

## Six Ways to Eliminate Busywork in Your Practice

[From MedicalEconomics.com by Todd Shryock & Logan Lutton]

### Choose the Right EHR:

When selecting an #EHR system many practices don't consider how it's going to affect their workflow and try to make the #EHR fit how they run the practice. Experts say that most practices find it's better to tailor their workflows to fit the #EHR rather than the other way around.

### Hire a Scribe:

In a 2018 JAMA Internal Medicine study, 69% of PCP's using scribes reporting spending an hour per day less on EHR documentation compared with those not using scribes, 94% reported greater job satisfaction and 89% reported improved clinical interaction with scribes present.

While some practices balk at the cost of hiring scribes, in many cases they pay for themselves through time savings and added efficiency.

### Customize the Software:

Another technique for improving EHR efficiency is to build order sets and templates. The former consist of services the doctor routinely orders for patients when they reach a certain age or have a chronic condition. The EHR generates everything that's needed for those services so the doctor doesn't have to hunt for each one separately.

Templates enable physicians to standardize and customize their notes, with different fields for vital signs and other things the doctor might want to check.

### Enlist Patients in the Battle

Encourage patients to submit basic medical information online so it can be seamlessly entered into their electronic medical record.

### Reduce the Prior Authorization Burden

While prior auths may not be avoidable, experts say there are ways to minimize the burden they impose. One of the most effective is to compile a running list of which procedures and prescription medications require prior auths from which payers, and under what circumstances. Such information usually can be obtained from the payer's website and by calling them.

### Negotiate Prior Authorizations with Payers

Prior authorizations can become part of payer contract negotiations by, for example, specifying the circumstances under which the doctor does and does not have to get involved in the process.

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**LRPHO NewSource is a Quarterly Publication for our Facility, Physician Office Staff & Hospital Managed Care Team Members**



# COVID HIGHLIGHTS, SHELTERING & MONKEYPOX: A TRIPLE WHAMMY FOR CENLA

July 20, 2022 • 5:30 – 6:30 p.m.

Cascade Room at Rapides Women's & Children's Hospital

**Speaker: David J. Holcombe, MD, MSA**

Medical Director Louisiana Office Public Health Region 6

Dinner will be provided / Presentation begins at 5:40 p.m. / CME Credit will be offered

Please RSVP to [julie.simpson@hcahealthcare.com](mailto:julie.simpson@hcahealthcare.com) or call 318-769-7480

**Learning Objective:**

To update providers on updated COVID highlights, emergency preparedness sheltering and Monkeypox.

**Target Audience**

All Physicians and Midlevel Providers.

**Accreditation**



This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Texas Medical Association through the Providership of the Louisiana Regional Physician Hospital Organization (LRPHO). The LRPHO is accredited by the Texas Medical Association to provide continuing medical education for physicians.

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LRPHO fully complies with the legal requirements of the continuing medical education rules and regulations thereof. If any participant of COVID Highlights, Sheltering & Monkeypox, A Triple Whammy for CENLA live CME activity is in need of accommodation, please contact Julie Simpson at 318-769-7480 and/or submit a request in writing to [julie.simpson@hcahealthcare.com](mailto:julie.simpson@hcahealthcare.com) in order to receive the service.

**Accreditation:**

The LRPHO designates this Live CME activity for a maximum of 1.0 AAMA PRA Category 1 Credit(s)<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**PLEASE ENCOURAGE YOUR PROVIDERS TO ATTEND!!**



## LDH Updated COVID-19 Diagnostic Reporting Requirements

The Louisiana Department of Health (LDH) is changing its COVID-19 diagnostic reporting requirements in accordance with recent guidance from the US Department of Health and Human Services (HHS) and the CDC. Under these new requirements, reporting of COVID-19 antibody test results, regardless of result, will no longer be required. Additionally, negative results from COVID-19 antigen tests will no longer be required to be reported.

