HIPAA Compliance Strategies for IPAs and Medical Groups

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THE HIPAA
COLLOQUIUM at
Harvard University
Background

- Practicing Physician
  - 15 years
  - Revenue Reductions
  - Paper Hassles
  - Legal Issues
  - Managed Care Constraints
Background

- Managing Partner - Medical Group
  - 10 years
  - Practice Manager / Administrator
  - Staff
  - Budgets
  - Business Associates / Vendors
Background

- Owner - Billing Company
  - 5 years
  - Reimbursement
  - Claims Issues
  - Information Technology
  - EDI
Background

- Chairman and CEO - IPA
  - 2 years
  - Understanding of the Healthcare Community
    - Hospitals, Laboratories, Pharmacies, Payors, Providers
  - Payor Needs
  - Physician Compliance
  - Motivating Physician Community

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- 2300 Physicians
  - 500 core physicians
    - 10-80% case mix (average 30%)
    - 125 offices
      - Range 1 to 60 physicians per office
      - Average 4 physicians per office
  - Target group
    - Pilot Projects
    - Teaching Initiatives
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- One payor
- Multiple insurance products
  - HMO, PPO, POS, Indemnity, etc.
- 150,000 covered lives
- 6 counties
  - Mid-Hudson Valley, New York
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- What we do NOT do
  - Collective bargaining
  - Risk
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- What we DO
  - Network development
  - Credentialing
  - Peer Review
  - Pilot Projects
    - Internet Initiative
    - Evidence-based Medicine
    - Physician – Patient E-mail

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What we DO

- Physician and Physician Office Staff Services
  - Provider Relations
  - IT Training and Support
  - Compliance and Coding
  - HIPAA

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HIPAA – State of Mind

- Revenue reductions
- Regulatory burdens
- Legal burdens
- OIG recommended compliance plan
- HIPAA delays
- HIPAA hype
HIPAA – State of Mind

- 25% of small practices are working on HIPAA EDI issues
- 17% of small practices have initiated planning for HIPAA

(Source: Phoenix Health)

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HIPAA – State of Mind

- Office surveys
  - Interviewed by provider relations staff
- 125 offices / 500 core physicians
- August 2001
- < 30% knew of HIPAA
- < 10% actively preparing for HIPAA
Changing State of Mind

Make it SIMPLE

Save them MONEY

Motivation

Buy-In

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The Plan

- Communication
- Education
- Training
- Support
Communication

- Provider Relations
- Taconic Talk
Provider Relations Staff

- Acknowledged best physician support staff by community
- History of support
  - Payor policies and procedures
  - Coding
  - Claims support
  - Compliance
  - Internet Initiative

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Taconic Talk

A. John Blair, III, M.D.
MESSAGE FROM THE CHAIRMAN & CEO

HIPAA Challenge

The Taconic IPA, along with the medical societies of Dutchess, Greene, and Ulster County, recently conducted a three-day series of HIPAA seminars with more than 500 attendees. The seminars were very informative and well-received. From parts getting in these seminars, it became apparent to me that many offices are struggling with handling the vast amount of information in the waning months of the legislative session.

In the wake of the conclusion of these seminars we received many phone calls regarding more information and additional updates. Full prior to the extension filing, the IPA will be working with the county medical societies in our area to coordinate additional information for our physicians, and to try to coordinate another series of seminars in the fall. In the Taconic Talk I will outline the main areas that physicians need to be focusing on, along with mentioning the important deadlines that need to be followed.

The final date to keep in mind is October 16, 2002, at which time offices must file a “compliance plan” available at http://www.hcfa.gov/hipaa/hipaa_declar.html. As a one-year extension or meeting the standards for electronic data interchange (EDI), which includes claims submission, claims payment, claims queries, and eligibility verification/authorization, etc. As pointed out in the seminars, these requirements will need to be met by your practice management system vendors, claims clearinghouses, and health plans. Since most of those entities will not be completed by October 16, 2002, we strongly suggest that you file an extension. Your Provider Relations Representatives can supply you with a sample of the compliance plan form. Also, by going to the above mentioned website, you can file for the extension. Additional information will be available that will be offered for your perusal on this requirement.

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Education

- October 2001 Seminar
  - General overview
  - Engaging speaker
  - Dinner meetings
  - 5 days
  - 5 locations
  - Sponsored by IPA
  - 250 attendees
Education

- April 2002 Seminar
  - Detailed discussion
  - Deadline review
  - Tools
  - 3 days
  - 3 sessions per day
  - Sponsored by IPA and local medical societies
  - Over 500 attendees
Training

- **October 2002 deadline**
  - Compliance extensions
    - Paper form
    - Online form
  - Electronic transactions testing Spring 2003

- **April 2003 deadline**
  - Privacy
  - Security (tentative)
Training

- Privacy official
  - Policies and Procedures
- HIPAA staff training
  - Seminars
  - Educational Materials
  - Online Sources
  - Documented training
- Compliance manual
- Physician Involvement

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Support

- Examples
  - Privacy policies
  - Authorization for release of PHI
  - Business Associate agreements
  - Vendors

- Legal and Consulting staff
  - Second tier questions by offices
  - On retainer by IPA
Monetary Benefit

- Standardized EDI
  - Staff efficiencies
  - Decreased denials
  - Increased reimbursement
  - Decreased A/R
- Long term cost savings
  - After expense of privacy and security measures
Results

- August 2001
  - < 10% of core offices planning for HIPAA

- August 2002
  - > 90% of core offices planning for HIPAA

- Nationally
  - <17 % offices planning for HIPAA
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Thanks for your time!

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