



## Appomattox River Medical

*Appomattox River Medical Boosts Revenue and Improves Patient Care with Innovative CCM Technology*

Appomattox River Medical has two offices in southeastern Virginia and specializes in family practice, internal medicine, and pediatrics. Many of the practice's patients have multiple chronic health conditions.

Dr. James Bush, President of Appomattox River Medical, realizes the challenges of managing multiple chronic diseases – while they have the tools and training to effectively treat chronic illness, they have limited time and resources to manage them.

## A LITTLE CODE WITH BIG POTENTIAL

In recognition of this challenge, In January 2015, Medicare began paying for chronic care management (CCM) with the introduction of CPT code 99490. This code compensates for the non-face-to-face work clinical staff provide managing these at-risk patients. While the requirements are numerous, this new revenue can have a significant impact on a practice's bottom line.

With hundreds of Medicare patients needing CCM, Dr. Bush saw this as a way to focus on the needs of these patients and get compensated for that care. However, there was often not enough time or staff to perform the service and track the minutiae required for the \$42.60 per patient per month reimbursement. "We really were looking for something that would make it easier for us to do this," says Dr. Bush.

By the time 2017 rolled around, CMS expanded its CPT family of CCM services to include two Complex Chronic Management codes: 99487 and 99489. With reimbursement rates of up to \$114 per patient per month, these services reflect more clinical staff time and the greater complexity of medical decision making and care planning.

## THE NEED FOR AN EASY-TO-USE TECHNOLOGY

It was around this time Dr. Bush learned about

ChronicCareIQ. Still looking for an easy-to-use CCM solution to reduce administrative demands and improve patient care, ChronicCareIQ was a no-brainer. "We had a number of patients we were already tracking, and the system would provide a huge benefit to them, and quite honestly, financially, it would be a foolish thing not to do because we were doing the work anyway," points out Dr. Bush.



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ChronicCareIQ is a chronic care management solution that automates and facilitates the provision of CCM services and reimbursement. As a turnkey system, the platform is simple to implement, customizable, user-friendly, and results in rapid ROI.



Patients can easily participate through an app, email, text, computer or whatever they're comfortable with. The data it collects is displayed on a color-coded dashboard that helps staff identify poorly trending patients or those that have crossed clinical thresholds. It simultaneously keeps robust audit and compliance logs and produces a monthly billing report of services to be submitted to CMS for reimbursement.

To implement the system with patients, Appomattox River Medical uses a very simple and effective strategy. As eligible patients check in at the office, a staff member has them download the app and shows them how it works.

The whole team bought into the technology because it was simple, they could see how it affected the lives of the patients they serve, and it made their job much simpler. "It only takes a minute, not a big deal. It is so simple to use," says Dr. Bush.

## IMPRESSIVE RESULTS

Appomattox River Medical transferred their first three patients to the ChronicCareIQ platform in March 2017. By April, they had 483 patients signed up. Overall, the effect of automating with ChronicCareIQ has enabled them to:

- Double patient enrollment in CCM without adding staff
- Continuously add 50 patients per month to the program without adding staff (over 750 at time of publication)
- Vastly improve reimbursements with billable rates exceeding 85% of enrolled patients
- Have greater security and peace of mind with robust documentation and audit logs

While the financial benefits are impressive, it's the better care the practice has been able to provide that is truly meaningful.

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*"We've had the opportunity to take better care of patients, not only provide better access to our practice, but manage their chronic conditions through the app. Without ChronicCareIQ, we would not have been able to do this easily, if at all," says Dr. Bush.*

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The patients are experiencing better access to and are more engaged with their care. Even some of the most elderly patients are sending in data every week, which is especially important when it's difficult for them to get to the office on a regular basis. Many patients have expressed peace of mind knowing when they enter data, such as their blood pressure or blood glucose reading, someone in the office will see it and follow-up if there's a problem.

Overall, Dr. Bush concludes: "We've been very, very pleased with the software. It certainly is a lot easier than trying to do things manually...and our patients love it!"



ChronicCareIQ, the industry leader in Chronic Care Management and patient engagement, enables healthcare providers to keep tabs on fragile and chronic patients through their smart phones, computers, text or email. In use from Hawaii to Maine from the solo providers to the largest healthcare systems in America, you can generate significant new revenue, improve outcomes, automate billing compliance, and reduce the workload associated with complex patients while ensuring they receive better care. Identified as a “Best Practice” by leading consulting groups and with patient engagement rates that exceed 80% on an average weekly basis, your practice, hospital, or health system can identify decompensating patients in real time, manage risk to prevent unnecessary hospitalization or ED visits, and advance material steps with MACRA and payment reforms. Visit us at [ChronicCareIQ.com](http://ChronicCareIQ.com)

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