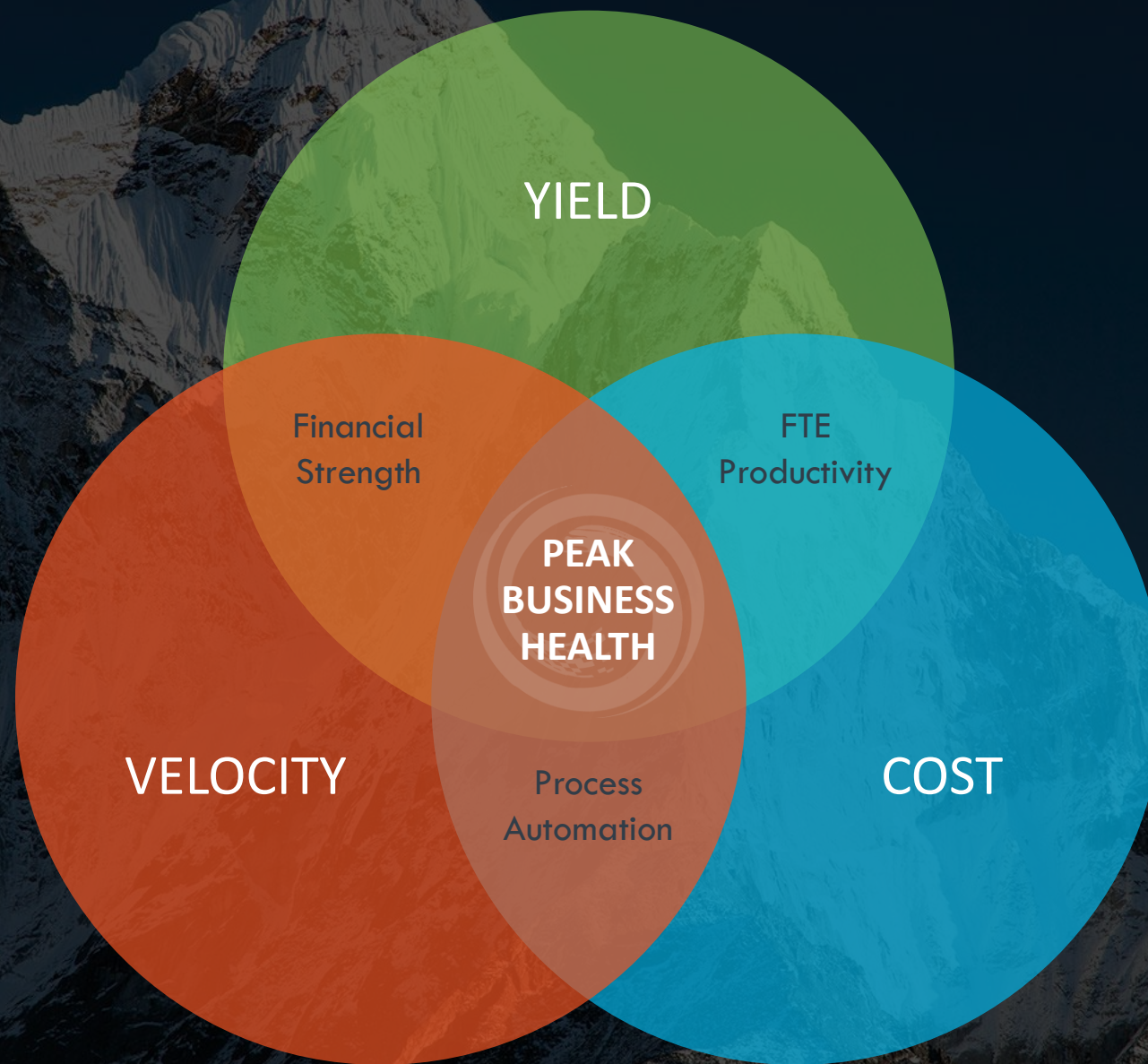


HEALTH



PEAK BUSINESS HEALTH





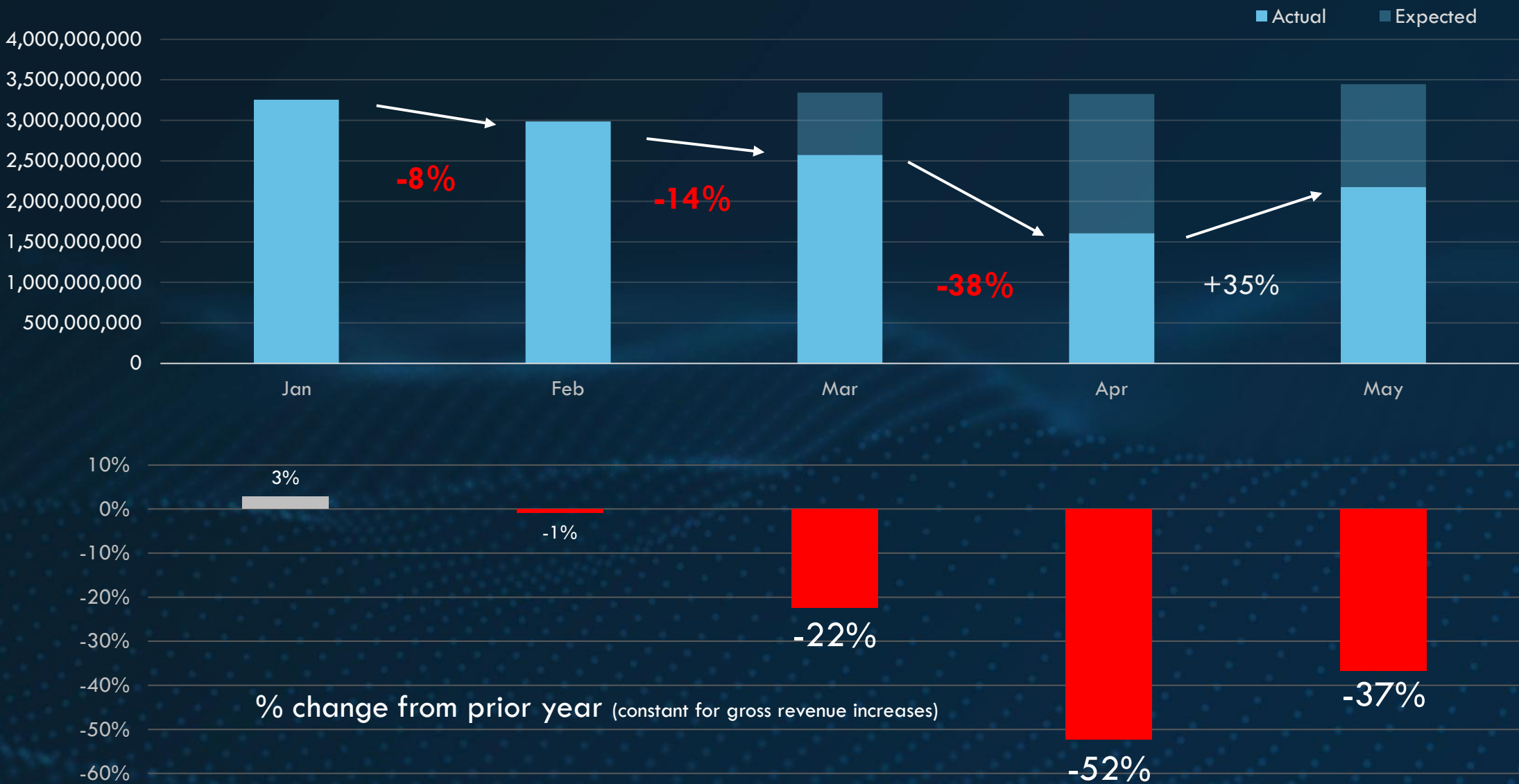


SPRING 2020

COVID-19 had an immediate and dramatic impact on healthcare revenue



Outpatient gross revenue plummeted fast





28 Million

CANCELED PROCEDURES WORLD-WIDE

4.1M

IN THE UNITED STATES

343,670

CANCELLATIONS PER WEEK



\$23 Billion

IN LOST REVENUE

Approximately half of the annualized 4.8% United States GDP decline in the first quarter of 2020 is attributed to healthcare, especially delayed elective procedures.

