



Orthopedics & Sports Medicine

Cindy S. Murray, PT, MBA

Executive Vice President / Chief Operating Officer

T-Bones Annual Conference

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Outline

- Staffing / Leadership
- Benefits
- Productivity Metrics
- Incentive Program
- Billing
- Clinic Operations
- Patient Satisfaction
- Community Involvement



Staffing / Leadership

- Low staff turnover (majority of the staff are 5+ years with some 21 years)
- Engaged Directors/Leadership
 - Regular team meetings
 - Involved in patient care
 - Receive additional training on insurance and billing
 - Regular performance evaluations and “employee check ins”
- Competitive salaries
- Team building events
- Provide mentoring/teaching opportunities
- Physicians “sell” the therapy to their patients
- Communication between therapists and physicians is key to providing patients high satisfaction with multi-disciplinary treatment approach



Benefits

- Continuing Education Budget for full time and part time licensed staff
- Generous 401K contribution
- Medical coverage provided at minimal cost to the employee
- License renewal fees covered



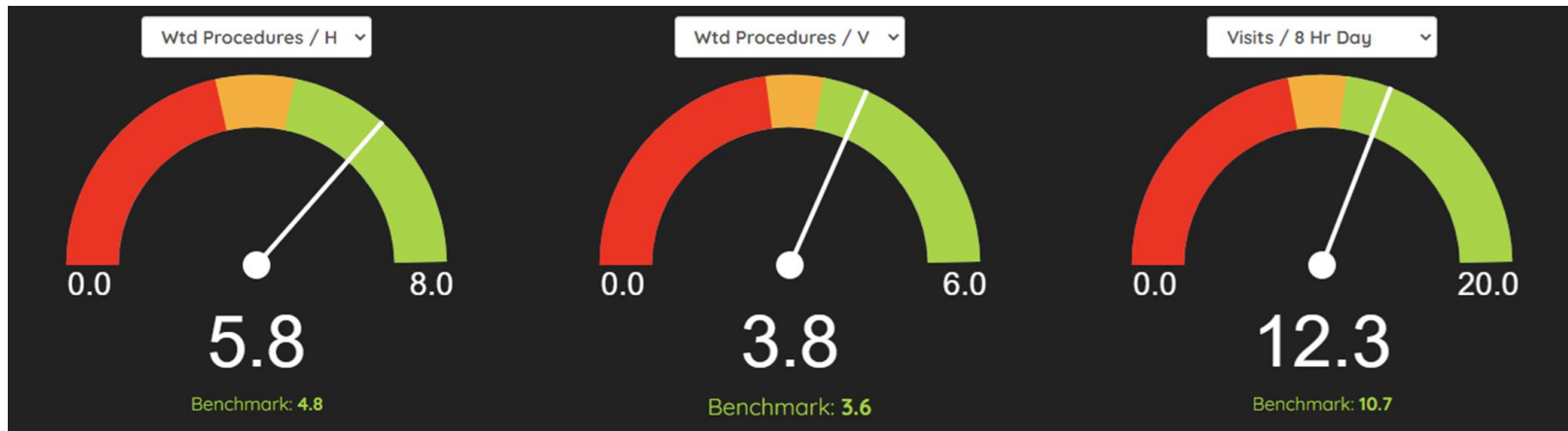
Productivity Metrics

- Scheduling to maximize productivity (while ensuring Medicare compliance)
- Weighted procedures are used to evaluate productivity (more useful than RVUs)
- More procedures/hour generates more revenue per staffing dollar which equates to higher profitability



Incentive Program

- Weighted Procedures per Hour
- Weighted Procedures per Visit
- Visits / 8-hour day
- TherapyWorkx tracks data (each therapist has access)



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Billing

- Days in AR – average 15
- Claims sent daily and are reviewed for proper modifiers
- Documentation is audited to ensure accurate billing
- WebPT ensures clean claims (internal scrubber)



Billing

- Ongoing education for staff therapists
 - ICD10, CPT, and complete documentation
 - Understanding the difference between commercial payers, Medicare, and Medicare Advantage plans
 - When is it appropriate to utilize a technician/aide
 - When can you double book?
 - How to correctly apply the 8-minute rule to different payers
 - Informing therapists of billing trends and policies to ensure that every provider charges for all treatment provided



Clinic Operations – Supplies/Equipment

- Order supplies sensibly
- Take advantage of purchasing alliances for vendor discounts
- Supplies for patients sold as cash pay (shoulder pulleys, theraband, etc.)
- Purchase used equipment when possible





Clinic Operations – Front Desk

- 24-hour (maximum) rule for new referrals
- Importance of “first impression” emphasized
- Appointment reminders sent
- Any patients who no-show for appointments are called
- New patients are called the day before (more personal than text or email reminder)
- Authorizations tracked closely and done in a timely manner
 - Assists with timely scheduling
 - Minimal denials for lack of authorization



Clinic Operations - Hours

- Be accessible to patients
 - Clinic hours
 - 7 am to 7 pm Monday through Thursday
 - 7 am to 5 pm Fridays
 - 8 am to noon Saturdays





Patient Satisfaction

- Patients surveyed a few days after initial evaluation and then a few weeks later
- Results are shared with staff (positive or negative feedback)





Community Involvement

- Therapists participate in community education
 - Presentations (senior centers, high schools)
 - Health fairs
 - Booths at sporting events
- Sponsorships of local 5K events (registrations are paid for staff)



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