NET HEALTH® OCCUPATIONAL MEDICINE

6 Tactics to Grow and Expand Your OccMed Business

Scale Up Quickly to Guide Employers in Improving Worker Health

Net Health®

With the COVID-19 pandemic accelerating employee health conditions, the demand for occupational medicine (OccMed) services is rapidly increasing.[1] Professionals in charge of benefits and health management services anticipate that their company's investment in health will increase 25% or more over the next 10 years.[2] Even as COVID-19 ebbs, we'll likely see employers continue to struggle with heavier employee health workloads than before the pandemic. With so many employers looking for help, OccMed businesses have an opportunity to expand their businesses. However, they will need to differentiate to compete effectively.

What Can You Do to Be Competitive?

In this ebook, we explore six tactics you can employ to help grow and expand your market share:

1. Make sure you're billing accurately
2. Increase practice visibility with dashboards
3. Offer telehealth and mobile immunization
4. Improve relationships with employers
5. Differentiate to create a competitive edge
6. Prepare for a different future

1 Make Sure You're Billing Accurately

TO HELP CLINICIANS SPEND MORE TIME ON PATIENT CARE

How occupational medicine programs and services are billed, accessed, and reported can significantly impact the employer experience. Billing is one service through which an occupational medicine business can stand out from others in the industry. The last thing that employers want to deal with is an inaccurate bill, and most EMR collection software is unable to properly bill, according to Gene Howell, CEO of Reliant Urgent Care, a Net Health client and CEO of RCM Insights, which provides billing services for Net Health® Occupational Medicine and Net Health® Employee Health. Most billing software is not built to handle single invoices for employers with multiple visits from different patients, Howell says. As a result, staff must create processes outside of their systems, which are not as reliable.

Another challenge that leads to billing issues is having systems that are constrained to one fee schedule rather than having the capability to set fee schedules for each individual client. Misinterpreting notes or a doctor's handwriting can lead to billing problems and claim denials as well.



INACCURATE BILLING IS ONE OF THE MAIN REASONS THAT EMPLOYERS DROP THEIR OCCUPATIONAL MEDICINE VENDORS.

“As much as we focus on employer services, what we don’t always focus on is the billing side in getting that correct. You can give incredible service in the clinic, and you can lose them overnight by improperly billing them. Bills have to be perfect on the way out because if they’re not, two things are going to happen. You’re not going to be paid, and they will quickly leave you if they cannot get invoices in a proper format that assures them you’re not up-charging them. The ability to provide proper billing services is one of the strongest attributes of the Net Health OccMed software system.”

Gene Howell, CEO of Reliant Urgent Care
Net Health Client and Billing Partner



How OccMed Can Improve Billing Services

Leverage a timely and accurate billing software system that can:

- Accurately separate and track Worker's Compensation costs vs. employer services and invoice each, using a clear, easy-to-process format to reduce workarounds and confusion.
- Properly invoice employers for employer services through an invoice format automatically integrated within the software solution.
- Create and alter fee schedules for each employer.
- Submit claims electronically.

GET AN RCM PARTNER

Occupational medicine billing and collections can even be handled through an RCM partner. Net Health partners with Insight RCM, a division of insight Practice Partners Medical Group, to deliver RCM insights through its EHR for occupational medicine businesses.

iNSIGHT
PRACTICE PARTNERS

2 Increase OccMed Visibility with Dashboards

Today, it's become necessary for occupational medicine businesses to embrace data-driven decisions for successful employer and employee support and also to promote their businesses.[3] There just aren't enough hours in the day to manually monitor, manage, or report all of the key performance indicators (KPIs) needed to demonstrate value and success.

In the healthcare world, there are many EMRs with dashboards, but most of them are only providing a very one-dimensional view of KPIs that are only related to urgent care, according to Howell, who also helped develop the dashboard for Net Health. To be effective and helpful, OccMed dashboards must be multidimensional, Howell explains.

"When you're looking at the Net Health dashboard created for OccMed customers," he said, "it's been created to address the nuances of occupational medicine and employer services. It is one of, if not the only dashboard that generates KPIs related to occupational medicine."



Essential KPIs for OccMed Success

When there is an injury in the workplace, it's not sufficient to have a dashboard that only covers KPIs related to care delivered when the employee visits the OccMed clinic. In fact, the most important KPIs account for what happens after that first injury. For instance:

- Are we meeting the national standards on follow-up ratios?
- Are we giving them the physical therapy within a certain period of time?
- How many physical therapy visits are we seeing for every evaluation?
- Are we tracking improvement and how soon they can return to work?



