

# **Welcome!!**

**The National RAC Summit 4th Annual  
Physician Advisor and UR Team Boot Camp**

**“Getting it Right the First Time”**

**July 20<sup>th</sup> – 22<sup>nd</sup>, 2016 San Antonio, TX**





**American College of Physician Advisors, Inc.**

[www.ACPAdvisors.org](http://www.ACPAdvisors.org)

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**SVP, Chief Physician Advisor**  
**Chair, Utilization Management Committee**  
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**Past President, American College of Physician Advisors**



# The Evolving Role of The Physician Advisor as a Member of the Leadership Team





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## Disclosures

- I have no direct or indirect affiliation with any product or company either financially or otherwise, pertaining to the content of this presentation other than serving as Past President of the American College of Physician Advisors.

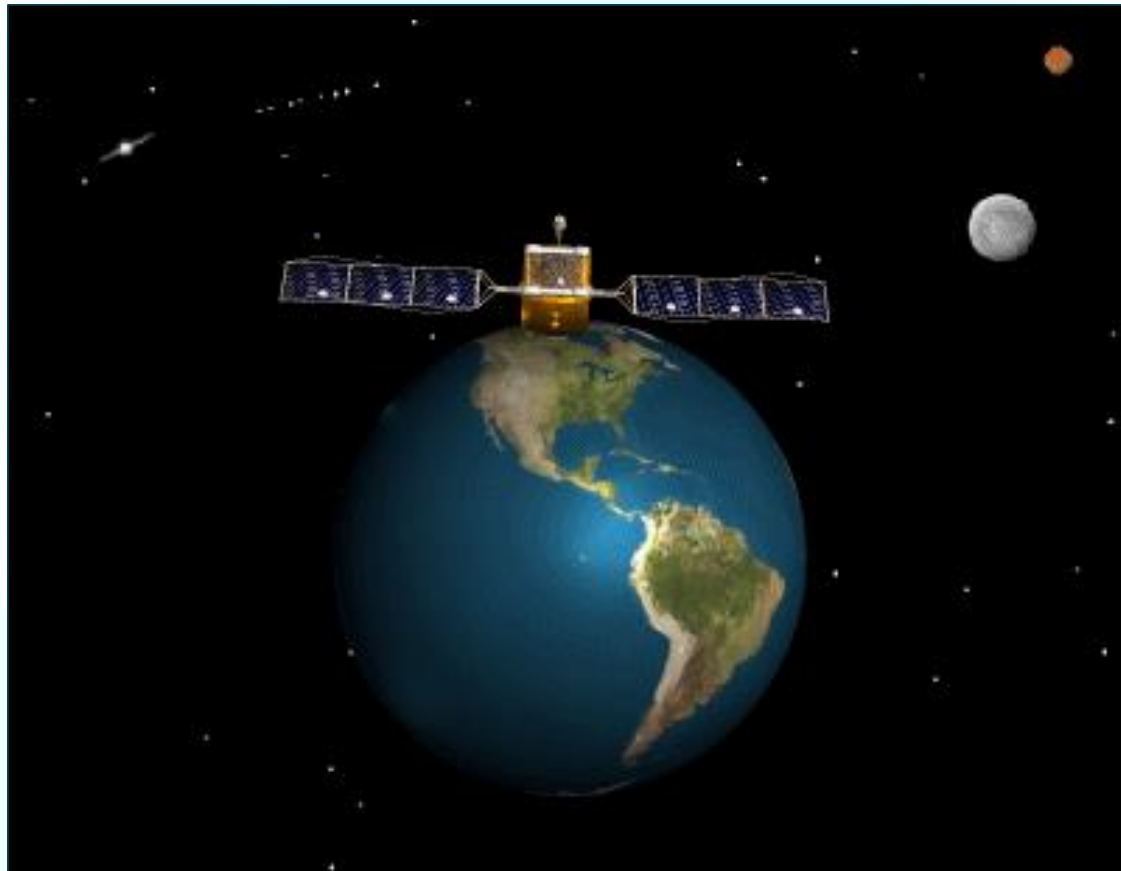
# Objectives

At the end of the session, the participant should be able to:

