



HEALTHCARE'S COVID-19 REVENUE RECOVERY GUIDE

Patient Engagement Strategies to Boost
Preventive Care and Reimbursements

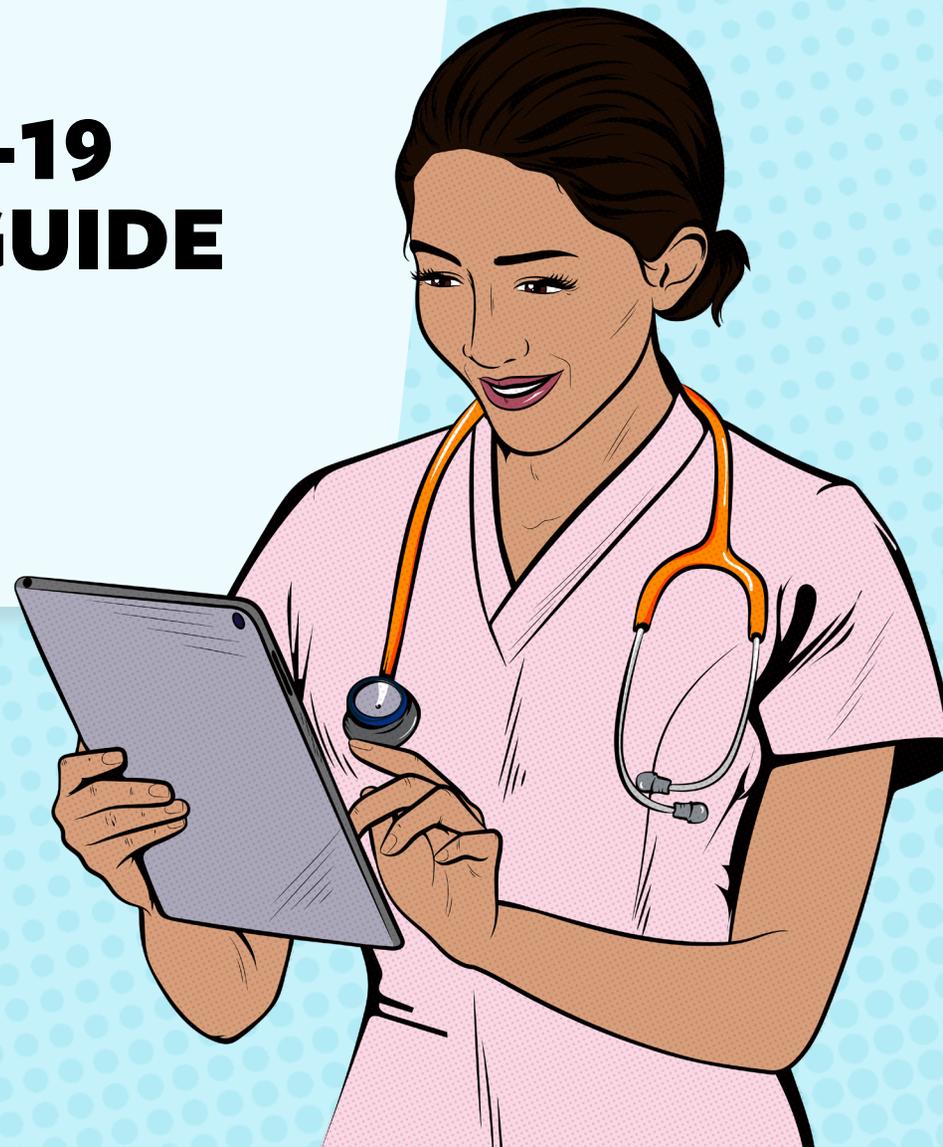


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HEALTHCARE'S FINANCIAL CHALLENGES

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The financial fallout from COVID-19 is impacting healthcare organizations across the U.S. From health systems having to purchase extra personal protective equipment to clinics having to temporarily close their doors, financial challenges are straining healthcare organizations large and small.