Create Dashboards that Improve Clinical Decision-Making

Dashboards offer a fast way to quickly see the progess and completed work – with minimal or no training required. Occupational medicine businesses can easily create, track, and monitor KPIs and swiftly share relevant business intelligence with leaders to improve decision-making. Net Health's dashboards were created in collaboration with doctors to specifically address the nuances of OccMed and employer service KPIs, such as:

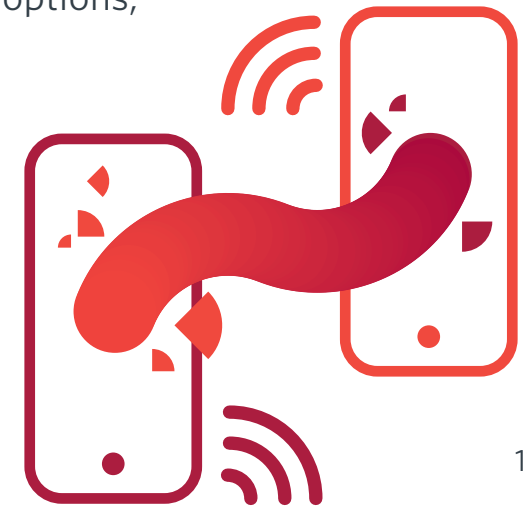
- Peak times
- Productivity levels
- Types of visits and how they impact staffing
- When and where physicals exceed injuries
- User-friendly software for C-level executives


Make Relentless
Look Effortless

3 Offer Telehealth and Mobile Immunization

It's estimated that 41%–42% of U.S. adults delayed or avoided seeking care during the pandemic because of concerns about COVID-19.[4] Currently, over 76% of U.S. hospitals are now connecting with patients and consulting practitioners at a distance through the use of mobile apps, video and other technology.[5]

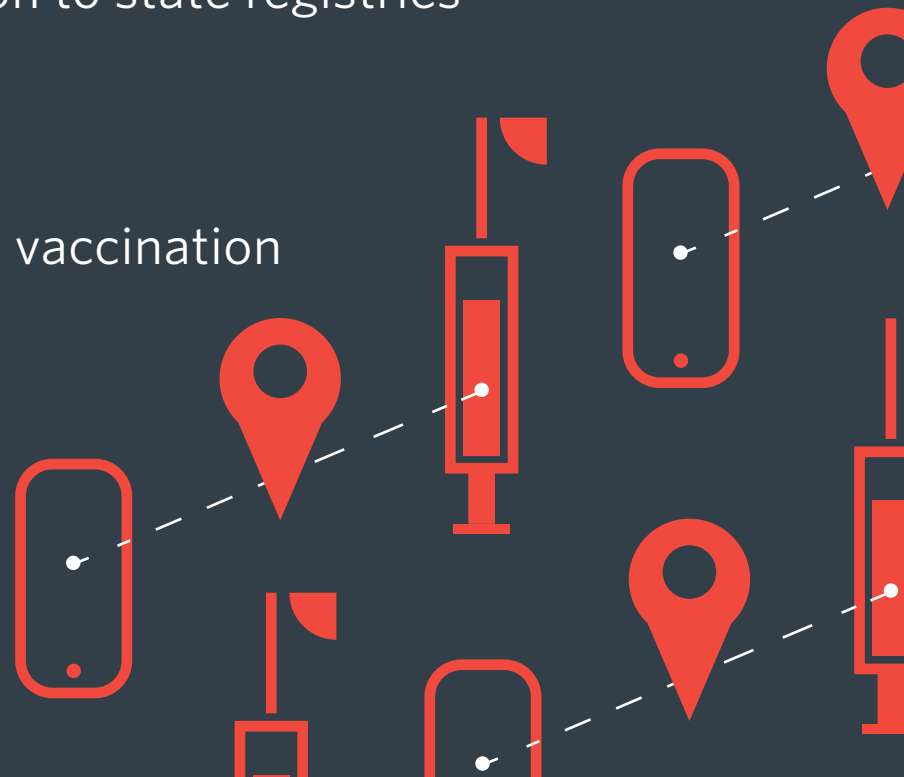
Telehealth options can help occupational medicine businesses increase health care value and affordability – all while saving patients time and money, reducing burnout. Occupational medicine clinics that administer immunizations and vaccinations using an app on a tablet or smart phone will be able to offer their clients more options to support better care. Without incorporating these technologies into their care options, occupational medicine businesses could fall behind.



