Improving your reimbursement: Beyond coding

Charles Mabry, MD, FACS
Mark Savarise, MD, MBA, FACS

Part 1
*No disclosures
How does a surgeon “maximize reimbursement” in a Fee-for-Service model?

• Work harder

• Work smarter
How does a surgeon ”maximize reimbursement” in a Fee-for-Service model?

• **Work harder**
  – Generate more RVUs

• **Work smarter**
How does a surgeon “maximize reimbursement” in a Fee-for-Service model?

– More RVUs: it’s all about efficiency
  • Maximize your OR efficiency with:
    – Block schedule
    – Turnover
    – Access to the OR outside of elective block time
  • Maximize your clinic efficiency
  • Don’t forget to account for all your non-RVU generating activities
How does a surgeon ”maximize reimbursement” in a Fee-for-Service model?

• Work smarter
  • Maximize RVUs billed for work done
  • Improve your average conversion factor
  • Take advantage of facility reimbursement money

• Understand Commercial Insurance
  – Contracts and Networks
  – Payments
  – Denials and Appeals

• Maximize the value of your APC’s
• Take advantage of non-RVU-based payment (and avoid penalties)
Maximizing billed RVU’s

• Assure that your coding is done properly!
• Do not overlook your E/M coding
• Don’t trust your coding to just anyone
• Refer to Dr. Mabry’s coding lecture from this series
Improve your average conversion factor

• Strategies:
  1. Negotiate better rates
  2. Change payor mix
Take advantage of facility reimbursement

- Consider facility revenue in contract negotiations with hospitals and employers
  - Daily stipend for ER call
    - Know the going rate
  - Stipends for all those non-RVU generating duties
Take advantage of facility reimbursement

• Ownership of facilities and revenue-generating equipment
  – Ambulatory Surgery Centers
  – Imaging facilities and equipment
  – Rehabilitation/Post-acute care
  – Wound care centers
  – Durable medical equipment
Take advantage of facility reimbursement: Shift high-value, low-risk procedures from facility to office

• Laparoscopic cholecystectomy
  – CPT 47562
  – 19.00 RVU
  – There is no non-facility payment rate

• Endovenous laser ablation of saphenous vein
  – CPT 36478
  – 8.08 RVU (facility)
  – 34.34 RVU (non-facility)
Summary: work harder – work smarter

— More RVUs: it’s all about efficiency
  • Maximize your OR efficiency
  • Maximize your clinic efficiency
  • Account for all your non-RVU generating activities

-- Work Smarter:
  • Maximize RVUs billed for work done
  • Improve your average conversion factor
  • Take advantage of facility reimbursement money