



Top Net Revenue Opportunities

Healthcare Revenue Recharge – Episode 7

Other Net Revenue Opportunities, Summary, Assessment

September 26, 2024

Presented by:

Bob Paskowski, CPA – Healthcare Consulting Principal

Emily Wetsel, CPA – Director of Reimbursement Services

Series: *Top Net Revenue Opportunities*

Season 1: *Revenue Recharge*



Webinar Episode	Speakers	Date	Time
Episode 1: <i>Front End & Mid-Revenue Cycle</i>	Sarah Bowman & Kristen Davidson	February 22, 2024	30 minutes
Episode 2: <i>Back End Revenue Cycle</i>	David Hall & Bob Paskowski	March 28, 2024	30 minutes
Episode 3: <i>Managed Care Contracting</i>	Jane Jerzak & Jason Hardin	May 2, 2024	30 minutes
Episode 4: <i>Medicare Advantage</i>	Bob Paskowski & Kathy Reep	June 13, 2024	30 minutes
Episode 5: <i>Payer Disputes</i>	Jason Hardin & Jane Jerzak	July 11, 2024	30 minutes
Episode 6: <i>Value Based Care</i>	Jane Jerzak & Martie Ross	August 15, 2024	30 minutes
Episode 7: <i>Other Net Revenue Opportunities, Summary, Assessment</i>	Bob Paskowski & Emily Wetsel	September 26, 2024 1 pm	30 minutes

Introductions



Bob Paskowski, CPA
Healthcare Consulting Principal

With nearly four decades of experience, Bob has extensive healthcare expertise in payer strategy, operations, finance, reimbursement, and data analytics. He has senior-level experience with national and regional managed care organizations (MCOs) and integrated health systems.

Bob has a proven record of accomplishments in financial performance, business growth, and operational excellence. He specializes in building and reviewing payer and provider relationships under various arrangements.

Introductions



Emily Wetsel, CPA
Director of
Reimbursement Services

Emily has more than 13 years of experience fully devoted to the healthcare industry. She has dedicated most of her career to helping numerous organizations navigate through the ever-changing world of healthcare reimbursement. She is seasoned in preparing and reviewing reimbursement cost reports and has conducted healthcare consulting projects for clients throughout the country.

Emily is highly skilled in Medicare and Medicaid compliance reimbursement, with her Medicaid expertise ranging across a number of states including North Carolina, South Carolina, Virginia, Illinois, Georgia, and Tennessee. Her in-depth reimbursement knowledge, coupled with her broad healthcare consulting and financial audit experience, helps PYA clients achieve quality results while complying with Medicare and Medicaid regulations.

Other Revenue Opportunities – Net Revenue

PYA has compiled a list of **Net Revenue Opportunities** that healthcare provider organizations should consider.
These include, but are not limited to:

**Prospective Payment System
(PPS) Hospitals**

**Critical Access Hospitals
(CAHs)**

Net Revenue Opportunities – PPS Hospitals

- Consider **wage index** impacts
- Disproportionate Share Payment (**DSH**) and Uncompensated Care Payments (**UCCP**)
- Consider **340B** program
- **Medicare bad debts**, do not leave anything on the table



Net Revenue – CAHs and Other Rural Providers

- Optional all-inclusive “**Method II**” billing
- Annual review of **cost-to-charge ratio** calculations on cost report
- **Home office** cost statement allocations
- **Medicare bad debts**, do not leave anything on the table
- **Provider-based** rural health clinics vs. freestanding clinics
- Ensure contracts with **Medicare Advantage** organizations are cost-based reimbursed

Summary of Net Revenue Opportunities



PYA has compiled a list of **Net Revenue Diagnostic Opportunities** that healthcare provider organizations should consider. These include but are not limited to:

1.

**Front-End and Mid-Cycle
Revenue Cycle**

2.

**Back-End
Revenue Cycle**

3.

**Managed Care
Contracting**

4.

Medicare Advantage

5.

Payer Disputes

6.

Value-Based Care

Summary of Net Revenue Opportunities (*cont.*)



1. Front-End and Mid-Cycle Revenue Cycle

- ✓ Hire the **right people**
- ✓ Develop robust eligibility **verification process**
- ✓ Implement **point-of-service collection** procedures
- ✓ Consistently review **charge description master (CDM)** and **fee schedules**
- ✓ Audit for appropriate **charge capture** and **code assignments**

2. Back-End Revenue Cycle

- ✓ Engage with **key payers**
- ✓ Leverage **billing applications** and other reporting tools
- ✓ Develop robust **policies and procedures**

Summary of Net Revenue Opportunities (cont.)



3. Managed Care Contracting

- ✓ Understand internal **payer relativities** and where you are positioned in the market
- ✓ Identify expected vs. actual **reimbursement gaps** that decrease contract yield by service
- ✓ Develop robust **analytical analysis** of payer reimbursement proposals
- ✓ Create strategies for engaging with payers based on **aligned incentives**
- ✓ **Monitor contract performance** and address reimbursement issues promptly
- ✓ **Optimize contract performance** with billing accuracy, collection strategies and strategic pricing

4. Medicare Advantage

- ✓ Monitor your **contract yields by MA payer**
- ✓ Know your MA payer **policies that impact reimbursement**
- ✓ **Seek value-based arrangements** as a supplemental revenue source

Summary of Net Revenue Opportunities (*cont.*)



5. Payer Disputes

- ✓ Understanding of **payment dispute dynamics**
- ✓ **Best practices** for resolution
- ✓ **Analytical approaches** to dispute resolution

6. Value-Based Care

- ✓ **Understand the concepts** related to value-based care arrangements
- ✓ **Roles of providers** in the success of value-based care arrangements

Net Revenue Diagnostic Opportunities Assessment Sample



Organizational Net Revenue Diagnostic Opportunities Assessment				
Opportunity	Not Present	In Development	Basic Capabilities	Advanced Capabilities
1. Annual Evaluation of Existing Commercial Rates	●			
2. Review of Commercial Payer Contracts			●	
3. Investment in Reliable Tools/Information			●	
4. Review of Charge Description Master & Fee Schedules		●		
5. Medical Coding and Documentation Audit Resources	●			
6. Denial Management and Underpayment Process				●
7. Medicare Advantage Performance Tracking System			●	
8. Value-Based Contracting Infrastructure		●		
9. Legal Support for Payer Disputes		●		
10. Out-of-Network Strategies	●			

● Client today

Thank you!



Bob Paskowski, CPA
Principal
bpaskowski@pyapc.com



Emily Wetsel, CPA
Director
ewetsel@pyapc.com



pyapc.com
800.270.9629

ATLANTA | CHARLOTTE | KANSAS CITY | KNOXVILLE | NASHVILLE | TAMPA

Thank you for attending!

In our *Revenue Recharge* webinar series, PYA shares ways health systems and providers can identify revenue opportunities, leading to a more sustainable and visionary future for the enterprise and better healthcare for patients.

For an on-demand recording of this webinar and for information on previous episodes and future topics, please visit:

<https://www.pyapc.com/healthcare-revenue-recharge-webinar-series/>

PYA webinar audio recasts are currently available on [Spotify](#), [Apple Podcasts](#), [Google Podcasts](#), and the PYA website.



pyapc.com | 800.270.9629

ATLANTA | CHARLOTTE | KANSAS CITY | KNOXVILLE | NASHVILLE | TAMPA