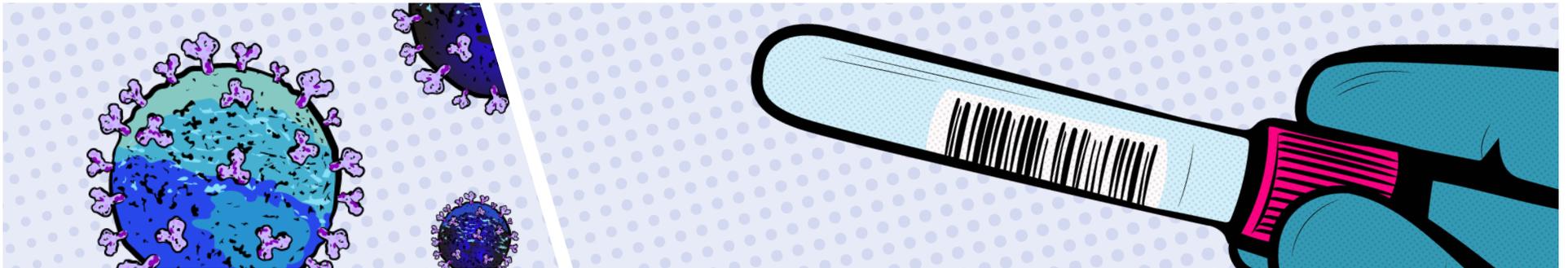
Unfortunately, no one can predict for sure when the COVID-19 crisis will end. Even if they could, the financial effects will likely linger much longer than the virus itself. But the good news is that there are steps healthcare organizations can take that will put them on the road to financial recovery.

This guide shares strategies you can adopt and examples of patient engagement campaigns you can execute to generate revenue and offset financial losses.

WIDESPREAD FINANCIAL LOSS



97% of medical group practices have experienced a negative financial impact directly or indirectly related to COVID-19.¹



**ENGAGEMENT CAMPAIGNS
FOR REVENUE GENERATION**

REVENUE OPPORTUNITY:

Scheduling Backlog of Deferred Appointments

At the peak of clinic closures and stay-at-home orders, patients and healthcare facilities had to cancel a majority of appointments. Now, there is a backlog of patients in need of care and revenue to recoup. Identifying patients with the greatest care needs, as well as those that need high-dollar procedures, and sending them prompts to schedule appointments helps fill both care gaps and revenue gaps.



\$ 161.4 B

Hospitals' net revenue losses from cancelled surgeries and other services between March 1 to June 20 is expected to **total around \$161.4 billion.**^{II}

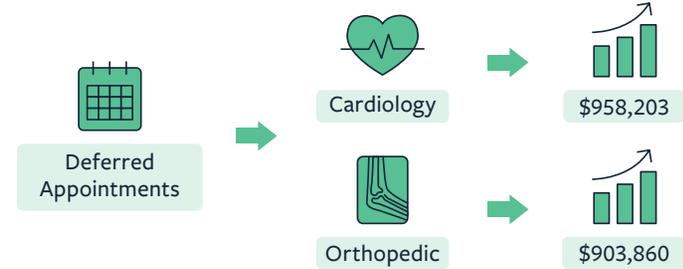


1 in 5 patients say they are now overdue for chronic care visits.^{III}



1 in 3 patients say they are overdue for wellness visits and preventive care.^{III}

ACTION: Help patients feel safe visiting clinics by screening patients prior to appointments and implementing a **Zero Contact Waiting Room**, which enables social distancing for patients while they wait. Digitizing all intake forms and check-in communication, and then taking patients directly to an exam room when they arrive, limits exposure risks and helps patients feel more comfortable scheduling care and resuming in-person appointments.



REVENUE: Based on the average annual net revenue generated, and the fact that clinics are reporting a 55% decrease in revenue due to COVID-19, the revenue lost between Feb-May for a cardiology clinic with 6 providers is \$3,832,813. An engagement campaign that reschedules patients to recoup 25% of lost revenue can recover \$958,203.^{IV} Using the same formula, a practice of six orthopedic surgeons can recover \$903,860.^V



REVENUE OPPORTUNITY:

Breast Cancer Screenings Campaign

COVID-19 halted many breast cancer screenings. To get patients back on track with screenings and generate revenue, it's helpful to ensure patients know that mammograms for women ages 40+ are covered every 1-2 years (with no co-payment) under the Affordable Care Act. Automated messages work well to engage patients and assist them with scheduling.^{vi}



