

Practice Development Workshop

Part 1: Trends

In the Current Healthcare Environment

Presented by

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NORTH CAROLINA
Psychiatric
Association

CME Financial Disclosure

Jeri Davis, JDi, Jeri Davis International Healthcare Consultants and Recruiters have no relevant financial disclosures related to the content of this activity.

Learning Objectives

- ❖ Identify key trends impacting psychiatry practice as a result of healthcare reform.
- ❖ Identify new business opportunities available to psychiatrists as a result of these trends.



Major Trends Impacting Psychiatry Practice Management

Key Drivers

Trends Affecting Psychiatry Practice

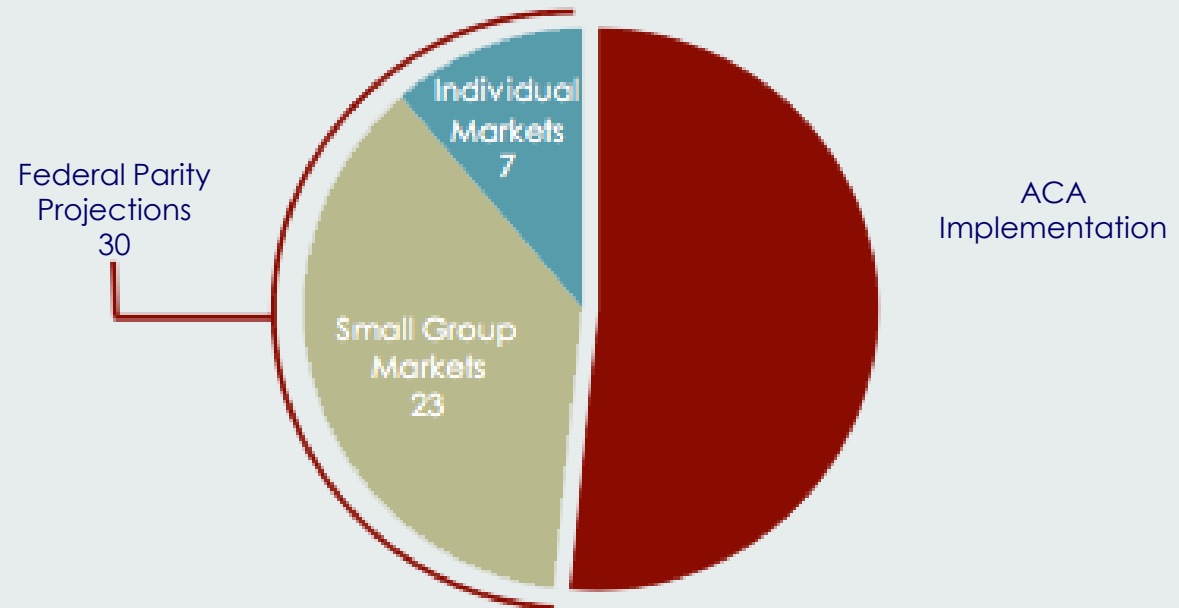
Healthcare Reform and Mental Health Parity are Creating:

1. Increased Demand
2. Growth of Integrated Care Delivery
3. Narrow Networks and Value-Based Pricing
4. Technological transformation
5. Growth of consumerism



Increased Demand

- ❖ Medicare expansion and Mental Health Parity laws could expand potential patient population by up to 62 million.



Increased Demand (cont'd)

- ❖ Increased awareness and rising incidents of mental health issues.
- ❖ Diminished stigma.
- ❖ Drug and Alcohol rehab industry is estimated at over \$7.7 billion, growing at annual rate of 2 percent*
- ❖ Continued growth of community and residential settings.

Increased Demand (cont'd)

Shortage of Psychiatrists

1. Increased pay and job opportunities.
2. Development of lower-cost solutions.
 - ❖ Tele-Psychiatry
 - ❖ Nurse Practitioners
 - ❖ Primary Care/Behavioral Health Specialists
3. Treatment centers and hospitals expanding services into out-patient.