Make Mobile Vaccinations Accessible For Everyone

Our proprietary Mobile Immunization Tracking software[6] creates a safe and easy way to administer, document, track, and monitor COVID vaccines.[7] This enables greater efficiency and OccMed compliance,[8] accuracy, and timely submissions at the state and national levels. Clear and complete documentation, implementation, and reporting ensure medical staff can:

- Quickly perform multi-exposure tracking
- Upload COVID-19 vaccination information to state registries
- Monitor employee requirements
- Enable mass immunizations
- Provide additional support for employee vaccination



4 Improve Relationships with Employers



Employers and occupational medicine businesses must comply with patient confidentiality, code of conduct, occupational safety compliance and legal regulations. Maintaining employer-practice relationships takes much more effort than managing the relationships over the phone. We've found that along with safeguarding employee health, effective communication is one of the top priorities for employers. One way to promote good relationships is to offer customized services per employer rather than a one-size-fits-all approach.

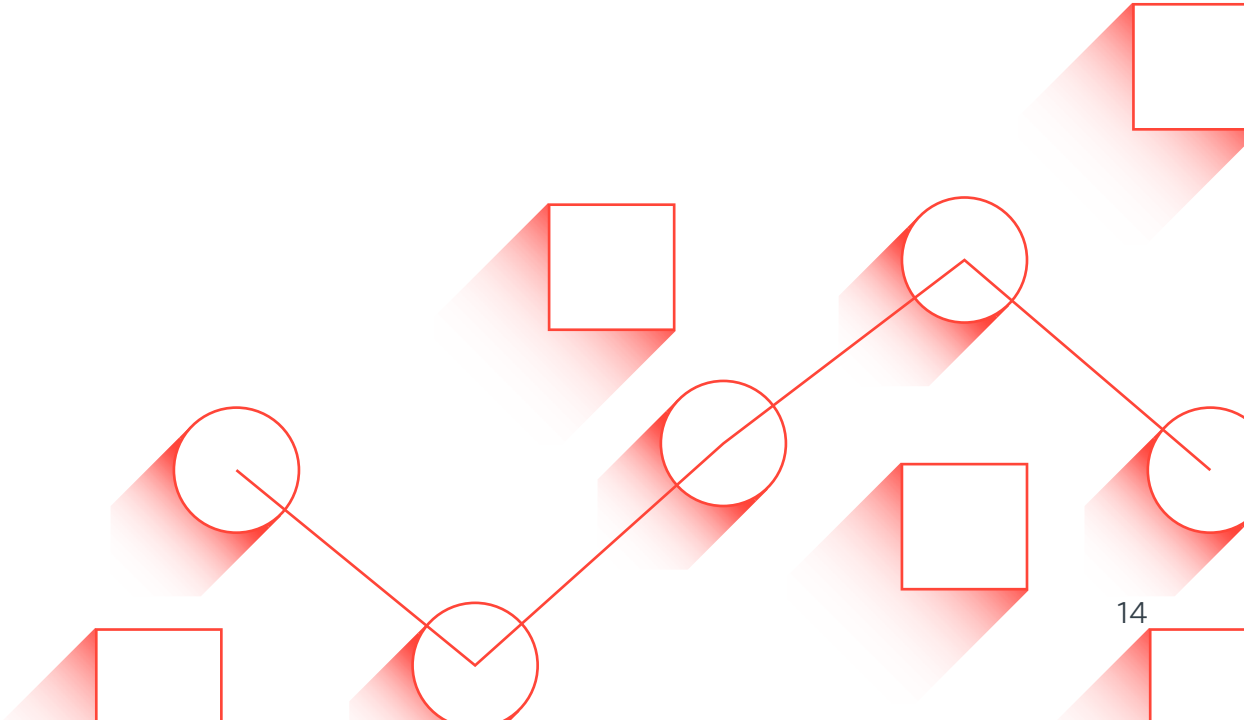
Each employer has different protocols for each of the services you provide for them. Having the ability to create and print company-specific protocols, enables staff to meet face-to-face with clients to review the protocol. Developing customized employer contracts and communication relating to specific employer protocols improves the quality of your services while also reducing errors.

This is a time-saver that improves productivity along with employer confidence. It also makes it easier for staff to manage each employee visit accurately.

5 Differentiate to Create a Competitive Edge

Covid-19 has made life and work unpredictable for employers and their workers. Employer healthcare needs and compliance requirements are changing as a result of the pandemic. COVID-19 prevention, telehealth, mental health, and increasing costs are all issues impacting employee care.[9] To gain and maintain a competitive advantage, OccMed businesses will need to develop new or expanded capabilities to assist employers with these new needs.





How Can You Stand Apart from the Pack?