Even before COVID-19, only **64% of insured women** and **30% of uninsured women** were up to date with breast cancer screenings.^{vii}



Missed screenings hurt more than revenue. Approximately **one to two mammograms out of every 1,000** lead to a diagnosis of cancer. Without these screenings, women may miss opportunities to catch cancer early.^{viii}



A breast lump can be detected with a mammogram **up to 2 years** before it can be felt.^{viii}

ACTION: Beyond COVID-19 worries, lack of a recommendation from a healthcare provider and concerns about costs are common reasons women skip mammography screenings.^{ix} To drive more revenue, engage patients with messages about screening benefits and let them know there will be no out-of-pocket costs.

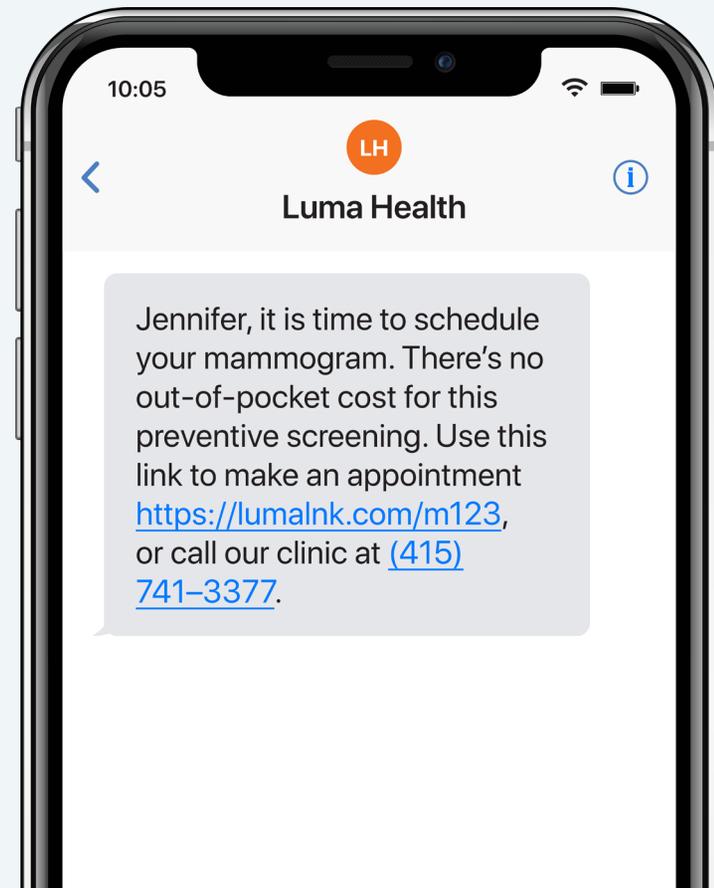


150 Patients



\$16,650

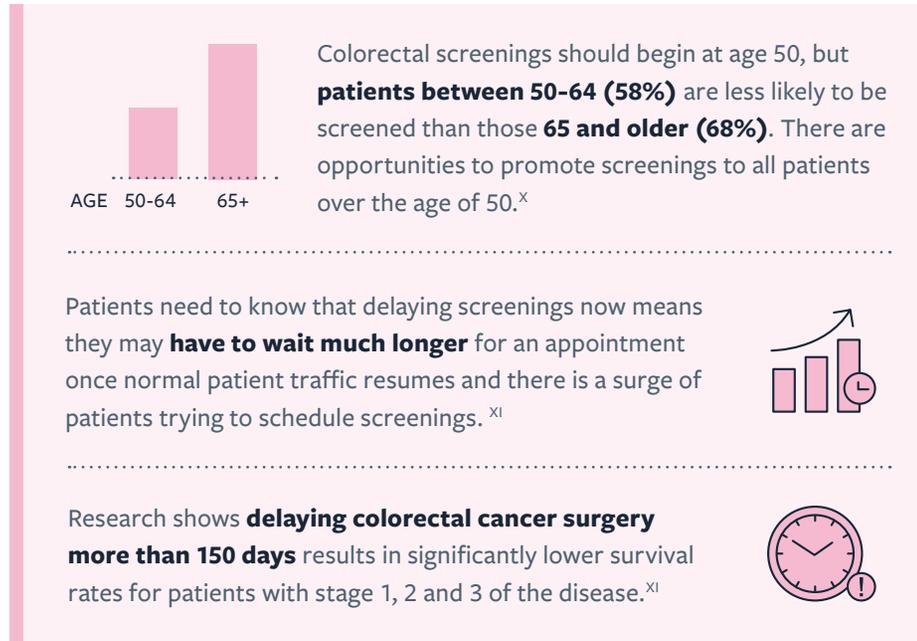
REVENUE: Based on Medicare's reimbursement rate of \$111 per mammogram, a patient engagement campaign that drives 150 patients to get screened will generate \$16,650.