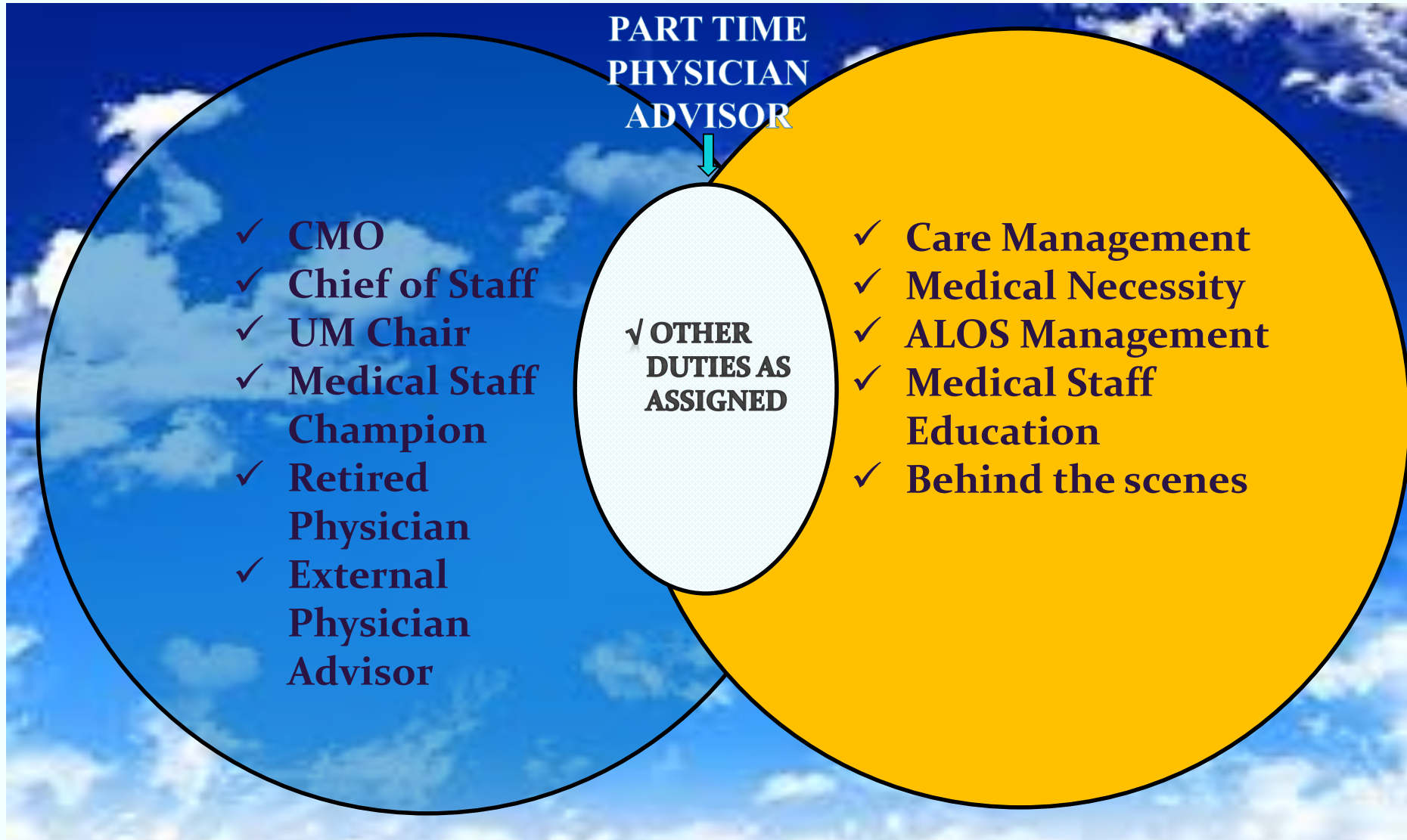
- Describe the evolving history of the Physician Advisor
- List at least 5 major areas of influence by the modern day Physician Advisor
- List three main categories of a Physician Advisor's role within an organization

