



## MEDICARE CCM PROGRAM OPTIMIZATION IS SMART, SAFE & VITAL

- IMPROVED PATIENT CARE.
- REVENUE ENHANCEMENT.
- ADVANCED SOFTWARE.
- SOFTWARE-ONLY OPTION.
- COMPLIANCE & QUALITY IMPROVEMENT.
- INCREASED PATIENT SATISFACTION.
- PARTNER WITH EXPERTS IN CCM.
- LIMITED ADDITIONAL WORKLOAD.
- NO STAFFING REQUIREMENTS.
- BEST-IN-CLASS SERVICE, GUIDANCE AND SUPPORT.
- AND MORE.

## Live Well A.P.S., Inc. — Who We Are

**We subscribe to the motto — In an environment of government “incentivized” regulations, superior business intelligence is the ONLY way to triumph.**

We are a contracted agency and facilitator for leading experts that specialize in the processes and implementation of optimization solutions for financial ROI. And together, we support thousands of independent and hospital-based physicians & clinicians, multi-TIN, Medicare Advantage plan providers, and ACO and Advanced APM members. We deliver **Maximum Value** with vital CMS program guidance and the most effective and innovative clinical and non-clinical business solutions that improve compliance, reimbursement, and efficiency. In addition, streamline costs and reduce hassles.

## A Primary Care Collaborative Found that a Comprehensive Medicare CCM Program Can Lead to a 20% Reduction in Hospital Admissions for Patients with Chronic Conditions and Higher Revenue for Providers

**CMS’s mission for their Medicare CCM Program is to streamline collaboration between hospitals, physician groups, and providers to enhance patient outcomes and simplify care processes, ensuring those with chronic conditions receive the highest quality of care.**

The high cost of doing business has been met with inadequate increases in reimbursement by CMS and increasing administrative burden due to inappropriate commercial health insurer practices. These issues have created an environment of financial uncertainty.

The solution, CMS has expanded coverage for its Medicare CCM Program including broader eligibility criteria and introduced new billing codes that create new revenue opportunities for providers.

TINs employ and contract primary care physicians and provide services for commercial, traditional, ACO, and Medicare Advantage lives. But there are obstacles that have proven to be difficult to overcome:

- Staffing levels continue to be challenged, depleted, and costly.
- Gaps in Care are identified by EHRs and payor sources, but closing those gaps is challenging.
- CMS’s Medicare CCM Program has been created to address issues but TINs struggle to increase enrollment and demonstrate revenue gains.

So, to succeed, your Medicare CCM Program efforts must be tailored to the unique needs of your TIN, physician group, or individual providers. CCM is a major new initiative for every clinic that goes down the path. In many ways, it is a lot like a business startup. Your best chance of success is to align







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yourself with a full-service team experienced in big initiatives.

The **Medicare CCM Program Optimization** platform was designed to enhance the delivery of care across various specialties, including primary care, cardiology, pulmonology, and more.

The platform reduces Total Cost of Care, improves patient outcomes, increases efficiency, unlocks new revenue streams, and transforms your approach to Chronic Care; making it more accessible, proactive, personalized, patient-centered, and effective for the Medicare patients you serve.

The full-service option is offered on a Clinic-by-Clinic basis and tailored to your clinic's specific needs and requires very little workload and no additional staffing requirements.

### A Must for Small Independent PCP's

Being a primary care physician (PCP) in independent practice today means you are running ever faster (and never catching up) on filing more claims to offset the decreasing reimbursement that insurers know they can force on you. But you can increase your revenue / pmpm within a few months without seeing more patients while maintaining your independence and control of the way you practice.

### Platform Mission

The Medicare CCM Program Optimization platform mission is to redefine Chronic Care Management by streamlining collaboration between hospitals, physician groups, and providers. The platform focuses on enhancing patient outcomes and simplifying care processes, ensuring those with chronic conditions receive the highest quality of care. By leveraging innovative solutions and fostering strong healthcare partnerships, the platform is committed to elevating the standards of chronic care, making it more accessible, effective, and patient-centered.

### Eligible Patients

The Medicare CCM Program services are a Medicare-covered benefit for individuals with multiple chronic conditions that are expected to last at least 12-months and put the patient at significant health risk. \*Medicare Part B and many MA plans cover the Medicare CCM Program.

### How the Platform Full-Service Option Helps Your TIN

- Improves Patient Care
- Enhances Revenue
- Improves Compliance & Quality
- Advanced Proprietary Software
- Software-Only Option

### The Platform Handles It All

- Patient Eligibility Assessments
- Patient Outreach & Education





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- Patient Enrollment/Onboarding
- Care Management
- Reporting, Billing & Analysis

### Patient Onboarding is Key

The Medicare CCM Program requires that patients:

- have two or more pre-defined chronic conditions; and
- have explicitly opted-in to the program.

Achieving the largest number of eligible patient opt-in's (enrollments) requires dedicated activity. If you have an organized outreach program, supporting technology, and dedicated staff you can expect to opt-in up to 30% of eligible patients. But TIN's who only enroll patients as part of office visits can only expect opt-in closer to 4%.

### Your Complete Medicare CCM Program Partner

The platform's full-service option is ideal because the team is the leader in CCM Program enrollment and services provided. They take all steps required to empower both providers and patients.

### Medicare CCM Program Analysis

The CMS Medicare CCM Program is voluntary, you are not compelled to participate. It's all about whether you want to increase revenue by billing CPT 99490 and other codes, or not. So, to determine if it makes sense to move forward, we will evaluate data you supply us from your EHR system, Practice Management System, and/or other manual sources.

### The Bottom Line

The **Full-Service Medicare CCM Program Optimization** platform is the empowering solution that ensures you reduce Cost of Care, maximize revenue, remain at the forefront of the latest practices and billing procedures, and succeed with unparalleled technology, guidance, and support. A reasonable set-up fee applies.

Understanding the financial implications of the Medicare CCM Program helps in making the decision on whether to invest in optimization services or stay the course with your ACO, vendor, or your own efforts very easy.

See our Medicare CCM Program Optimization webpage for more details.

### Best-In-Class Provider Partner

Our Provider Partner is the leading professional service provider and consulting firm that specializes in the processes of the Medicare CCM Program and Patient Outreach Optimization for financial ROI.

They support thousands of independent and hospital-based physicians & clinicians, multi-TIN organizations, ACOs/APMs and their Member TINs. And they are specialists that possess a knowledgeable team of people that handle all necessary tasks, provide frequent reporting, and useful analysis.







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Their comprehensive understanding of regulatory requirements, continuous updates in response to industry changes and advanced proprietary software supports meticulous documentation and care coordination practices, which are crucial for meeting quality metrics and achieving better patient outcomes.

### Reserve a Call with Us

In a 30-60-minute Zoom call, we will review your CMS CCM database screenshot, which will show you how much more revenue you can capture by billing CPT 99490 and talk about the easy enrollment and set-up process.

Take a moment to download our supporting materials and NCND. Complete and email it to: [support@livewellaps.com](mailto:support@livewellaps.com). Then reserve your Zoom call with us. On our Calendly page complete the required fields and when asked purpose of call, click: **Medicare CCM Program Optimization**.

