

# Circle 3: Technology in the Practice Environment

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# Practice Burdens continue to Rise

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Treating patients *may be the easier part!*

- Cost of Medications
- Running an efficient practice, which applies to both Academics and Private Practice
- HR regulations
- Compliance
  - OSHA, HIPAA etc...
- Electronic Medical Records
- Marketing & Growing your business
- Patient compliance & Satisfaction
- Federal Healthcare Legislation



# Technology in the Practice Environment

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- The alphabet soup of practice today
  - MU
  - PQRS
  - MIPS
  - VBM
  - EHRINC
  - CMS
  
- HOW DO YOU NAVIGATE ALL OF THIS??



# MACRA – Medicare Access & Chip Reauthorization Act

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MU, PQRS, VBM are all COMBINING into the → MEDICARE QUALITY PAYMENT PROGRAM

## MEDICARE QUALITY PAYMENT PROGRAM

### 2 ways to get paid under the new program

- MIPS = Merit Based Incentive Payment System
- APM = Advanced Alternate Payment System



# MIPS & Your score –

**CMS will start tracking in 2017 → payments for 2019**



## **Quality**

50 percent of total score in year 1. Replaces PQRS and the quality component of the VBM.



## **Resource Use**

10 percent of total score in year 1. Replaces the cost component of the VBM.



## **Clinical Practice Improvement Activities**

15 percent of total score in year 1.



## **Advancing Care Information**

25 percent of total score in year 1. Replaces Meaningful Use.

# MACRA & Dermatology

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- CMS estimates that 87% of solo practices and 70% of small practices will face a penalty in the first year.
- The Advancing Care Information component is worth 25% of one's MIPS score. With 73% of dermatologists using EHRs, we are concerned that the threshold may be too high for the small and solo practices that have to make a major initial investment in the technology.
- Under MIPS, dermatologists are required to report on 6 quality measures – while that's down from 9 under PQRS, physicians now have to report on 90% of all Medicare part B patients – a potentially impossible threshold as PQRS required only 50%.



# Technology in the Practice Environment

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- How do we work together to make all of these burdens easier to navigate?
  - Educational resources
  - Cross-specialty collaborations
  - Work with Industry to help dermatologists maintain steady ground
  - Better educate our members
  - Possibilities are endless



# What Role Can Marketing Play in Our Practices and Collaborations?

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- Creating “touch points” with existing members
- Providing coverage of sponsored events
- Extending outreach to potential members

## How Broad is our potential audience?

- 1,319 WDS members
- 1.65 billion users of Facebook worldwide
- 65 million U.S. users of Twitter
- >400 million users of Instagram



# Forms of Marketing

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- “Snail Mail” or Email-based campaigns
  - Announcements , newsletters
- Practice or Organization Websites
  - Feature events, physician services offered and products used
- Social Media Platforms
  - YouTube, Twitter, Instagram, Snapchat, Facebook, Facebook Ads
  - Video content receives the most views
  - Facebook Live: the newest kid on the block



# Users of Facebook and Facebook Live



- Facebook Live is a portable, real-time or archived way to reach subscribers
- Opportunity for coverage at meetings, WDS events or in physicians' practices



# Partnership Opportunities

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## How can our MDs and Industry partner in marketing?

- Webinars
  - Sponsored or non-sponsored content
- Media Day with bloggers, writers
- Regional events
- Thematic Programs (i.e. Play Safe in the Sun, Dove Self-Esteem Day)
- International Journal of Women's Dermatology
- Annual Meeting at the AAD
- Non-branded (WDS or physician brand-driven video content)\*



# Focused Collaboration Generates Mutual Benefit

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- One size doesn't fit all
- Establishing target audiences for collaborations
- Brainstorming together on new programs that best feature our industry partners
- Evaluating ROI on prior or potential collaborations
- With new technology and formats, the sky's the limit!

