

Recovering Your Practice from COVID-19

By

Dr. Ron Short, DC, MCS-P, CPC, CPCO

COVID-19

- To say that 2020 has not turned out as anyone planned would be the grossest of understatements.
- The pandemic has affected different practices differently.
- Some practices have thrived while some practices have been shut down for a period of time by state mandate.
- The information in this webinar is designed to help you get your practice back on a more even keel.
- Accurate information is the key to making good decisions to base actions upon.
- First, what information do you not trust?
 - Information from social media.
 - Information from main stream media.
 - Information from most politicians.
- The reason is that the pandemic has been politicized and many of these sources have an agenda to promote.
- What information do you trust?
 - Information from the Centers for Disease Control at: <https://www.cdc.gov/coronavirus/2019-nCoV/index.html>.
 - Information from your state's health department.
 - Information from your state chiropractic associations.
 - Information from your national chiropractic associations.
- These are the groups that are dedicated to getting accurate information to decision makers.
- The American Chiropractic Association has a web page dedicated to COVID-19 at: <https://www.acatoday.org/News-Publications/Coronavirus-COVID-19>
- The international Chiropractors Association also has a web page dedicated to COVID-19 at: <https://www.chiropractic.org/covid/>
- The ICA also has a YouTube channel with over 75 videos, many of them dedicated to COVID-19 at: <https://www.youtube.com/channel/UCZbiuHC5XwJBjmKf13fZYmA>
- While different states have different requirements for keeping your practice open, almost everyone requires that you and your staff wear a mask and disinfect your table between patients.
- You can get washable cloth masks from Core Products at: <https://www.coreproducts.com/collections/cloth-face-masks>
- Disinfecting wipes can be a challenge to find in some areas.

New Code

- A new code was introduced on September 8 that would allow you to get paid for the extra effort and supplies required to deal with the pandemic.
 - The code is 99072.
 - This code can be billed once for each patient for each visit.
-
-
-
-
-

- There is currently no Relative Value Unit for this code.
- I recommend billing a range of \$10 to \$20 dollars and see what the insurance company pays.
- This code covers:
- Time over what is included in the primary service of clinical staff time to conduct a pre-visit phone call to screen the patient, provide instructions on social distancing during the visit, check patients for symptoms upon arrival, apply and remove PPE, and perform additional cleaning of the examination/procedure/imaging rooms, equipment, and supplies
- Three surgical masks
- Cleaning supplies, including additional quantities of hand sanitizer and disinfecting wipes, sprays, and cleansers
- This code can only be used during a declared Public Health Emergency.
- That means this code will be effective through the end of December.
- Do not be surprised if the PHE is extended until well into next year.

COVID-19

- Doctor means teacher and never has that been more true than now.
- There are a lot of people that are afraid and unsure.
- This is because certain groups are more concerned with using the pandemic to promote themselves and their agendas than they are with reassuring the public.
- It is up to you to reassure them with actual facts and real statistics from the CDC.
- Review the material on the national association webpages for some good talking points.
- Give your patients some hope that the situation is not as bad as they are being led to believe.

Practice Recovery

- Some practices have suffered a loss of business due to restrictions imposed by their state.
- One method that has very consistently worked is for the doctor to call old patients.
- The Gallup poll commissioned by Palmer College of Chiropractic found that 14% of the population is actively going to a chiropractor while 37% have been a chiropractic patient at some time in their past.
 - Step one is to have your staff compile a list of patients that have not been in to your office for at least 6 months.
 - Step two is the doctor calling each patient during their down time.
- The points that you want to cover are that you were reviewing the patient's record the other day and just wanted to see how they were doing.
- There are two very important rules that you need to follow:
- First the doctor needs to make the calls. You cannot have the staff do this and it be effective.
- Two you cannot try to sell a service or make an appointment. You are just checking on the patient to see how they are.
- This technique is very effective at increasing patient flow over a period of time.

Summary

- COVID-19 has scrambled our lives this year and more bad information is in the public domain than good information.
- It is your job to be the voice of reason and reassure your patients that we will make it through this.
