

## **An Untapped Revenue Source for Nursing Homes and Physicians**

Over the past few years, much has been debated over the Affordable Care Act (ACA) commonly referred to as ObamaCare. This debate will no doubt continue in the months ahead and the final verdict may not be known for years to come. What you may not know is that there are some hidden gems in the ACA that offer nursing facilities and physicians new revenue through the Medicare program. One such gem is the free Annual Wellness Visit (AWV) for all Medicare beneficiaries with Part B. The AWV assesses components of health typically not addressed during physical exams including functional capacity, cognition, mental health status, and health risk factors. This new benefit creates a personalized prevention plan to help prevent disease and disability based on a patient's current health and risk factors, and provides a brand new source of revenue for physicians and nursing facilities.

Most physicians and nursing facilities are still unaware of this new benefit and the opportunity it affords them. There are many reasons for this, not the least of which are the following:

- ✦ it is often confused with the patient's annual physical exam
- ✦ the CMS mandatory guidelines and requirements that must be followed for full reimbursement are very demanding and cannot be met by most practices and facilities particularly as related to documentation and the identification of specific health risk factors
- ✦ there is a belief (real or perceived) that the AWV process is burdensome and reimbursement is poor. If they are doing AWVs, it is only on a limited basis.

Nonetheless, there are valid reasons for providing AWVs. These include:

- ✦ Medicare has placed a high priority on them
- ✦ it provides better medical care for patients
- ✦ gives providers quality outcome data at their fingertips
- ✦ dramatically increases revenue to AWV providers.

There now exists a way to realize the benefits of AWVs with little or no administrative burden to providers. WellTrackONE (WT1) can help your healthcare organization whether it is a physician practice, integrated delivery network (IDN), hospital, Accountable Care Organization (ACO), Independent Physician Association (IPA) or long term care facility (LTC).

The WT1 core wellness product captures wellness and health metrics year after year for all Medicare patients to efficiently and accurately assess every patient's risk factors. WT1's proven outreach program efficiently reaches out to all Medicare patients in an organization and brings them into your offices for their wellness evaluation, thus saving staff and physician time in the practice.

WT1 program also provides invaluable data of outcomes and clinical measurements which can be used to leverage managed care contracts, provide competitive marketing, etc. At the same time, WT1 generates significant revenue for your organization with no associated capital costs, and no impact on cash flow (WT1 doesn't get paid until after the organization is reimbursed by Medicare). It is a complete program of scheduling, staffing and documentation powered by a proprietary evidence-based risk stratification engine.

For more information on WellTrackONE, to request an onsite or online demonstration including a customized revenue projection, contact Caretinuum:



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