REVENUE OPPORTUNITY:

Colorectal Cancer Screenings Campaign

Many patients are reluctant to schedule colorectal cancer screenings. But studies show that encouragement from healthcare providers increases screening rates. Helping patients see the health benefits of screenings is a win-win. As more patients get screened, revenue increases.



A diagram showing a pink illustration of a colonoscopy tube on the left, an arrow pointing right, and a bar chart with three bars of increasing height on the right. Below the bar chart is a pink box containing the text '\$25,000'.

Colonoscopies → \$25,000

REVENUE: Across the U.S., the average price tag for a colonoscopy is \$3,081. Scheduling just two additional procedures per week adds up to nearly \$25,000 in a single month. Encouraging screenings for every eligible patient is a simple way to quickly generate revenue.

A smartphone screen showing a text message from 'Luma Health'. The message text is: 'Preventive screenings are the key to staying healthy. At this time, we recommend that you schedule a colorectal cancer screening. Call our office at (415) 741-3377 or use this link to schedule a screening <https://lumalnk.com/m123>.'

ACTION: Conduct outreach to promote the benefits of preventive screenings and prompt patients to schedule important procedures. This may not seem urgent considering the many COVID-19 challenges healthcare teams face. However, relaxing patient outreach means more patients are likely to delay screenings, and organizations will see revenue dip even further.

REVENUE OPPORTUNITY:

Blood Pressure Monitoring Campaign

With COVID-19 centerstage, patients may think simple screenings — such as blood pressure checks — aren't a priority. Additionally, patients with hypertension or other conditions may be fearful of exposure and not want to visit their doctor. Clinics can proactively engage patients and teach them to monitor and report their blood pressure remotely to help inform care plans. Doing so helps drive revenue since CMS recently expanded coverage for blood pressure monitoring.

Only around 1 in 4 adults (24%) with hypertension have their condition under control.^{xii}



30 M

30 million adults with high blood pressure who should be taking medication either aren't taking medication or haven't been prescribed medication.^{xiii}



The best way to control high blood pressure is to **check it regularly.**^{xiii}

ACTION: By leveraging EHR data, healthcare teams can easily identify which patients are candidates for blood pressure monitoring. Then, teams can send automated messages to invite patients to participate in monitoring.



Monitoring



\$30,645

REVENUE: 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.



REVENUE OPPORTUNITY:

Diabetes Screenings and Management Campaign

In many cases, COVID-19 has derailed chronic disease prevention and management. Diabetes screening is covered by the ACA for patients with high blood pressure. Nearly half of U.S. adults have high blood pressure.^{XIV} By tapping into EHR data, it is easy to message eligible patients and invite them to schedule diabetes screenings. Additional care can then be scheduled for patients with pre-diabetes or diabetes.



Just over **1 in 10 Americans** have diabetes, and around 1 in 5 cases of the disease are undiagnosed.^{XV}

6 in 10 providers report that follow up for conditions such as diabetes, hypertension, and lung disease is currently happening either very little or not at all due to COVID-19.^{XVI}



Unfortunately, **60% of clinicians believe** that some patients will experience avoidable illness due to diverted or avoided care, and **38% believe** there will be non-COVID-19 related deaths after the pandemic ends due to diverted or avoided care.^{XVII}

ACTION: Contact patients to enroll them in remote monitoring. If 10% of Americans have diabetes, around 150 patients in a practice of 1500 may be behind on care and need education and support, along with routine chronic care appointments. Ensuring patients schedule this care enables healthcare teams to provide valuable services and get paid.



