



Medicare CCM Platform Details

OUR M-CCM PLATFORM MISSION

Our M-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.

A Must for PCP's

Being a primary care physician (PCP) group 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 and your pmpm within a few months without seeing more patients while maintaining control of the way you practice.

M-CCM PROGRAM OPTIMIZATION FACTS

CMS's M-CCM Program not only helps manage physical symptoms but also alleviates the emotional burden of living with a chronic illness. It empowers individuals to take control of their health, offering education, guidance, and resources that foster a better understanding of their condition. Through consistent monitoring and interventions, the program aims to prevent complications and hospitalizations, ultimately enhancing the quality of life.

Our M-CCM platform provides compassionate and professional home health care services. Our team of experienced caregivers are dedicated to ensuring the comfort and well-being of your patients, while also providing support and peace of mind to their families. Whether the patient needs in-home care for a loved one recovering from an illness or assistance with daily activities, they are always there to help.

Eligible Patients

M-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 M-CCM Program.

Multiple Chronic Care Conditions include:

- Arthritis
- Alzheimer's
- Cancer
- Diabetes
- Depression



- Obesity
- Stroke
- Hypertension (high blood pressure)
- Heart Disease
- Chronic Obstructive Pulmonary Disease (COPD)
- Asthma
- Chronic Kidney Disease

The M-CCM Programs:

- Chronic Care Management (CCM)
- Complex Case/Care Management (CCCM)
- Principle Care Management (PCM)
- Remote Patient Monitoring (RPM)
- Transitional Care Management (TCM)
- Behavioral Health Integration (BHI)

WHY THE M-CCM PROGRAM MATTERS

Industry Changes

- Centers for Disease Control and Prevention (CDC), 6 in 10 adults in the United States have a chronic disease, and 4 in 10 adults have two or more.
- Over two-thirds of Medicare beneficiaries have two or more chronic conditions.
- A Patient-Centered Primary Care Collaborative found that comprehensive CCM can lead to a 20% reduction in hospital admissions for patients with chronic conditions.

CMS Changes

- Medicare expanded coverage for M-CCM Program services including broader eligibility criteria.
- Medicare's shift towards Value-Based Care (VBC) models emphasizes quality rather than quantity of care provided.
- Medicare has introduced new billing codes to better compensate providers.

Health Systems, Providers & Physician Groups

- Enhance patient outcomes.
- Increase patient satisfaction.
- Improve revenue.
- Streamline workflow.
- Partner with experts in the M-CCM Program.



Patients

- Reduce annual and out-of-pocket medical expenses.
- Dedicated personal care manager.
- Comprehensive care plans.
- Health goal setting.
- Medication management and support.
- 24/7 support.

HOW OUR FULL-SERVICE OPTION HELPS YOUR ORGANIZATION

Improves Patient Care

Our platform's strategy revolves around its cutting-edge software and highly skilled staff, including healthcare professionals and support teams, who work closely with providers to implement effective M-CCM strategies, ensuring patients receive the continuous care they need.

Enhanced Revenue

M-CCM billing maximizes the financial performance of health systems, physician groups, and providers. Expertise along with unparalleled guidance and support ensures that your organization will always remain at the forefront of the latest practices and reimbursement.

Improves Compliance & Quality

Our comprehensive understanding of regulatory requirements and continuous updates in response to industry changes allows our software platform to support meticulous documentation and care coordination practices, which are crucial for meeting quality metrics and improved patient outcomes.

Advanced Proprietary Software

Crafted by M-CCM professionals, the platform is a proprietary system engineered to simplify both patient care and billing practices, ensuring an efficient, seamless experience for healthcare providers and care teams. It integrates effortlessly into existing care routines, offering intuitive tools that streamline patient monitoring, care coordination, communication, billing practices, and more.

THE MECHANICS OF OUR M-CCM PLATFORM

Patient Onboarding is the Key

The M-CCM Program requires that patients:

- a) have two or more pre-defined chronic conditions; and
- b) have explicitly opted-in to the M-CCM 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 organizations who only enroll patients as part of office visits can only expect opt-in closer to 4%.

What You Can Expect

Our platform ensures a seamless patient onboarding process. From providing technical assistance to addressing any concerns or questions, the platform takes care of everything. This means your patients can focus on their well-being and receive the support they need right from their homes.

- Custom Care Plans: Tailored healthcare strategies designed for your patient's unique needs.
- 24/7 Healthcare Access: Immediate support anytime patients need it day or night.
- Cost Savings: Proactive care to reduce healthcare spending.
- Proactive Health Monitoring: Ongoing checks to keep patient health on track.
- Streamlined Enrollment: Quick and easy sign-up to fast-track the patient health journey.
- Assistance with appointment scheduling and reminders.

Physician Involvement

CMS has configured the M-CCM Program to improve physician leverage. But physicians must discuss the program with a patient during an "initiating visit", which can be any face-to-face Evaluation and Management (E/M) visit, Annual Wellness Visit (AWV), or Initial Preventive Physical Exam (IPPE).

The physician will also want to collaborate with the mid-level provider who configures each patient's care plan. And the mid-level must be working under the direction of a physician - which is not required to be in person or face-to-face.

Once these processes are accomplished, the monthly patient interaction only requires physician involvement at the discretion of a Care Manager.

Mid-Level Providers Carry the Load

One of the primary benefits of the M-CCM Program is that patient care and its associated billing do not require regular physician involvement. Most care managers are certified as CNS, NP, or PA. When using a dedicated software tool, these mid-level practitioners follow Care Plans, document monthly clinical observations, and automatically support billing under the CPT Code set.

Care managers do not need to be employees of the billing clinic. They can be employed by an ACO (or other third party) and simply re-assign their Medicare Billing rights to the organization where the patient relationship resides.