# The World As We See It!

## A Physician Advisor's Perspective



# The Physician Advisor Role: As We Knew It A Decade Ago



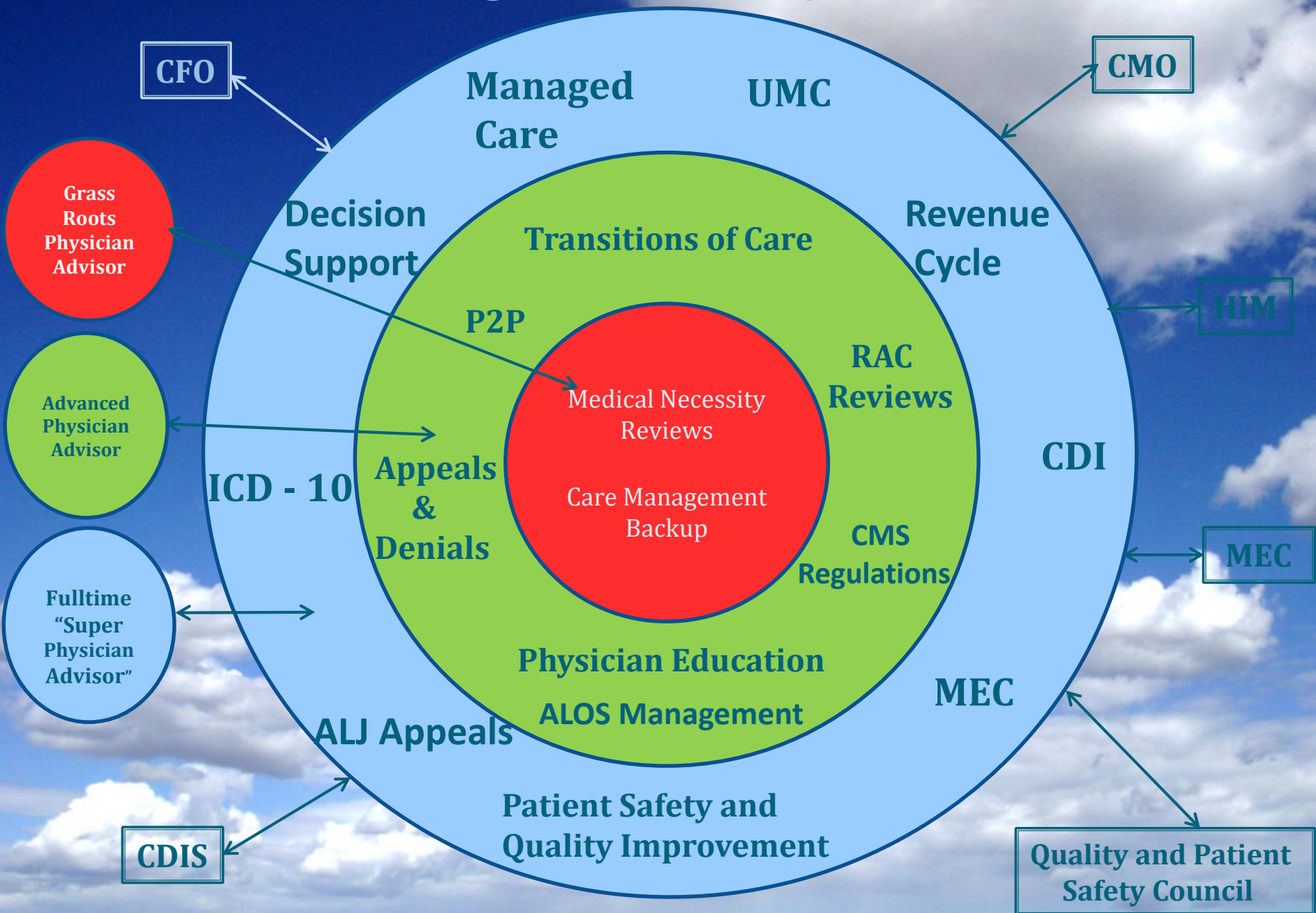
# Defining The Many Roles of A Physician Advisor

- Advisory Role
- Medical Staff Liaison
- Administrative and Policy Development
- Education
- Physician Champion Utilization Management

**Note:** Physician Advisor Job Descriptions Are Unique to Each Position.

- See example of job description on ACPA website:  
[www.ACPAdvisors.org](http://www.ACPAdvisors.org)

