

KaMMCO Spring Education Series Continues with April and May Events

On Monday, April 24, James Walton, DO, MBA, FACP and President and CEO of Genesis Physicians Group, and Laura McCrary, Ed.D, Senior Vice President KaMMCO Health Solutions, will present a one-hour webinar, beginning at 12 p.m., focused on **Using Data to Improve Care Delivery**.

In 2017, developing a strategy to meet MACRA reporting and technology requirements became a priority for physicians and practices as they transition to the new Quality Payment Programs. KaMMCO is pleased to present this webinar, sharing helpful strategies to ease data collection and promote improved care delivery.

At the conclusion of this program, attendees will be able to:

- Understand how business intelligence tools can support physicians and simplify new reporting requirements.
- Demonstrate the physicians' role in capturing data and utilizing data analytics for clinical reporting.
- Utilize clinical data to improve patient care and thrive in new quality payment programs.



James Walton, DO, MBA, FACP
President & CEO,
Genesis Physicians Group

On Wednesday, May 24, **Health Literacy: What's at Stake for Physicians and Patients** will be presented by Yolanda Sims, JD, MHA, KaMMCO Loss Prevention & Risk Management Advisor. This one-hour webinar beginning at 12 p.m. will help KaMMCO members improve communications with patients, including those who may present with communication challenges such as a different language.

At the conclusion of this program, attendees will be able to:

- Identify the warning signs of patients who may have low literacy.
- Remove elements of confusion when communicating with low literacy patients.
- Understand how to communicate basic health information and services.



Yolanda Sims, JD, MHA
Loss Prevention & Risk
Management Advisor, KaMMCO

To register for these webinars, visit www.KaMMCO.com/Events.



Simple Tips for Managing Your Online Reputation

By: Yolanda Sims, JD, MHA

KaMMCO Loss Prevention & Risk Management Advisor

The internet can be a scary place, especially if you're a physician concerned about your online reputation. There's no foolproof way to prevent patients from posting information about their experience or the services they received from your practice. But all is not lost if you genuinely want to manage your online reputation.

Consider these helpful tips:

Be Proactive

An ounce of prevention is worth a pound of cure. This old adage is very true. It is better to keep a bad thing from happening than it is to fix the bad thing once it happens.

Create a Google alert. Setting up a Google alert is an easy way to know if your name or your practice is mentioned online. Google will send you an email when the new content is published. The alert will allow you to act swiftly and hopefully minimize the damage to your reputation.

Conduct your own web search. Experts say physicians or a designated person should periodically visit sites including Facebook, HealthGrades, WebMD and other relevant sites where patients often provide insight or vent about a visit.

Seek Positive Comments

Happy patients post positive comments. Any business owner will tell you, one bad review or comment won't make or break you, unless you have more negative comments than positive.

Encourage patients who are satisfied with your services to post reviews on the practice's website or Facebook page. If majority of the comments are positive, they outweigh the negative ones.

Promote yourself. Do you have an updated LinkedIn profile? Are you a fan of Twitter, Tumblr or YouTube? By using one of these social media options, you can control the type of content that is being published about you.

Develop a Response Strategy

Have a response strategy in place when reviewing negative comments. Keep in mind, responding to online postings is not a two-way street in the health industry. Patients, unlike physicians, can rant and rave without hesitation. Physicians must comply with HIPAA and other confidentiality laws that prohibit them from disclosing protected health information. Also, be prepared to accept the negative comments may not be deleted by the patient.

Investigate the comment before responding. Is there is any merit to the comment? Is the comment alleging a behavior completely out of character?

Assuming the person's identity is known, you may contact them privately. A simple phone call or an in-person conversation should suffice. When doing so, be professional and inquire how you can make things right and improve your services for future patients.

Don't waste time on old comments. The older the comment, the less likely it is to have an impact on your reputation. A good rule of thumb is six months or more is probably not worth investigating.

Patients are increasingly seeking information about physicians online. Managing your online reputation can become a full-time job, if you let it. These simple tips may help ease your anxiety when dealing with negative comments online and inspire you to take an active role in protecting your reputation.

