Maximizing The Value of The Physician Assistant

Owning your own Professional Development

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PA Value - The basic Relationship

• Recognize as a colleague / partner

• Equal to the physician in terms of perception
  • Not second best option
    • Staff
    • Patients
Patient Acceptance of PAs

- Be seen sooner
- Spend more time
- Compassionate
- Develop a relationship

“I want to see the PA…”
Utilizing the PA ↑ Patient Volume / Efficiency

- **Traditional**
  - Pre-op / H&P / Post-op
  - Rounding
  - Simple follow-up
  - Call

- **Value**
  - Unbundle surgical "global fee"
  - Credit for time spent
  - Credit for ↑ physician time

- **Opportunity**
  - New Patient
  - Coordinating for Surgery
  - Procedures

- **Value**
  - Charges / net collections
  - Credit for time
  - Value vs. volume
Tips and Terms

- Understand the language of productivity and value
- Take an active role in the business operations of your practice
- Get to know the coders and office managers in your practice
- Ask for feedback on how to improve your clinical documentation to support your billing
- Understand that politics plays a role in productivity measurement and compensation
- Discuss your role and advocate for your contribution to the practice
- Demonstrate your value by sharing call schedules, hospital duties, and coverage for time off
- Ask to see the monthly productivity reports and be prepared to discuss them.
- Keep a log of all the nonbillable, non-RVU-generating work you do that brings value
- Ask the practice to review physician productivity before you joined the practice and compare it to after you joined the practice

Note. RVU = relative value unit.

Cost Center: A business unit or employee that generates a cost or expenditure through work efforts; the opposite of a revenue center

Gross Billing: The total amount billed to payers for all of the work done by a provider; the total amount billed prior to any deductions or discounts

Incident to: The care rendered to a patient by a NP/PA that follows the plan of care created by a physician without deviation, allowing the NP/PA work to be billed at the same rate as that of the physician; a billing process for CMS that allows a practice to bill NP/PA work at the same rate as that of a physician as long as certain criteria are met

Net Revenue: The final amount received from gross billing once deductions and discounts are applied; the final amount received for a provider’s work

Patient Volume: The number of patients seen in any given unit of time by individual providers or by the practice without regard to type or complexity of care

Revenue Center: A business unit or employee that generates income through work efforts; the opposite of a cost center
Compensation

- Salary
- Hourly
- Productivity
- Bonuses
- Other
  - Profit sharing
  - PTO / sick days
  - Professional fee
  - CME

Financial modeling before implementation
10 ways PA-C increase Quality, reduce Cost

1. Expand the clinical team
2. Serve as primary care provider
3. Reduce wait times
4. Provide coordination and continuity of care
5. Provide surgical specialty
6. Manage acute and chronic illnesses
7. Reduce hospital rates of infection
8. Build patient satisfaction
9. Help earn financial incentives
10. Increase patient volume and revenue
Thank You