# The Evolving Role of The Physician Advisor

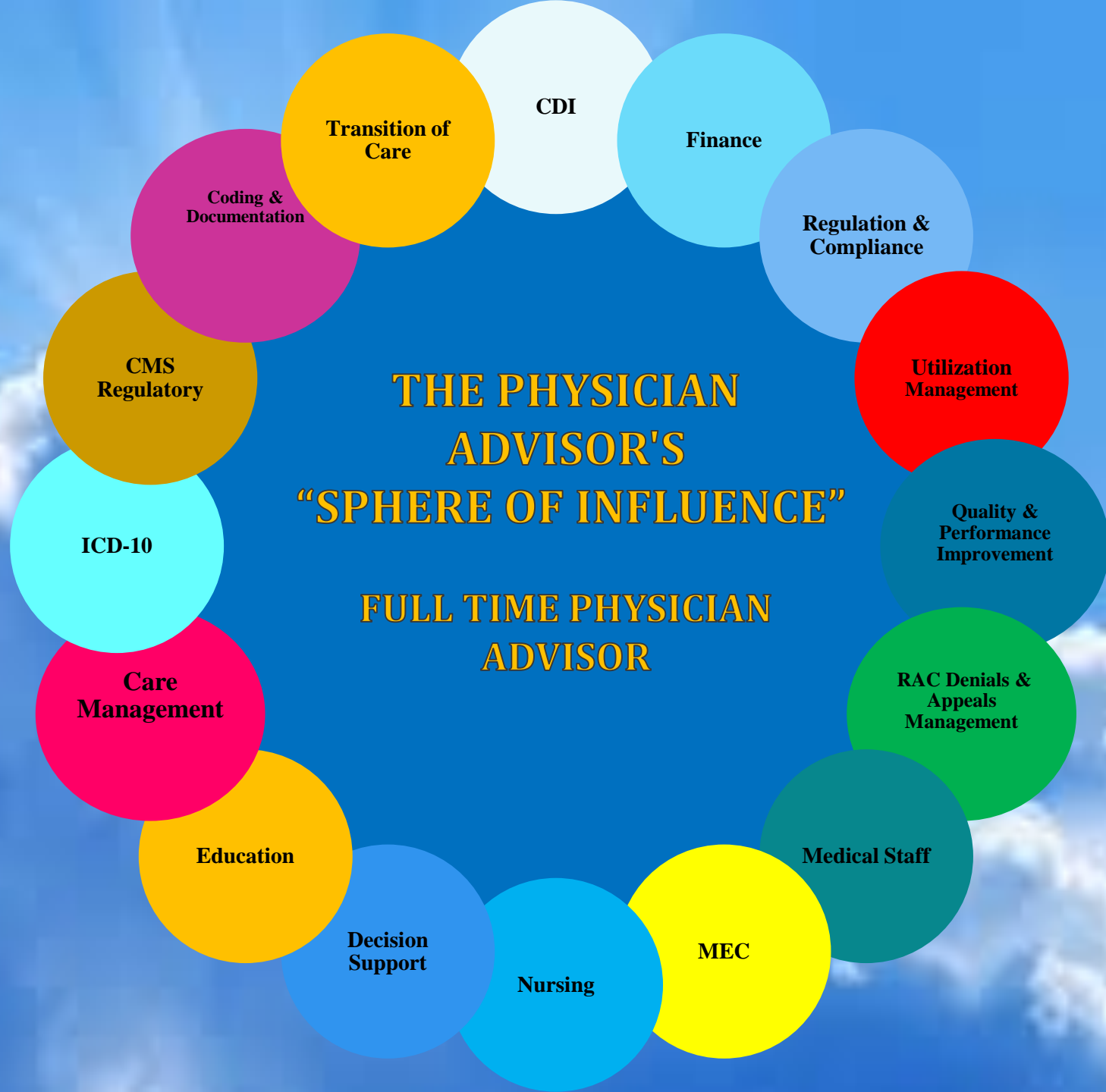


# Expanding The Physician Advisor Horizons

Beyond Medical Necessity Reviews, CC44's and 2<sup>nd</sup> level RAC Appeals

- Quality and Patient Safety
- Regulatory Environment
- Revenue Stream Process
- Third Party Contract Reviews
- Transition of CARE Champions; BOOST and RED, CCTP, ACHIEVE
- Risk Management and Risk Mitigation
- CDIS and ICD – 10
- Readmission Reduction
- LOS Management
- Palliative Care Initiatives