Improve Care Delivery with Innovative Solutions

Physicians interested in learning how to use data, specifically the KHS dashboard analytics, should plan to attend a one-hour webinar presented by KaMMCO Health Solutions. Register today for one of two upcoming dashboard demonstration webinars.

The innovative suite of analytic products and services deliver web-based dashboards that:

- capture patients' health information visually;
- help providers meet MIPS and APM reporting requirements for MACRA; and
- allow physicians to proactively manage patients' care.

Plan to join Susan Penka, KHS Business Development Representative and Mary Matzke, KHS Project Manager, on:

- Wednesday, April 26, 5:00 p.m. [Register here.](#)
OR
- Friday, April 28, 12:00 p.m. [Register here.](#)

As a subscription-only tool set, the web-based dashboards offer reports on the High Risk Patient, Preventive Care, Readmissions and Disease Registry through the KHS Tier 1 package. Specially discounted pricing is extended to KaMMCO insured providers and hospitals as a KaMMCO member benefit. Analytics subscribers can run and view reports derived from the patient data in the health information exchange as well as download and import the data into other software tools.

For more information on the KHS data dashboards, contact Susan Penka, KHS Business Development Representative at spenka@kammco.com or visit www.KaMMCO.com. To hear strategies on data driven care be sure to join the webinar, “Using Data to Improve Care Delivery” scheduled for Monday, April 24, 12:00 p.m. [Register here.](#)



**KANSAS ANALYTICS
DASHBOARD
DEMONSTRATION**

Wednesday, April 26
5:00pm – 6:00pm

Friday, April 28
12:00pm – 1:00pm

WEBINAR

Ready! Set! Go! Get on Track with MACRA Requirements

The Medicare Access and Chip Reauthorization Act (MACRA) is a complex law affecting thousands of physicians, nurse practitioners and physician assistants in a variety of ways and far into the future. That said, do you know how MACRA will impact your data reporting, your practice model, your clinical standards, or your physician evaluations?

Right now, the important thing to know is physicians have options during this first year; and the Kansas Medical Society and KaMMCO Health Solutions are here to help you prepare for the changes to come.

To ease the implementation of MACRA, the Centers for Medicare and Medicaid Services (CMS) announced physicians will have four options for 2017. Learn what your options are by attending a one-hour webinar, **“Equipping Physicians for the Shift to Quality Payment Programs—Employing Data Analytics to Empower Physicians and Enhance Patient Care.”** Presented by Laura McCrary, Ed.D, Senior Vice President, KaMMCO Health Solutions, Inc., and Executive Director, Kansas Health Information Network, Inc., the webinar is schedule on Tuesday, April 25, from 5:30 to 7:00 p.m.

This webinar is designed to empower physicians with the knowledge to enhance quality improvement and transform healthcare through the implementation of technology and utilization of MACRA-inspired reporting tools. This activity is approved for *AMA PRA Category 1 Credits™*.

For more information and to register in advance visit: www.KaMMCO.com and click on EVENTS.

Update: Electronic Death Certificate Filing Exceeds 2,600 users

Kansas physicians are successfully making the transition to filing death certificates electronically, following a statutory change in requirements on January 1, 2017. The Kansas Department of Health and Environment’s (KDHE) Office of Vital Statistics reports an

increase from less than 500 physicians using the VRVweb Electronic Death Record System in July of 2016 to over 2,600 users as of March 2017. KDHE and KHC coordinated training opportunities for physicians and staff to help comply with the mandate.

The next challenge is to meet the Centers for Disease Control and Prevention's directive that 80 percent of all death events be filed within 10 days. For the month of February 2017, the Office of Vital Statistics reported the highest completion month, ever, with 62.8 percent of death events filed within 10 days. Kansas is approaching the 80 percent threshold.

Beginning January 1, 2017, the state of Kansas requires that all death certificates be filed electronically. To comply with this statutory change, all physicians who certify death certificates must register with KDHE's Office of Vital Statistics. Information on registration and training can be found at khconline.org/news.

Ninth Annual Summit on Quality Includes Leadership Award Sponsored by KaMMCO Foundation

The Kansas Healthcare Collaborative (KHC) and the Kansas Foundation for Medical Care, Inc., will jointly host the Ninth Annual Summit on Quality, Wednesday, May 10 at the Hyatt Regency Wichita. The day-long program is designed to provide education to Kansas physicians and healthcare professionals.

