The Medicare CCM Program is Smart, Safe & vital

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- ACOs can manage m-ccm activities on their member clinic's behalf.

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 coordinator for a certified CMS clinical expert that specializes in the processes and implementation of business solutions that deliver **Maximum Value** to physicians, hospital-based physicians & clinicians, multi-TIN organizations, and ACOs.

Together, we provide vital CMS program guidance, and the most effective and innovative services that improve patient care, care coordination, reimbursement, and efficiency. In addition, streamline costs and reduce hassles.

CMS's Mission for Their Medicare CCM Program (M-CCM) is to Enhance Patient Outcomes and Simplify Care Processes

CMS reports that 97% of healthcare organizations are not participating in the M-CCM program and billing its CPT codes.

What is the Medicare CCM Program (M-CCM)?

CMS has implemented coding and payment for medically necessary care management activities that are performed outside of a face-to-face, in-person visit by clinical staff on behalf of patients with complex health care needs.

M-CCM will help you reimagine what it means to care for Medicare patients with chronic disease, because it takes care management and makes it proactive and relational, rather than reactive and transactional.
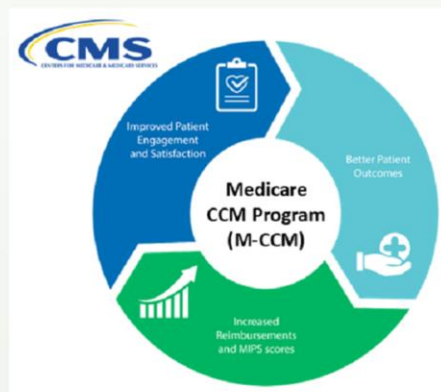
M-CCM Is Very Different From Existing CCM Activities

The Difference:

- Patients must explicitly opt-in to the program.
- Specific care management templates and engagement policies are required to make it a billable event.
- Each patient receives at least 20 minutes of telehealth interaction per month.
- Each interaction bills at MAC location reimbursement level. Additional billings are available depending on the level of interaction.

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- Billing is under the CPT codes:
  - **Single Chronic Conditions -** 99424, 99425, 99426, 99437, and 99439.
  - **Multiple Chronic Conditions -** 99487, 99489, 99490, and 99491.

CPT 99490 is the general code used to determine If you are participating in M-CCM.

M-CCM Landscape

Opportunities:

- **Significant Financial Incentive.** The per-eligible patient per month reimbursement the M-CCM program delivers can make a huge difference to your operation.
- **Improved Patient Care**. Positive results focused on care managers and their efficiencies - to increase efficiency.

Patients Love M-CCM

Not every Medicare patient will opt-in the program, but those that do, value having a nurse, NP, or a PA that they can talk to every month. They also Appreciate the:

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

Challenges:

- **Compliance.** There are specific policies and procedures that must be followed to make M-CCM a billable event.
- **Implications On Operations.** There are additional staffing requirements and workload.
- **Patient Engagement.** There are specific policies that must be followed.
- **Program Level Implementation.** Initial clinic and physician level education, clinical policy, and patient identification are required.

Additional M-CCM Obstacles

- Staffing levels continue to be challenged, depleted, and costly.
- Most TINs believe their ACO has M-CCM covered, however most ACO's either do not know about the program or they will not perform its mid-level functions because they do not understand how they can generate revenue from it.
- TINs that participate in the M-CCM program struggle to increase patient onboarding and demonstrate revenue gains.

M-CCM is Complex

It is a Very Large-Scale Project.

- Who will do the heavy lifting that creates the significant new revenue – You or a professional firm?
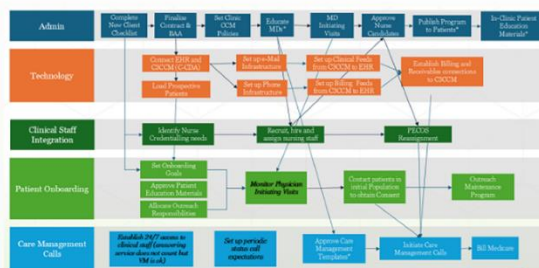
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- Your organization must overcome complex issues across multiple clinics and/or doctors.
- Must align with the goals of your organization and physicians, which are related – but different.
- Requires the implementation of strategies that are tied to your organization's culture and relationship with ownership / board.
- Your organization or professional firm must fully "staff up" for implementation.
- The effort must help your organization gain a unique advantage in overcoming the biggest obstacle to success — patient recruitment and onboarding.

A picture is worth a thousand words. The graph below illustrates the complexity of a successful M-CCM effort. As you can see, there are many steps required.

There are very specific patient onboarding policies that must be followed.

Approaching M-CCM

Overcoming the challenges and obstacles and achieving M-CCM success starts with answering a couple of very important questions:

Have you ever considered the M-CCM program?

Because of its complexity, it is prudent and desirable to first test assumptions, define strategies, evaluate data, and develop plans that would enable success. You cannot just jump into it. Accordingly, a Feasibility Analysis is recommended.

What are your thoughts on having an M-CCM feasibility analysis done for your organization?

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Why Our Platform is Your Best Choice for a Feasibility Analysis

Top-Performing TINs and Physicians Should Only Utilize the Services of Top-Performing Professionals.

- Our service provider is the most qualified and the "best-in-class" at identifying M-CCM feasibility.
- Their skillset, strategies, tools, and support provide the structure that ensures M-CCM success.
- Their team is deeply experienced in healthcare and largescale program implementation and operations.
- Their comprehensive understanding of regulatory requirements and advanced proprietary software technology, which the leadership team has a deep investment in, and continuous updates in response to industry changes make their technology platform crucial for meeting quality metrics and achieving better patient outcomes.

All these points make them ideal for conducting your feasibility analysis and becoming your service provider partner.

M-CCM is a major new initiative for every clinic that goes down the path. In many ways, it is a lot like a new business venture. Your best chance of success is to find out if it is feasible for you to participate and align yourself with a team experienced in big initiatives.

Understanding the implications and benefits of the M-CCM program helps in making the decision on whether to invest in a feasibility analysis - very easy.

M-CCM Snapshot

We will show you what your M-CCM opportunity looks like. We will email you a pdf of a CMS M-CCM Data Snapshot for your organization, which will show you how much more revenue you can capture with the M-CCM program. The summary will break down the numbers for you in very simple language. *See the link on our webpage.*

It will also have the program CPT codes to check with your billing department to verify if you are currently submitting them and the next step you will need to take.

Reserve a Call with Us

In a 30-to-60-minute Zoom call, we will talk about your M-CCM Snapshot, our team, qualifications, and the Feasibility Analysis that will provide you with something that you will be proud to show all your decision makers, ownership, board, and/or stakeholders. In the least case, you can learn about a CMS program you have yet to benefit from.

See your snapshot, or there is a link on our webpage, to reserve your Zoom call with us. On our Calendly page compete the required fields and when asked purpose of call, click: *M-CCM.*