# What Makes A “Super Physician Advisor?”



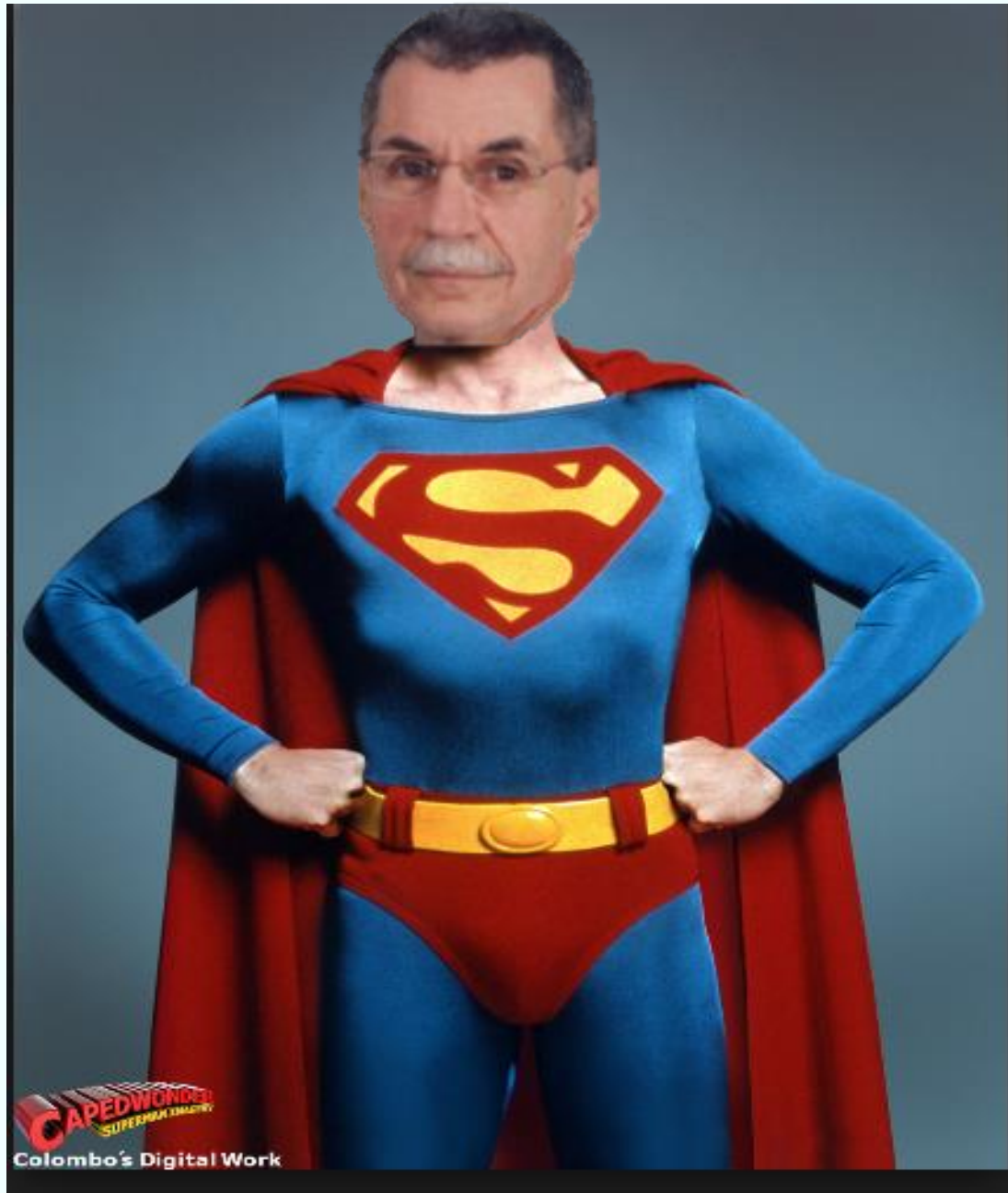
“Setting the Bar High”

- Multidimensional Approach
- Commitment To the Role
- Accumulated OJT and Work Experience
- Educational Experience and Certification

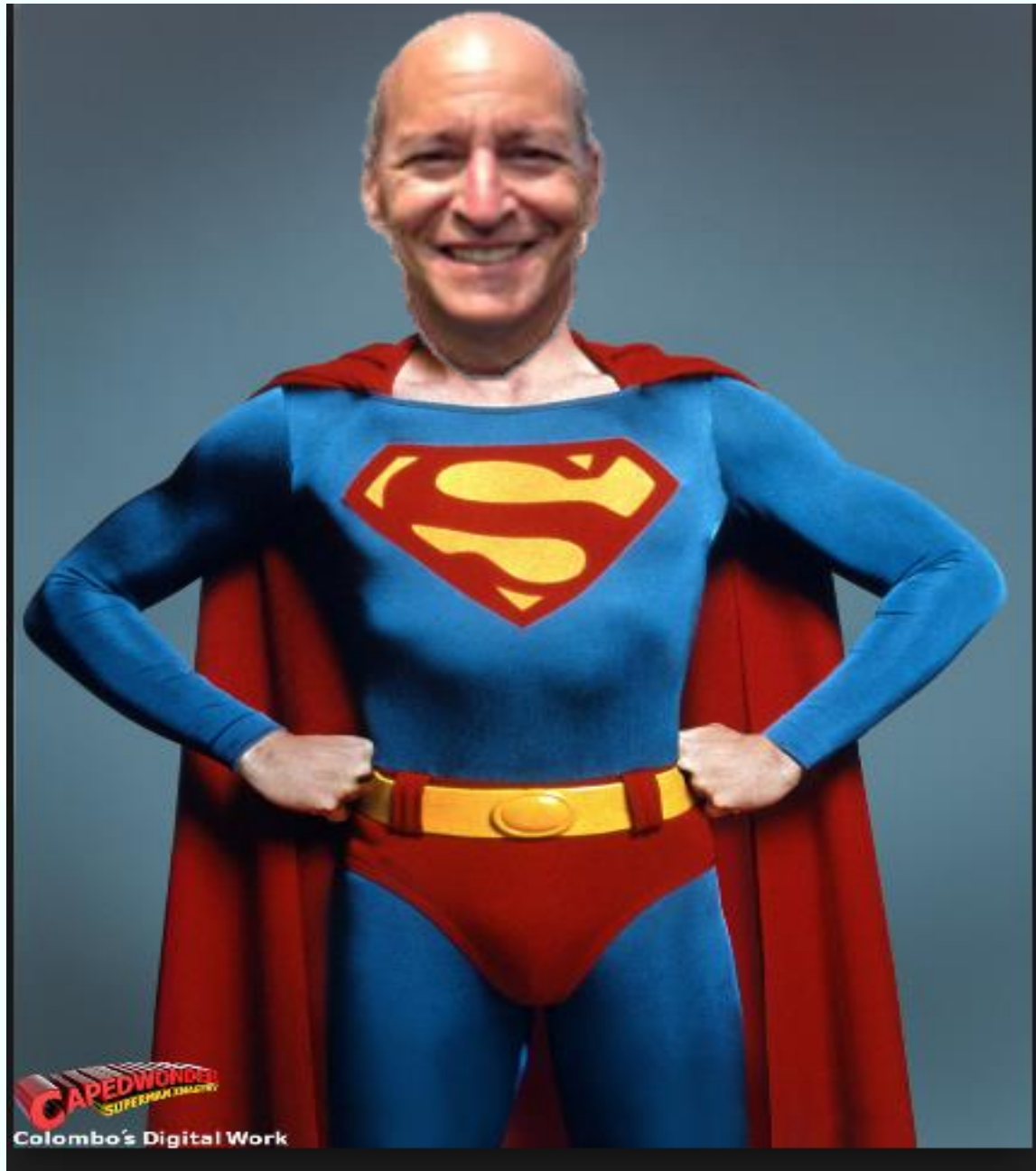
# What Does A Super Physician Advisor Look Like?