150 Diabetic Patients



\$48,000

REVENUE: 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.



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.



OPPORTUNITY	ACTION	REVENUE
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 <p>Rescheduling Deferred Appointments</p>	<p>Engage and schedule appointments for the backlog of patients needing care</p>	<p>Communicate updated safety policies and procedures — such as zero-contact waiting rooms — to make patients feel comfortable.</p>	<p>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.</p>
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 <p>No-Cost Breast Cancer Screenings</p>	<p>Increase awareness and use of covered care benefits for preventive screenings</p>	<p>Send messages to alert patients about the availability of care that comes with no out-of-pocket costs.</p>	<p>Medicare reimburses \$111 per mammogram; Scheduling 150 screenings generates \$16,650.</p>
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 <p>Colorectal Cancer Screenings Campaign</p>	<p>Educate patients about the importance of early detection to promote underused screening</p>	<p>Notify patients when they are due for preventive screenings; Stress importance of prevention.</p>	<p>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.</p>
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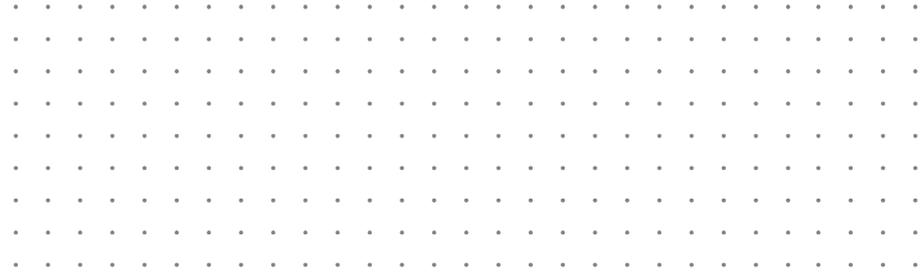
 <p>Remote Blood Pressure Monitoring Campaign</p>	<p>Continue providing preventive patient care from a distance, monitor key health risk factors</p>	<p>Message eligible patients to invite them to participate in remote blood pressure monitoring.</p>	<p>CMS reimburses clinics \$11.19 once for educating 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.</p>
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 <p>Diabetes Screenings and Management Campaign</p>	<p>Monitor health and provide chronic care for diabetic patients</p>	<p>Message patients to encourage them to schedule quarterly appointments to help manage diabetes.</p>	<p>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.</p>
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 **Healthcare teams can use patient messaging and telehealth solutions — like those from Luma Health — to deliver communications and care that drive revenue recovery.**

PATIENT ENGAGEMENT SOLUTIONS

COVID-19 is changing healthcare. But patients still need routine preventive and chronic care — and healthcare organizations need the revenue it brings in. While there are many more opportunities outside of what is listed in this guide, the patient engagement campaigns on the previous pages serve as a springboard to help you promote routine care and generate revenue.



USING THE ENGAGEMENT STRATEGIES YOU LEARNED, YOUR ORGANIZATION CAN:



Emphasize the benefits of preventive care and encourage patients to schedule preventive exams and screenings



Increase patients' awareness of healthcare services they are eligible to receive at no out-of-pocket cost



Screen patients prior to office appointments to minimize COVID-19 risks for patients and staff



Promote Zero Contact Waiting Rooms and other new safety procedures to ensure patients feel comfortable receiving care



Support patients with chronic disease prevention and management



Improve patient outcomes and generate revenue



Learn How Luma Health Can Support Your Patient Engagement Efforts

[SCHEDULE A DEMO](#)

ABOUT LUMA HEALTH

Luma Health's easy-to-use patient messaging and telehealth solutions help clinics and healthcare practitioners rapidly deploy patient engagement communications and deliver needed care. By utilizing the Luma Health Total Patient Engagement Platform™, specialty clinics, FQHCs, primary care physicians and large health systems can send patient messaging via text, email and phone to share essential information and maximize access to care. Providers across the U.S. are using Luma Health's Total Patient Engagement Platform™ to manage schedules, screen patients and deliver care to patients via virtual visits.

SCHEDULE A DEMO

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