

# POTENTIAL REVENUE EARNINGS FOR DIFFERENT TYPES OF PREVENTIVE CARE



## Revenue Generating Engagement Campaigns

Engaging patients with targeted outreach campaigns can bring in additional revenue to offset losses from COVID-19.



Engagement Campaigns



Increased Patient Care



Revenue and Improved Outcomes

### OPPORTUNITY

### ACTION

### REVENUE



#### Rescheduling Deferred Appointments

Engage and schedule appointments for the backlog of patients needing care

Communicate updated safety policies and procedures — such as zero-contact waiting rooms — to make patients feel comfortable.

Based on average revenue, the net loss between Feb-May for a clinic of 6 cardiologists with a 55% revenue decrease totals \$3,832,813. Rescheduling cancelled appointments to recoup even 25% of that loss **brings in \$958,203**.



#### No-Cost Breast Cancer Screenings

Increase awareness and use of covered care benefits for preventive screenings

Send messages to alert patients about the availability of care that comes with no out-of-pocket costs.

Medicare reimburses \$111 per mammogram; Scheduling 150 screenings **generates \$16,650**.



#### Colorectal Cancer Screenings Campaign

Educate patients about the importance of early detection to promote underused screening

Notify patients when they are due for preventive screenings; Stress importance of prevention.

Average price tag for a colonoscopy in the U.S. is \$3,081. **Adding 2 procedures per week = More than \$150,000 in 6 months.**



#### Remote Blood Pressure Monitoring Campaign

Continue providing preventive patient care from a distance, monitor key health risk factors

Message eligible patients to invite them to participate in remote blood pressure monitoring.

CMS reimburses clinics \$11.19 once for educating patients on how to take blood pressure readings at home, and \$15.16 monthly for data review and communicating with patients about treatment. Monitoring one patient for six months brings in just over \$102. Monitoring 300 patients during that time frame nets **\$30,645 in net new revenue**.



#### Diabetes Screenings and Management Campaign

Monitor health and provide chronic care for diabetic patients

Message patients to encourage them to schedule quarterly appointments to help manage diabetes.

Diabetic patients should be seen by their provider quarterly. At \$80 per visit, providers generate \$320 in revenue per patient. By simply getting 150 diabetic patients to schedule these necessary appointments, providers can **generate \$48,000 in revenue each year**.



Healthcare teams can use patient messaging and telehealth solutions — like those from Luma Health — to deliver communications and care that drive revenue recovery.

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