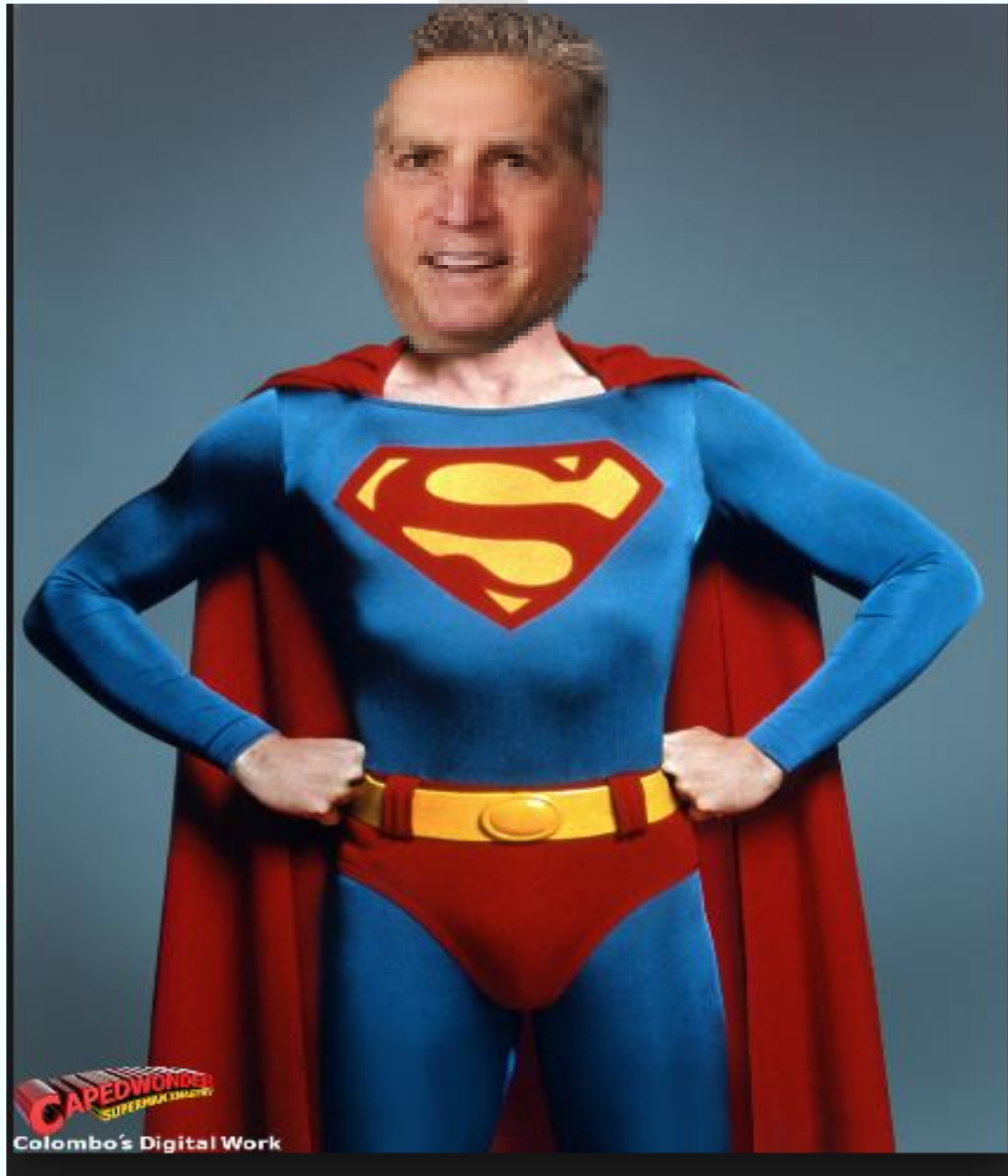
# Michael Salvatore, MD, FACP, CHCQM-PHYADV



