

Speaking to My C-Suite: Having Something to Say



Michael A Salvatore, MD FACP

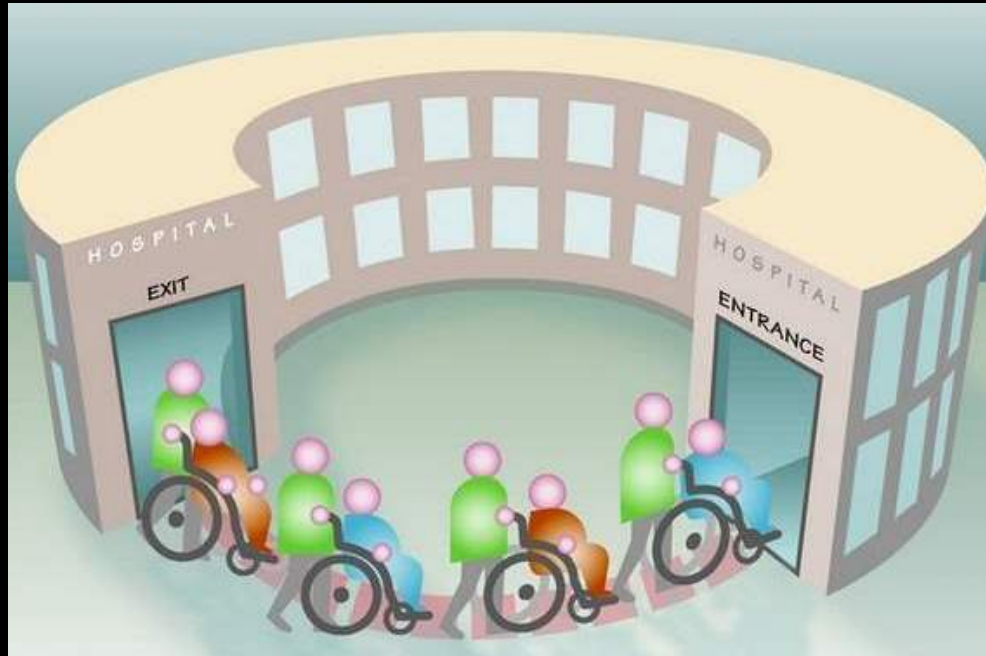
Physician Advisor Beebe Healthcare, Lewes, DE

Have Something to Say Goals



- 1. Inform them about something they need to know**
- 2. Teach them about something they don't know**
- 3. Share insight about something they wouldn't know**
- 4. Provide an action plan about something they need to fix**
- 5. Keep it short!**

The Something



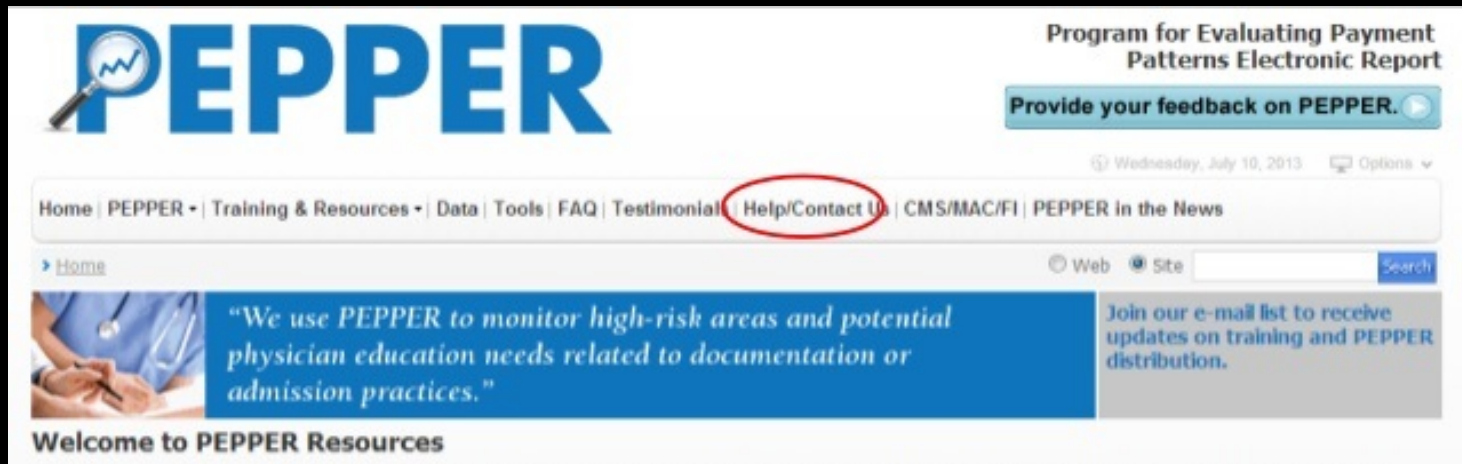
“Talk to us about our Readmissions Penalty”