As part of the Summit program, the KaMMCO Foundation sponsors the 2017 Leadership in Quality Award. Annually, this award is presented at the Summit and recognizes hospitals for leadership and achievement in quality improvement and patient safety.

Summit keynote presentations include:



Responding to Patients after Adverse Events: Update on Recent Developments and Future Directions

- *Thomas H. Gallagher, MD, professor and associate chair, Department of Medicine, professor, Department of Bioethics and Humanities, University of Washington*

Healthcare professionals can face challenges in the aftermath of adverse events. New tools and techniques, in the form of communication and resolution programs (CRP), are available to help healthcare professionals respond to adverse events. The session will provide a general overview of CRPs and how they benefit the public, healthcare providers and institutions.



Connecting the Dots: Collaboration as a Survival Strategy for You AND Your Patients

- *Laura Adams, Rhode Island Quality Institute*

As new payment models begin to reward healthy populations, there is the realization that "come and get it care" is a thing of the past. This session will address what is needed to create a healthcare system worthy of the patient and family's trust, new ways to tell the truth about physicians' performance, and a recognition that the patient/family are in control of their health.

Breakout sessions presented by physicians, nurses, and quality and patient safety professionals to share experiences, best practices and innovative healthcare delivery models completes the program. More information is available at www.khconline.org.

Registration is \$125 per attendee. [Click here](#) to register online. Hotel reservations are available by calling the Wichita Hyatt at (316) 293-1234; request the KHC discount for rooms reserved for Tuesday, May 9.

KaMMCO Online Educational Program—Easy and Timely

KaMMCO reminds members that as a partner with ELM Exchange, Inc. (ELM), KaMMCO offers access to online education that is worthy of both KaMMCO premium credit and Continuing Medical Education (CME).

Recently we asked a Jimmie Gleason, MD, a physician member of the KaMMCO staff to sign-in and complete a course. His review of the experience was excellent.

“The course *Physician Liability for Advanced Practitioners* asked some hard questions for doctors,” Dr. Gleason reported. “But it was a good review and only took me about 20 minutes. That seems like a good investment of time for our members,” he added.

New online offerings in 2017 include:

- The Patient Experience: Demonstrating Commitment in an Interdisciplinary Team
- Communication and Disclosure: Challenge Your Assumptions
- Additional Specialty Specific Course Selections

The new enrollee/orientation classroom includes the following favorites:

- Informed Consent: Capacity and Refusal
- EMTALA
- Controlled Substance Prescribing: Risks in Managing and Terminating the Physician-Patient Relationship
- Managing Difficult Patients: Duty and Documentation
- Physician Liability for Advanced Practitioners
- Risks in Transitioning to Electronic Medical Records
- Transitions of Care: Transfer Documentation and Intra-Provider Communication
- Communication and Disclosure: Challenge Your Assumptions
- Ethical Dilemmas: Unprofessional Behaviors
- De-escalation: Bullying, Lateral Violence, and Patient Encounters

ELM is accessible 24/7/365 from any device with Internet access, and CME certificates are available for printing immediately upon course completion.

To access the various courses, members must first visit <http://www.kammco.com/Member-Services/Online-Learning-Resources.aspx> and sign-in as a returning user, or register as a new user. Participants will need to have their KaMMCO website username/password ready as well as their ELM username/password. Need additional assistance, contact KaMMCO Risk Management or Connie Dyke, cdyke@kammco.com or 800-232-2259.



Healthcare Informatics Releases Physician Survey Results—Most Practices Still Need MACRA Help

In results released on March 31, a survey of 2,045 U.S. physicians completed by Healthcare Informatics and SERMO found that just one in five practices (20 percent) with 15 physicians or fewer and approximately one in four practices (28 percent) with 16 to 50 physicians report that they are “ready to go” to meet the core requirements under MACRA.

The goal of the joint research was to gauge providers’ readiness for MACRA. The newly-implemented law fundamentally changes how eligible Medicare physicians are reimbursed, starting with an outcomes-based Quality Payment Program that kicked off in 2017.