# Howie Stein, DO, MHA, CHCQM-PHYADV



# Ronald Hirsch, MD, FACP, CHCQM-PHYADV



# Education, Training and Orientation for the Physician Advisor

- Historically, OJT was the primary source of education for physician advisors.
- Currently, many opportunities exist to prepare the physician for the many challenging roles of the physician advisor.
- Multiple CME opportunities are now available.
- Many useful resources accessible via on-line networking and membership participation in ACPA.
- Professional organizations such as the ACPA, Inc. have been created by physician leaders for advancement of the profession.
- Board certification through the ABQAURP and Physician Advisor sub-specialty designation process.



# Gold Standard – “The Bar”

## Board Certification in Healthcare Quality Management (CHCQM)

- Recognized by The NBME
- Administered Through ABQAURP
- Endorsed By The American College of Physician Advisors



# Obtaining a Core Body Of Knowledge Through Approved CME's In:

- Case Management
- Medical Necessity
- CMS Regulations
- RAC Audit and Appeals Process
- MCG and InterQual Guidelines, Coding & Documentation
- Patient Safety ,Quality & Risk Management
- Value Bases Purchasing, P4P, P4Value
- Transitions of Care
- Utilization Management & PI
- Core Measures, PSI, NPSG's
- Physician Advisor Leadership roles





## The premier organization for Physician Advisors!

Led by a dedicated group of highly experienced Physician Advisor leaders from around the country, the American College of Physician Advisors, Inc., is your unified resource for Physician Advisor education, idea-sharing, and overall clinical and administrative support.

### OUR MISSION

To promote and expand the prominent role of the Physician Advisor in today's rapidly changing healthcare environment through education, certification, mentorship, and collaboration.

### OUR VISION

Provide the necessary resources to enable the Physician Advisor to assume a leadership role in assisting organizations to successfully navigate the healthcare system now and in the future.

### Message from the President

In April, we will enter our third year of operation and I am very pleased to report that the American College of Physician Advisors has exceeded all expectations as demonstrated by the continued rapid growth in membership, expansion of our services, and enthusiastic support from our members across the country!

The ACPA leadership has strived to stay true to the organization's mission and vision by providing our membership with a variety of resources and a host of educational and informational opportunities. The power of networking has resulted in the sharing of valuable and useful information through many forums including: ACPA endorsed conferences, online resources, publications, blogs, and other educational materials. Most proudly, we have seen a significant growth in the number of physician advisors who successfully completed the ABQAURP board certification program and have added the physician advisor subspecialty designation to their titles! Our partnership with ABQAURP has added unprecedented value to ACPA and formalized a pathway, approved by the ACPA board of directors, for a meaningful board certification administered through the NBME.

If you have not had the opportunity to log on to our ACPA website recently, you may have overlooked a golden opportunity to expand your physician advisor knowledge base. Take a moment to check out all the blogs posted this past year and you will get an idea of some of the hot topics circulating among the physician advisor community from across the country. Need the updated 2016 Medicare (patient only list)? Just click under the education tab and you will find the links to

### The Survey Results Are In!

## PHYSICIAN ADVISOR COMPENSATION SURVEY 2015

[Click Here To View](#)

### New Course!

**\$40  
OFF**

**New Online Course!**  
The Expanding Role of the  
Physician Advisor in HCQM

**Claim Your Coupon!**

# Positive Impact with a Physician Advisor Program



- Decreased avoidable days and improved LOS metrics
- Decreased denials
- Improved documentation
- Improved use of resources
- Measureable positive financial impact
- Improved performance & quality metrics
- OBS to INPT conversion rates

# What is “Best Practice” as a Physician Advisor?

- Dependent on the specific role assigned within the organization
- Best practice is to begin with providing medical direction, physician support and alignment with Care Managers and Utilization Review teams.
- Best practice is to be involved with provider education, committee representation, data driven performance initiatives, and liaison with medical staff and administration.
- Best practice is to collaborate with decision support, understand nuances of CMS regulations, and to “OWN” Utilization Management.
- Best practice is to demonstrate value by showcasing “wins” in appeals, LOS management, 2 MN rule compliance, conversions to In-Pt, CMI improvement, and regulatory compliance.