Growth of Integrated Care Delivery

New Market Opportunities

Age Category: 18-35

Key Health Focus: Reproductive Health & Prevention



Program Opportunities

- ❖ Alcohol misuse screening & counseling – all adults and pregnancy-related
- ❖ Post-partum depression
- ❖ Depression Screening

New Coverage Opportunities

- ❖ Medicaid currently covers 41% of all births nationwide*
- ❖ Women ages 19-26 may now be included under parents' coverage**

* Kaiser Family Foundation, Impact of Health Reform on Women's Access to Coverage & Care, April 2012

** Affordable Care Act, March 23, 2010

<https://kaiserfamilyfoundation.files.wordpress.com/2013/01/7987-02.pdf>

Narrow Networks and Value-Based Pricing

Population Health Management

Age Category: 65+

Key Health Focus: Disability & Physical Limitations



Program Opportunities

- ❖ Dual eligible grants create integrated Medicare/Medicaid payments streams & care

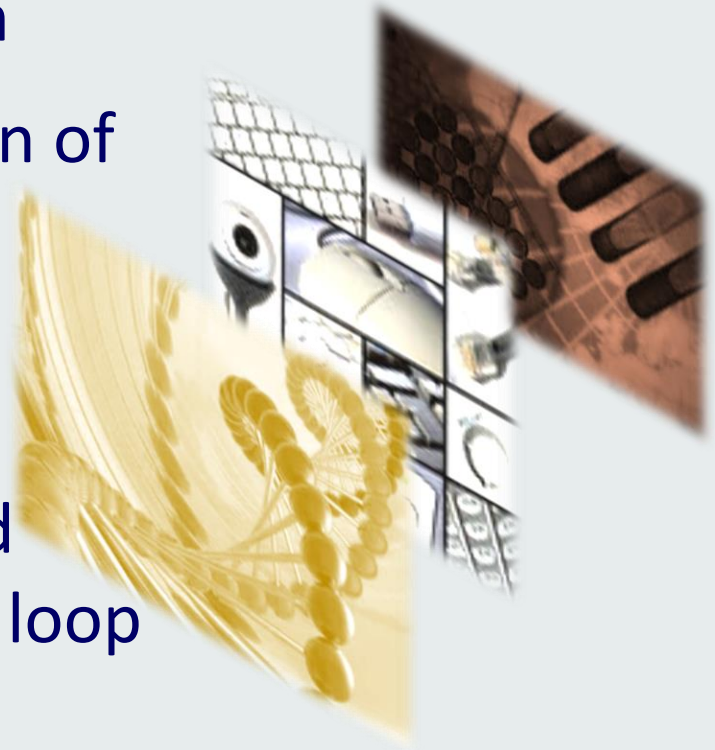
New Coverage Opportunities

- ❖ 73% of nursing home residents and 67% of home health users are female*

Rapid Technological Advancement

Innovation Across All Areas

- ❖ Diagnostics & clinical delivery – e.g., genomic diagnostic tools for depression
- ❖ Communication & coordination of care – online groups, email, tele-psychiatry
- ❖ Measurement/outcome – Pre-treatment, concurrent and post-treatment with feedback loop



Rapid Technological Advancement

Digital Revolution

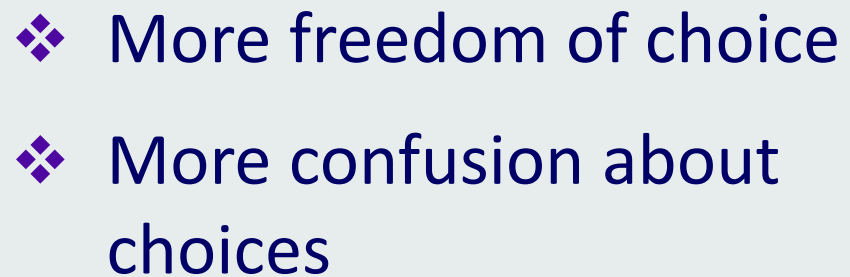
- ❖ Changing the way we communicate, access information, receive healthcare and live our lives
- ❖ Different age groups access media and communicate differently



The Echo Boomers (Generation Y) 80 Million Strong*

- ↳ Born 1982-1995
- ↳ Addicted to connectivity (land lines are a thing of the past)
- ↳ Juggling cell phones, texting and Internet surfing

This assumes we can be good advocates for ourselves and loved ones



Growth of Consumerism

Ultimately, a more informed and involved consumer

- ❖ “Care anywhere”
- ❖ Need for highly specialized communications by audience
- ❖ More need for navigators, coordinators and advocates
- ❖ Find ways to leverage technology
- ❖ Streamline care, ultimately integrated while demonstrating unique value