The background of the slide is a dark, blurred image of a chessboard with various chess pieces. The pieces are arranged in a way that suggests a strategic game in progress, with some pieces in the foreground and others in the background.

It's time to stop reacting
and start planning your
post-COVID strategy

3 STRATEGIES TO CONSIDER:



Strategic Community
Development



Data-Driven
Care Expansion



Moneyball
Strategy



Strategic Community Development



Strategic Community Development

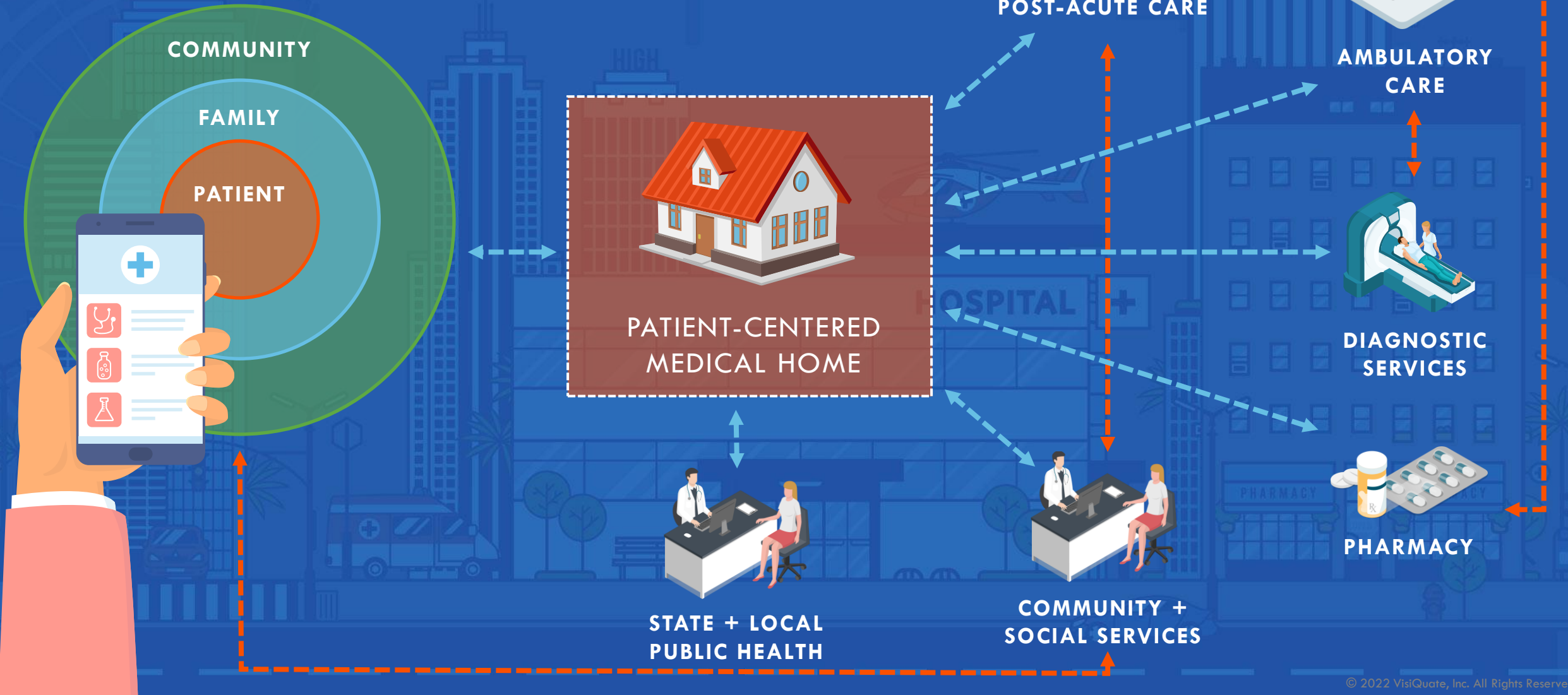
Healthcare centric neighborhood

Long term SNF and PT

Assisted and therapeutic living

Smart Care Homes – homes connected to assistance

What does this community look like?



What does success look like?

Decreased fragmentation

Improved coordination

Patient-centered medical home (PCMH)

Reduced duplication and waste in the system,
due to sharing of clinical information

Where are these communities currently?

Heritage Valley

- Aliquippa, PA
- Calcutta, PA
- Chippewa, PA
- Edgeworth, PA

Via Christi Health, Wichita, Kan.

Owensboro Medical Health System,
Owensboro, Ky.

Marquette General Health, Marquette, Mich.

Western Connecticut Health Network,
Danbury, Conn.

North Shore Physicians Group, Salem, Mass.

Orlando Health, Orlando, Fla.

Avera Health of Sioux Falls, S.D.

Novant Health, Winston-Salem, N.C.



ORLANDO HEALTH photo source: Joe Burbank / Orlando Sentinel



Data-Driven Expansion



Data-Driven Expansion

Analyze Operative Cancellations & Expand OR Services

Algorithm for surgical prioritization

Expansion of surgical capacity

Think beyond the 5-day work week

Focus on simplifying the surgical care experience

Reinvent Discharge Planning

Streamline

Optimize post operative facility communication

Contract Review