Something They Need to Know

In 2014 Beebe Penalized \$75,000 for
9 Simple Pneumonia Readmissions

Measure	Number of Eligible Discharges at Your Hospital	Number of Readmissions at Your Hospital	Observed Readmission Rate	Expected Readmission Rate	Excess Readmission Ratio	National Crude Readmission Rate
AMI	324	44	14.5%	15.3%	0.9452	17.4%
COPD	392	58	16.8%	18.8%	0.8946	20.7%
HF	740	143	20.0%	21.9%	0.9131	22.6%
PN	660	122	17.9%	16.9%	1.0616	17.4%
THA/TKA	1,017	41	4.3%	4.9%	0.8670	5.1%

Something They Need to Know



The screenshot shows the top portion of the PEPPER website. The logo on the left features a magnifying glass over a line graph, with the word "PEPPER" in large blue letters. To the right, the text "Program for Evaluating Payment Patterns Electronic Report" is displayed above a blue button that says "Provide your feedback on PEPPER." Below this, the date "Wednesday, July 10, 2013" and "Options" are visible. A navigation menu contains links for "Home", "PEPPER", "Training & Resources", "Data", "Tools", "FAQ", "Testimonial", "Help/Contact Us", "CMS/MAC/FI", and "PEPPER in the News". The "Help/Contact Us" link is circled in red. Below the navigation menu, there is a search bar with "Web" and "Site" radio buttons and a "Search" button. A blue banner contains a testimonial: "We use PEPPER to monitor high-risk areas and potential physician education needs related to documentation or admission practices." To the right of the banner is a grey box with the text: "Join our e-mail list to receive updates on training and PEPPER distribution." At the bottom left of the banner area, it says "Welcome to PEPPER Resources".

Complex Pneumonias were being coded as Simple Pneumonias due to documentation errors

Inform Them



Beebe was penalized because of readmitted patients who had poor documentation of but not poor care of Simple Pneumonia patients.

Something They Don't Know

Fiscal Year	INPATIENT ADMISSIONS WITH NEWBORNS	INPATIENT ADMISSIONS NO NEWBORNS
FY08	10,562	9,557
FY09	10,142	9,139
FY10	9,984	9,085
FY11	9,628	8,799
FY12	9,621	8,732
FY13	10,052	9,167
FY14	10,862	10,006

Higher Census Correlates
with Higher Readmissions

Something They Don't Know

Group	2012	2013	2014 (through Nov)
Hospitalists	13.12%	13.26%	13.74%
General Surgeons	11.09%	11.31%	11.26%
Vascular Surgeons	10.03%	14.53%	13.41%
Orthopedic Surgeons	3.47%	2.83%	3.79%
Cardiac Surgery	16.19%	15.03%	12.73%

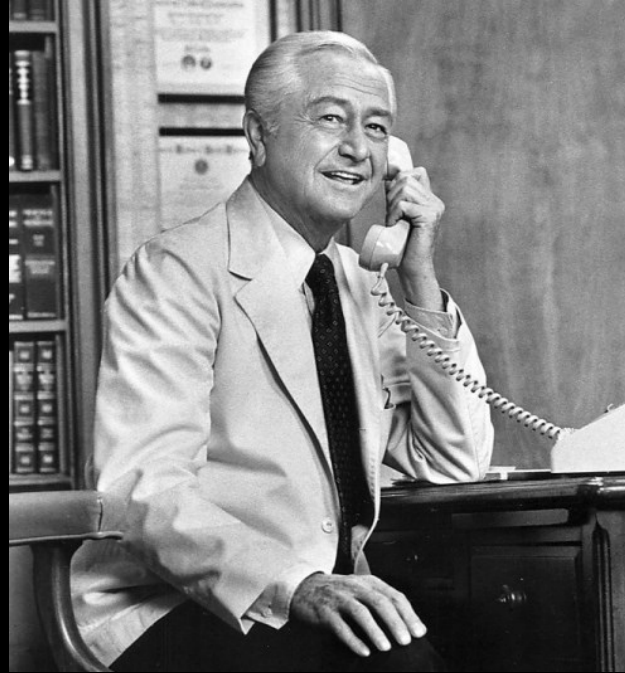
Hospitalist Readmissions
Average C/W National Cohort

Teach Them



The Hospitalist service has average readmissions rates despite a ballooning hospital census.

Something They Wouldn't Know



Community care consequences of Hospitalists

ER is now a safety valve for practices

Lack of community Palliative Care

Something They Wouldn't Know



- **CRIMSON Hospitalist data: 10+ years older**
- **Medicare % = >10% National average**
- **Sussex County = 45.1 years (USA = 36.5)**
- **Sussex County 4th in USA for \geq 85 years old**

Give Them Insight



A 'Good 85'



1. Inform Them About Something They Need to Know

- Penalized for poor documentation, not poor care

2. Teach Them About Something They Don't Know

- Hospitalist readmissions are c/w our national cohort

3. Give Them Insight About Something They Wouldn't Know

- Primary Care is a primary readmissions problem

4. Provide Action Plan About Something They Need To

- Coder at rounds, PC MD, community/hospital/ER forum, \$\$\$?

5. Say it with as few words and slides as possible

Thank You



“Have you got something to say?”

Joe Cocker

msalvatore@bbmc.org

302-542-4515