Irrespective of practice size, 70 percent of respondents said they either needed help with MACRA, or that they were not prepared at all. Of those with 15 physicians or fewer, 80 percent said they either needed help with MACRA; or that they were not prepared at all. That unprepared/needing help number dropped to 72 percent for practices with 16 to 50 physicians. Practices with more than 100 physicians, nearly half (46 percent) said they were fully ready to go with just 16 percent in this practice size range saying they were not at all prepared.

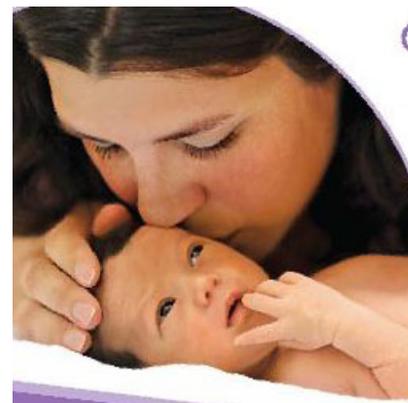
For the survey, 60 percent of respondents were in practices sized 15 physicians or fewer; 16 percent were in practices with 16 to 50 physicians; 15 percent were in practices with more than 100 physicians; and the remaining 9 percent were in practices with 51 to 100 doctors.

The complete survey results are available at: <https://www.healthcare-informatics.com/page/exclusive-survey-report-macra-how-ready-are-us-physicians>

To learn how KaMMCO can help you prepare, check out our [website resources](#).

Kansas Birthing Hospitals Achieve 5% or Lower EED Rates

The Kansas Department of Health and Environment (KDHE) Bureau of Family Health, the March of Dimes, and the KHC have joined forces to encourage progress toward eliminating early elective deliveries (EED) in Kansas. Together, the organizations support Kansas birthing hospitals in adopting ACOG’s guidelines for the elimination of elective labor inductions and cesarean sections, and allowing babies to reach 39 weeks gestation.



The March of Dimes’ Hospital Banner Recognition Program is designed to recognize hospitals that have achieved EED rates below 5 percent. To date, March of Dimes has recognized 12 hospitals that achieved the low EED rates, including: Citizens Medical Center, Colby; Kearny County Hospital, Lakin; Lawrence Memorial Hospital, Lawrence; Newman Regional Health, Emporia; Overland Park Regional Medical Center, Overland Park; Pratt Regional Medical Center, Pratt; Providence Medical Center, Kansas City; Ransom Memorial Hospital, Ottawa; Rooks County Health Center, Plainville; St. Francis Health, Topeka; Saint Luke’s South Hospital, Overland Park; and Via Christi Hospital Pittsburg, Inc., Pittsburg .

For more information on the Banner Recognition Program contact Danielle Jones at March of Dimes at djones@marchofdimes.org.

Judicial Activities Reviewed and Rated from a National Perspective

Every year since 2002, the American Tort Reform Foundation reviews and analyzes judicial activities throughout the country and assembles its findings, opinions included, in a comprehensive report. The report, named Judicial Hellholes, highlights courts, judges and juries across the country that apply laws and interpret facts in an unfair and unbalanced manner. The report is not just about the healthcare industry, but it highlights unreasonably high awards to plaintiffs in asbestos cases, products liability cases and other “as seen on TV” class actions. Kansas is never on the list, but it is interesting to review which jurisdictions make the list. It is our opinion that Kansas courts and juries are generally fair to healthcare providers. You can access the report here: <http://www.judicialhellholes.org/wp-content/uploads/2016/12/JudicialHellholes-2016.pdf>

Visit the KaMMCO Booth at Spring Healthcare Trade Shows and Conferences

- April 18-19** Kansas Association of Health Care Executives, 2017 Spring Education & Networking
Hilton Garden Inn, Manhattan
- April 19-21** Kansas Medical Group Management Association, 2017 Spring Conference
Wichita Marriott, Wichita
- April 27** Leading Age, 2017 Spring Convention/Expo
Century II Convention Center, Wichita
- May 10** Kansas Healthcare Collaborative, Summit on Quality
Hyatt Regency – Wichita