Focus on development of facilities to support
inpatient and operative procedures

Invest in Post-Operative Care



BUILD



BUY



PARTNER



The Moneyball Strategy



Our metrics are mainly exception-based, for example:

Denials as a percent
of revenue

First pass
denial rate

Denial overturn
percentage

What if the answer is right under our nose?

Instead of looking at denials, look at what's paying without a denial and expand that service area

OUR ABILITY TO ANALYZE OUR CURRENT INVENTORY AND LOOK FOR:

No denial on record

Services that have
market share available

Services that can be
performed outside of normal
business hours

Services that don't require a major
medical event in order to be
performed

Services where reimbursement
outperforms cash factor



Statistics = RESULTS

DOUBLE

Denied Once



SINGLE

Multiple Denials



TRIPLE

False Denial



HOMERUN

Paid w/o denials



STRIKEOUT

100% Write-off



CASE STUDY

540 Bed Hospital in the Northeast

PROCEDURES

PROSTATE BIOPSY

44% cash factor

PEDIATRIC SERVICES

63% cash factor

VASECTOMY

47% cash factor

LAPAROSCOPIC HYSTERECTOMY

47% cash factor



EXPANSION OPPORTUNITY

\$1.5 MILLION

CASE STUDY

584 Bed Hospital in the Northeast

PROCEDURES

SLEEP STUDY

32% cash factor

OFFICE VISIT, ESTABLISHED PATIENT

51.12% cash factor

MAMMOGRAPHY

35% cash factor



EXPANSION OPPORTUNITY

\$950,000



CASE STUDY

2,260 Bed Hospital in the Northeast

PROCEDURES

HOSPICE IP OP
86% cash factor

LAPAROSCOPIC HYSTERECTOMY
66% cash factor

HOSPITAL OUTPATIENT CLINIC VISIT
59.8% cash factor



EXPANSION OPPORTUNITY

\$5 MILLION



Thank you!

Terry Blessing III, EVP Operational Integrity



terry.blessing.III@visiquate.com



[linkedin.com/in/terry-blessing-64124081](https://www.linkedin.com/in/terry-blessing-64124081)

