THE BUSINESS OF PEDIATRICS:
PEDIATRIC PRACTICE SUCCESS: TODAY AND TOMORROW

Successful Patient Recall Strategies
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Why focus on preventive care?
Preventive care pays well.

![Chart showing average payment per visit type]

- Sick Average: $85
- Well Average: $210

Average Payment Per Visit Type
PCC TX Clients, 2013-2014

Why focus on preventive care?
Preventive care fills your schedule.

Preventive care expands your value to the customer.

Right now, to many of your families, a visit to your practice is worth the price of a copay. Preventive care is your chance to reestablish the relationships you have with your patients and return to being the Trusted Messenger and provide a true Medical Home.

With HDHPs and Minute Clinics on the rise, this is more important than ever.

Why focus on preventive care?
Preventive care is a P4P measure.

Already, well visit rates and chronic disease management measurements are being used as P4P measurements in PA, MA, RI, CA, NC, [add your state here]. You don’t have a choice.
**Why focus on preventive care?**

**Preventive care is good for your patients.**

How many instances of scoliosis, hearing disability, vision problems, eating disorders, family violence, or the dozens of other developmental issues have you spotted during well visits during your career?

More importantly, how many times have you spotted something and said to yourself, “I wish this patient had come in last year…”

Because this is what you do!

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**How Am I Doing Now?**

**Well Visit Coverage**

PCC Clients, July 2012

- 10th
- 25th
- 50th
- 75th
- 90th

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**What Are Effective Tools?**

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**What Are Effective Tools?**

**Secrets Used By Real Practices**

You can’t recall them all – so, pick the lowest hanging fruit.

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<th>Secondary Category</th>
<th>Visit Category</th>
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**Secrets Used By Real Practices**

Market your practice at every opportunity!

Dear Parents:

It's that time of year again and the pediatricians of MSC Pediatrics would like to take the time to remind you to schedule Harmon's flu shot...

...we would also like to welcome Dr. Jane Mulligan to our practice. Dr. Mulligan specializes in adolescent girl physicals...

...don't forget that we are still open every night until 8pm and on weekends...

**Secrets Used By Real Practices**

Use personalized patient letters that are age, sex, and language specific. Do not pull punches!

Secrets Used By Real Practices

Use the communication to save time, set expectations, improve care!

Dear Mary and John:

This is just a friendly reminder that Lisa is due for her sixiyear physical. Remember that she will need to have a physical for her driver's permit which cannot be done more than sixty days prior to her 16th birthday...

...Steve is now 10, making him eligible for the first of his two expected Gardasil vaccinations...

...with kindergarten starting in the fall, you will want to schedule Bianca's Well Visit as soon as possible, before the available slots fill up...

Please complete this form for your son, Harmon, and bring it with you to his next visit...

...review the enclosed information and prepare your most important two or three questions to ask the physician...

...visit our WWW site and download a copy of the anticipatory guidance that we distribute at every visit...
Meet the scheduling needs of your customers.

- Use PNP s to provide morning, evening, and weekend well coverage for families who work. Many of your families want to do the right thing, but find it difficult to schedule time during working hours to bring in their children.

- Designate specific providers for adolescent physicals, by gender.

Change the expectations of and within your practice.

- Reward physicians who produce more well visits.

- Require patients to schedule their well visits at the time of service.

- Use benchmarks – sick visit ratio, immunization rates – to measure your progress.

- Make the recall process automatic - patient recall notices should happen like billing!

Change your tune.

Even if you have developed the world’s greatest method for recalling patients, change the message or the way you deliver the message from time-to-time so your patients don’t ignore it.

Recall them more than once. Measure your results. Compare methods!

 Twice the return...