

Interactions with Other HPCs

Objective

- As part of a broad health care team, communicating effectively with other healthcare providers can increase the effective outcomes for patients and improve the success of your company.

Other HPCs

- As part of the multidisciplinary approach to lower extremity care, the HPCs may include:
- Primary Care physicians
- Podiatrists
- Wound care specialists
- Physical Therapists
- Certified Diabetes Educators
- Nurse Practitioners, Physician Assistants
- Orthopedic Surgeons
- Physiatrist

Communicating Effectively

- Establish clear lines of communication
- Response Times
- Scope of Practice—Are you the orthotic guy?
- What are you known for?
- Is it worth making a special prescription pad for certain practitioners?



Communicating Effectively

- Language Barrier
 - Pedorthics vs Podiatry
 - Drape molded vs Vacuum formed
 - SCFO vs Brace
 - Post vs wedge
 - Medial/lateral vs valgus/varus
 - Degrees vs Measurements
 - Slipper cast



Schedule a Meeting with Doctor/Office Staff

- Lunch and Learn
- Dinner
- Sporting Event
- Coffee



Word of Caution

Facilities may have rules regarding providing physicians and staff anything that may be conveyed as:

- Enticement of Business
- Favors

Instead, ensure the interaction is in the best interest of the patient and:

- Require legitimate educational component
- Is reasonable and necessary

Stark Law

- Under the Stark Law, billing entities cannot bill Medicare or Medicaid for DMEPOS products prescribed or ordered by United States HCPs defined as “Physicians” under Stark if a Financial Relationship exists with the Physician, the Physician’s Immediate Family, or the Physician’s staff, unless an exception applies.

Lunch and Learn

- Best and Worst option to meet with a physician and staff
- Best case scenario:
 - More referrals
 - Better understanding of your scope of practice
 - Forms completed more comprehensively
- Worst case scenario:
 - Lunch was provided
 - No benefit
 - Physician not in attendance



Mutual Areas of Interest

- Sporting event
- Lecture series
- Concert
- Hours of (un)divided attention
- Could be you participating...golf, pickleball, basketball
- Find out what he/she is interested in (similar to your kids)



Dinner

- Choose wisely
- Establish limits
- Create an agenda



Coffee

- Before work hours
- Inexpensive
- Bring to the office for doctor and her staff



Topics to Discuss

- Scope of Practice
 - “I didn’t know you did that?!”
- Documentation Needs
- Establish turnaround times
- Insurance and Cash Pay options
- Standard of Care
 - What is your protocol to treat?
 - How can I help?

I hereby certify that the patient mentioned above:

1. Has Diabetes

☐ Type I (ICD-10 Code(s): _____)

☐ Type II (ICD-10 Code(s): _____)

2. This patient has the following conditions (check all that apply):

☐ a. History of partial or complete amputation of the foot

☐ b. History of previous foot ulceration

☐ c. History of pre-ulcerative callus

☐ d. Peripheral neuropathy with evidence of callus formation

☐ e. Foot deformity

☐ f. Poor circulation

3. I am treating this patient under a comprehensive plan of care for his/her diabetes.

4. This patient needs special shoes (depth or custom-molded shoes) because of his/her

Gate Keeper

Who is the Point of Contact?

- Office Manager
- Medical Assistant
- Physician

Best Practices

- Year End Review
- Referral Letters
- Tradeshows
- Follow on Social Media
- Marketing materials

Year End Review

Dear Dr. Jones,

As this year comes to a close, I wanted to share with you a review of our mutual patients and thank you for our continued relationship.

44 patients referred for orthotics

29 patients referred for therapeutic footwear

5 patients referred for AFO's

From these patients, we received a satisfaction rating of 4.8 out of 5 based on our friendliness, turn around time and overall success of the products. We pride ourselves on this rating and if you have any questions, please let me know.

Next year, we plan on expanding our offerings to include compression garments to address lower extremity venous conditions. I have sent a sample for you to review.

I look forward to working with again next year.

Thank you!

John Smith, CPed

Pedorthics of America

A little note goes a long way

Dear Dr. Pearson,

Our mutual patient, Robbie Roberts, came in today with the order for therapeutic footwear to address his diabetic condition.

During my assessment, I recognized the same foot deformity you indicated in his chart notes and we have ordered shoes to address it.

When you examine Mr. Roberts next time, please let me know if there is anything else I can do to help his lower extremity needs.

Thank you!

John Smith, CPed

Pedorthics of America

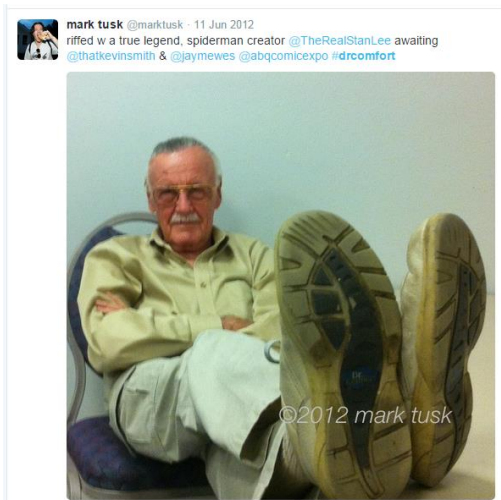
Tradeshows

- Attend shows as a guest and attend their trainings
- Co-lecture with physician
- Exhibit with a manufacturer



Follow on Social Media

- Find out about events
- Donate time
- Re-post referral posts or make comments



Marketing Materials

- Provide catalogs, samples, posters, displays....



Why do I need Diabetic Footwear?

A guide to healthier, happier feet for people with diabetes.

This guide belongs to:



Conclusion

- What do you want out of the relationship?
- Does the level of communication relate to increased revenue?
- What is the best way to communicate with your referral source?
- Do you want your business to grow?
- Who provides the best patients for you?
- “Having satisfied and well cared for patients is probably the best way to maintain and create new referrals”

The End