# A Day In The Life of a Physician Advisor



# Summary

- Unlimited Opportunities for PA's to provide value to The Executive Leadership Team
- Opportunity to become “Institutional Experts” in Utilization Management
- Take charge of unloading problematic areas of importance from your CMO and other Physician Leadership.
- Become The Hospital's Resource Physician Expert to UM, CM HIM, CDI, PFS, MEC and others
- Voluntarily accept challenges to solve problematic Regulatory & Compliance issues as the liaison to Medical Staff.
- -2 MN Rule interpretation
- -ICD-10 Education & Guidance
- -Coding & Documentation
- -Medical Necessity Requirements

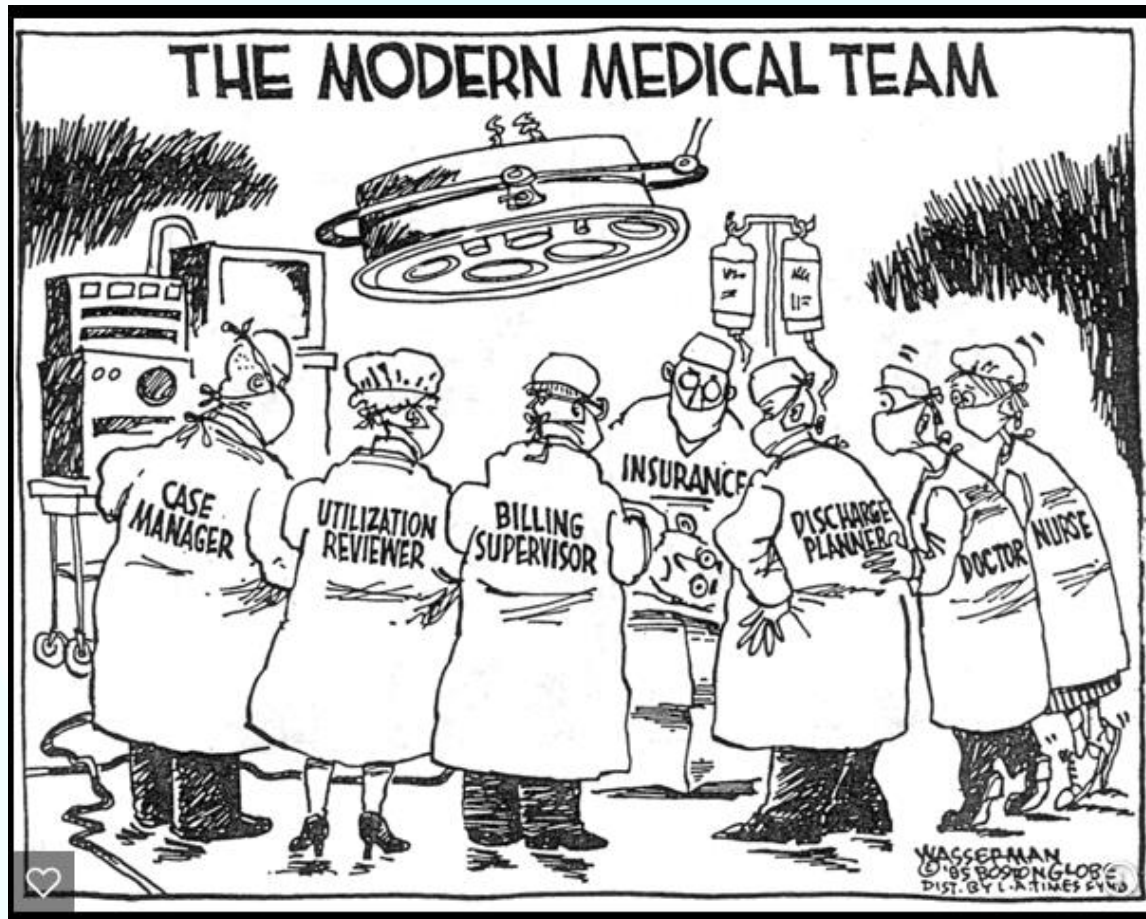


# Summary

- Identification of performance metrics for QAPI, Q&S, and UM opportunities through use of decision support tools
- Become the “Voice of Reason” acting in capacity of Physician Advisor assisting with medical necessity, denials & appeals, compliance & regulatory guidelines, UM metrics, etc.
- Trusted ally with physician & administrative leadership
- Physician support for Care Management team.
- Broad knowledge base with considerable value as a resource to multiple departments and committees.



# What is your role?



# Keeping our perspective.



*Patients don't care how  
much you know  
Until they know how  
much you care.*



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# Thank You

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