All test results (positive, negative, or other) from COVID-19 nucleic acid amplification tests (NAAT), often referred to as PCR or molecular tests, are still required to be reported to LDH. All positive results from COVID-19 antigen tests are also still required to be reported. Electronic laboratory reporting (ELR) in HL7 or CSV format is the preferred mechanism for reporting results. If your facility is performing COVID-19 testing on-site and you do not have ELR set up to report your results, please contact [ELR@la.gov](mailto:ELR@la.gov) to obtain access to the Louisiana Lab Submission Online Portal.

In addition to laboratory result reporting, the following COVID-19 reportable conditions are required to be reported to LDH using a secure online portal at the following link: LDH COVID-19 Priority Events Portal:

**COVID-19 associated mortality:** All deaths occurring in individuals diagnosed with COVID-19 or have a positive COVID-19 lab result.

**Pediatric Hospitalizations:** Hospitalizations in individuals <18 years old who have a positive COVID-19 lab result.

**COVID-19 during pregnancy:** Infections in individuals who are pregnant and have a positive COVID-19 lab result.

**COVID-19 Vaccine Breakthrough Hospitalizations:** Hospitalizations in individuals who have had a positive COVID-19 lab result 2 or more weeks after completing a vaccination series.

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### CREDENTIALING REMINDER:

When completing your provider's LRPHO Re-Credentialing Application and before returning to us, please always remember to include a CURRENT PHOTO of your provider and an UPDATED CV. This information is crucial in helping us keep our records up to date and continuing to provide your practice with our best service. **Thank You!**

# Five Tips to Boost Practice Referrals

[From PhysiciansPractice.com by Logan Lutton & Kerry Bailey]

## Sharpen Your Website's Resources

To attract and maintain the interest of referring physicians, you need to offer something of value. Whether it's information for new product approvals, prescribing updates, case studies, or articles and videos on clinical innovations and advances in patient care, medical professionals welcome the opportunity to hone their knowledge.

Look at your website from a referring physician's perspective. Is there a clearly defined place for them to find the information they need with plenty of engaging content? If not, create one. If a doctor is going to entrust their patient's care, they need to have faith in your expertise. Strong, authority-building content plays a key role in that decision.

In addition to educational content, ensure helpful information referring practices need—for example, details of insurance you accept, procedures and services, locations, patient referral forms, and contact information—is easy to find.

## Craft Valuable Email Communications

While face-to-face meetings and phone calls are pleasant, they're also a time investment. These days, 73% of busy physicians prefer to receive communications via email.

Rather than positioning your emails as digital cold call, consider creating a monthly newsletter packed with the same valuable resources and educational content you create for your website. The Healthcare Community has taken a hit over the last year. Use this shared experience as a bonding exercise and let them know you're there to help with their needs.

## Utilize Google Customer Match Advertising

Using information in your physician database—email address and phone number, for example—Google's Customer Match advertising allows you to reach and re-engage referring physicians via paid, targeted ads across.

Search, Gmail, YouTube, and Display. This is a great way to keep your practice front-of-mind for doctors and on the tip of their tongue when talking to their staff and patients.

## Launch Facebook and LinkedIn Advertising

Facebook comes equipped with a number of detailed targeting options that allow to identify healthcare professionals in your vicinity and target them with engaging content or customized ads about your practice.

LinkedIn, meanwhile, was designed for professional peer-to-peer networking and offers a host of targeting options for its paid ads, including specific industries, roles, and specialisms.

## Boost Your Online Reputation

Not only do positive online reviews make your practice more visible to potential patients and improve your search engine performance, but they're also going to be the first thing referring physicians look at when they're considering partnering with you. Plan to launch a review solicitation campaign a little before other physician referral program efforts or ask loyal patients to leave a testimonial for you on Google and Facebook. It's help build you authority and trustworthiness in the community.

More than a third of US patients are referred to a specialist each year, so the opportunity is huge. Shifting some of your focus to digitizing your physician referral program will ensure your practice is in the right place at the right time to get a piece of the pie!

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