Efficiency is Key for Success

A nursing staff is expensive. While Medicare reimbursement does a good job paying for these services, the M-CCM Program is a high-volume activity.

On average, care manager reimbursement applies in 20-minute segments. Here are a few metric points:

- An 8-hour day consists of 24 segments.
- A week contains 120 segments.
- A month of 20 working days contains 2,400 segments.

So, in theory, one care manager could handle 2,400 patients. Of course, that assumes 100% efficiency, which is unachievable. But the goal of our platform protocols **IS** to strive for continuous improvement in efficiency.

Your Complete M-CCM Program Partner

Our full-service option is ideal because the team is the leader in M-CCM Program enrollment and services provided. We take all steps required to empower both providers and patients.

Why Partner with Our M-CCM Program Platform?

Outsourcing this operation to a third-party specialist with broader geographic reach results in lower costs and administrative burdens and allows you to focus on your core services.

The regulatory environment is complex, with stringent requirements for reimbursement, reporting, and patient care standards. Partnering with our platform also helps mitigate the risks associated with operational issues.

FULL-SERVICE OPTION FEATURES

Experienced Nursing Team

Our platforms Nurses and Care Teams are comprised of dedicated and compassionate professionals who deliver personalized and comprehensive care coordination and utilize advanced technology for seamless communication and enhanced care delivery.

Billing Optimization

Streamlined automated billing systems ensure that providers can effortlessly capture reimbursement for M-CCM services, making the platform not only a catalyst for better patient health, but also a driver of financial sustainability for your organization and providers.



Patient Outreach & Education

The patient outreach and education programs are designed to empower individuals with chronic conditions by providing them with the knowledge, tools, and support they need to actively participate in their own care.

Dashboard & Analytics

By combining data-driven patient health metrics with revenue performance and reporting empowers providers to make informed decisions, optimize care delivery, and maximize the financial returns of chronic care efforts.

THE FULL-SERVICE OPTION HANDLES IT ALL

Patient Eligibility Assessments

The platform performs an eligibility assessment for your existing patient population. Once they identify patients eligible for the program, they will contact the provider for clarification and acknowledgment. Once approved by the provider they will begin reaching out to each patient via preferred communication preferences.

Patient Outreach & Education

Our platform's approach involves a personalized outreach strategy to each patient, where it introduces them to the program and clearly explains to the patient what they can expect. This initial conversation is crucial for establishing trust and rapport. It details the benefits of the program, how it will enhance their care, and the ways in which support can make a difference in the patient's health journey. Education is at the forefront of this process, ensuring patients are fully informed about how the services will be integrated into their existing care plans.

Patient Enrollment/Onboarding

Patients will receive tailored informative documents that will explain the M-CCM Program and why and how they should enroll in the program. Patients will also have the option to enroll over the telephone or through the patient portal. The patient enrollment checklist includes:

- Availability of M-CCM services.
- Possible cost sharing responsibilities.
- Only 1 practitioner can furnish and bill M-CCM services during a calendar month.
- Patient's right to stop M-CCM services at any time (effective the end of calendar month).

Care Management

The heart of our platform is a patient-centered approach that emphasizes continuous, personalized support. Dedicated care teams consisting of experienced nurses and care coordinators maintain regular contact with patients, ensuring not only the effective management



of their conditions, but also fostering a sense of comfort and trust. By integrating advanced technology with a human touch, our platform effectively monitors patient health, adapts to changing needs, and provides educational resources, thus empowering patients to take an active role in their health management.

Reporting, Billing & Analysis

Our software delivers detailed reports on patient progress, health outcomes, and program engagement. This allows providers to monitor the effectiveness of the care plan and adjust strategies as needed. These insights are crucial for optimizing patient care and enhancing health outcomes. Additionally, our technical team understands the importance of financial management for healthcare organizations. Therefore, the system includes robust billing reports that offer a clear view of the revenue generated from M-CCM services. These reports are designed to streamline the billing process, ensure accuracy, and support compliance with healthcare billing regulations.

PLATFORM SOFTWARE CAPABILITIES

- Designed by experienced chronic care nurses.
- Automated record timing to ensure accurate billing code records.
- Built in calling system and patient portal.

Remote Patient Monitoring

- Comprehensive patient vitals dashboard.
- Device integrated patient mobile app that supports devices such as Fitbit, Google Fit, iHealth, Withings, and more.
- Supports reliable protocols like HTTP(S), FTP(S), and TCP/IP

Behavioral Health Integration

- Integrated behavioral health screening assessments.
- Built-in logic automatically scores for alcoholism, smoking, depression, and behavioral health.
- CAGE, PACK, PHQ-2, PHQ-9, and GAD-2 screeners and provides recommendations.

Transactional Care Management

- Post-discharge patient services such referrals, medication reconciliation, and evaluation of diagnostic testing.
- TCM checklists to keep track of the crucial timelines and service needs.
- Streamline transitional care to reduce readmissions to hospitals and enhance results.



SOFTWARE-ONLY OPTION

The software-only option is the perfect solution for organizations that currently offer their eligible patients the M-CCM Program (and bill CPT 99490 and related codes) that utilize their EHR for program management but requires a software platform that integrates and provides all necessary billing data.

Advanced M-CCM software tools help to scale your M-CCM efforts upwards. If you only have one care manager and a small number of patients, your staff can manage the process manually. But as patient volume grows, those manual processes create errors and bottlenecks that will constrain efficiency and the ability to reach all the patients who will benefit from the M-CCM program.

THE BOTTOM LINE

Our M-CCM Program Optimization platform is the empowering solution that ensures you improve patient care, maximize revenue, reduce Cost of Care, and remain at the forefront with unparalleled technology, guidance, and support.

Understanding the financial implications of M-CCM 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.