- Invest in technology and interoperability (telehealth, mobile services)
- Have the ability to upload information from tests to your system
- Customize client-specific protocols
- Offer prevention services for employees
- Offer email capabilities from within your system
- Promote the value of your services

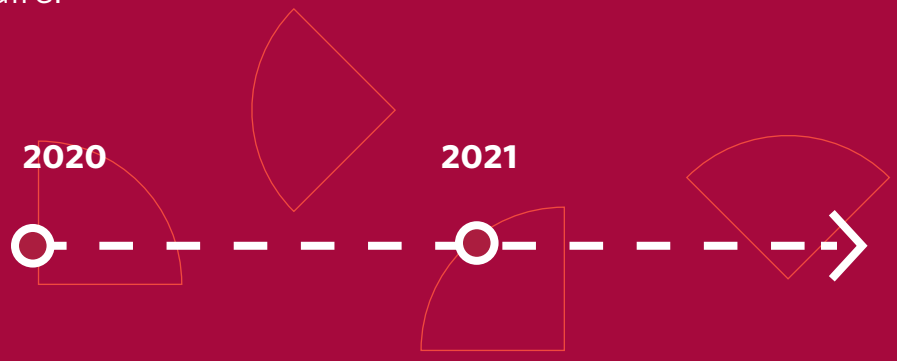


6 Improve Relationships with Employers

COVID-19 hit virtually every employer hard. Going forward, we can expect a potential 50% increase in the prevalence of behavioral health conditions.[10] Adding to COVID concerns, there's a lot of uncertainty ahead. This compounds existing medical testing and treatment requirements – not only domestically but internationally.

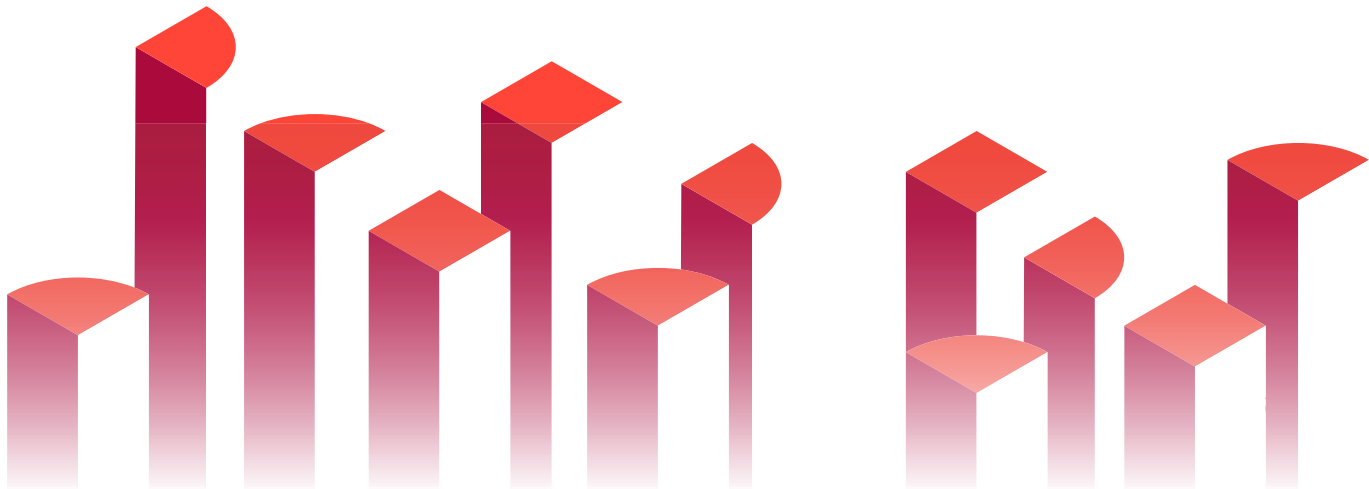
Howell, whose urgent care clinic is based at Los Angeles International Airport and receives hundreds of visitors a day, says there's an opportunity to develop a new revenue stream by offering tests for Americans traveling internationally. Every country has its own testing requirements. "How you can get people in the door is to develop relationships with airlines, who can promote your services to their travelers and crew members," Howell says. To assist with this, here's a website that lists every country and the type of tests they require.





Put Your Consulting Hat On

Howell also encourages OccMed to be a source of information for clients regarding pandemic developments. "We really got hit with the unknown and employers really started turning to the clinics to be guided on this," he says. "And I think we have to continue to do that and not lose sight of that just because we think this pandemic is over. I think we can all agree that COVID is here to stay for a while, at least into the future. We need to be advising customers about what they need to be thinking about, such as altering their physicals to include COVID testing."



ABOUT NET HEALTH OCCUPATIONAL MEDICINE

Net Health's Occupational Medicine software is the only certified OccMed and fully integrated practice management software. Learn more about how we can help grow your urgent care or OccMed business.

SCHEDULE A DEMO

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