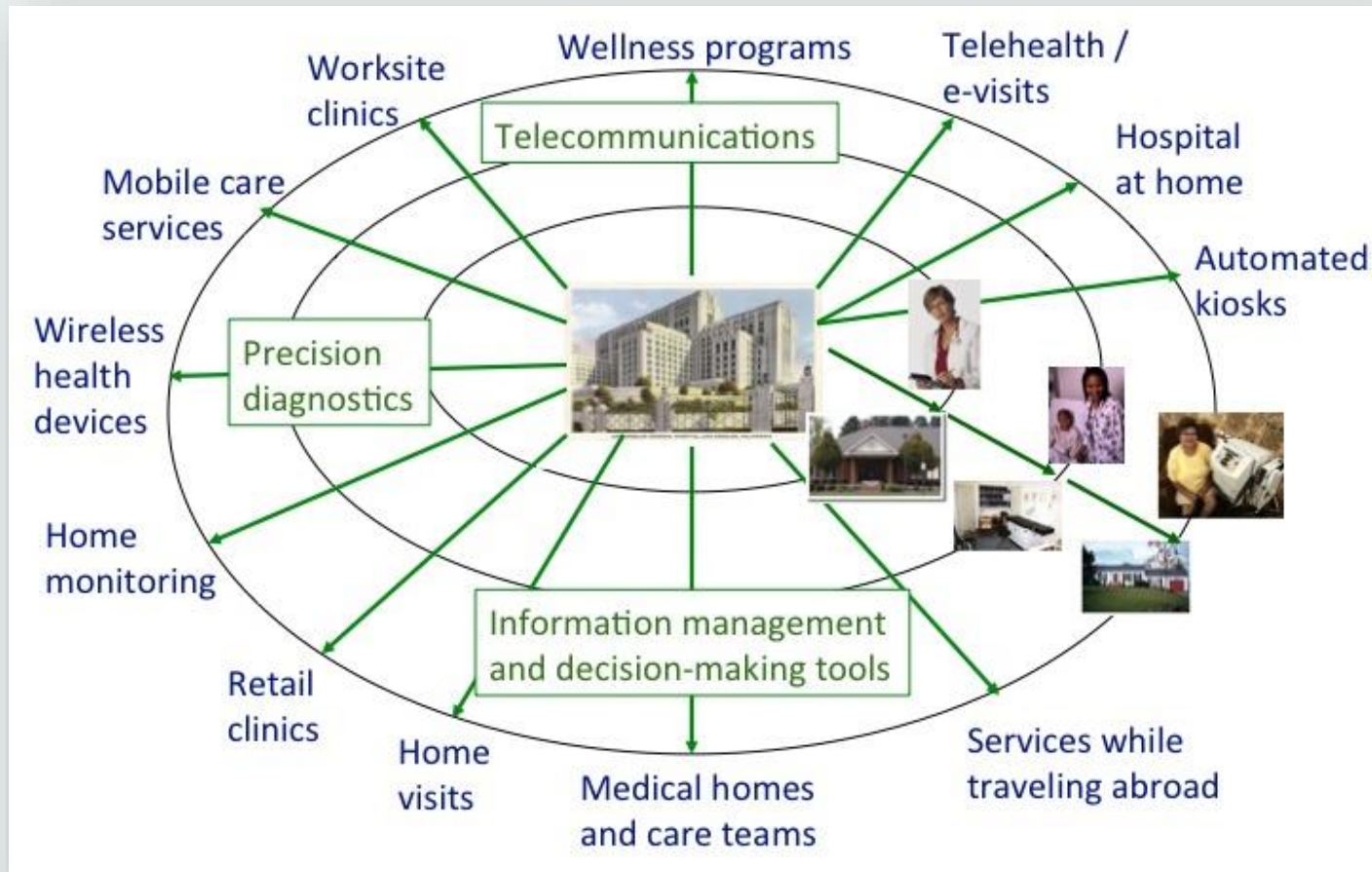


A New System Delivery Paradigm

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A New System Delivery Paradigm

A New World of Opportunity



Keys for Success

IDENTIFY

Keys for Success

Discussion

- Improve patient experience with multiple points of access and flexibility
- Measure functional outcomes
- Achieve cost efficiency
- Build a distinctive reputation and brand

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Thank you

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