PHYSICIAN ENGAGEMENT

How to Develop a Physician Champion Program

Melissa Mitchell, JD, CHC, CPC-A
Chief Compliance Officer
System Director Medical Staff Office
Sinai Health System
Chicago, IL
melissa.mitchell@sinai.org
@melissajmitch

Carlos Cruz, JD, MHA
Chief Compliance Officer
Tri-City Medical Center
Oceanside, CA
CruzC@TCMC.com

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Five W's of the “Speak Up” Culture
agenda

Premise and foundational questions

Step by Step: Creating a Physician Champion Program

Case Studies

What have we learned? What have YOU learned?

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Carlos Cruz, JD, MHA

premise

Physician engagement with the compliance program is essential to its effectiveness.

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Carlos Cruz, JD, MHA
also...

What does physician engagement mean?

What does it look like?

What are the benefits?

Step 1: Market the purpose

Step 2: Set expectations

Step 3: Develop the Work Plan
go to market
Meet with clinical chairs, hospital administration, and other departments with physician engagement groups to gather information.

Identify potential candidates (emphasis on the plural)
*think about representation

Explain the “why” (i.e. pitch them the idea, SELL them on it).

great expectations
Create a job description
*include required expertise and time commitments

Communicate it with the candidates

Formalize the agreement
Be Stronger

Care Harder

Love Deeper

- Serving Chicago's south and southwest side
- Safety Net
- 3 hospitals, 695 beds, 300 employed physicians, one Level I trauma center, one community institute, one urban health institute, 4,000 Caregivers
background/challenges

300 employed physicians/med staff of almost 1000 (plus residents and med students)

What kind of physician is this? (Who are you and what are you doing here?)

Is anyone out there? Bueller? Bueller?

go to market

1. Sinai Health System Physician Champions

2. Sinai Health System Physician Champion COMMITTEE

3. Sinai Health System PROVIDER Champion Committee

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Role of the SHS Compliance Champion

- Develops and maintains expertise in compliance-related matters relevant to their clinical practice, including but not limited to patient privacy driven by HIPAA, coding and documentation practices, gift-giving, and conflicts of interest.
- Models professional, cooperative, team-oriented approach to compliance matters.
- Makes recommendations to the Compliance Office in regard to the development of the Office’s annual Work Plan.
- Attends quarterly Physician Champion meetings as available to highlight and help address pertinent provider compliance issues.
- Assists the Compliance Office in SHS’s provider on-boarding program.

What YOU can do for Compliance:

- Help communicate the message
- Become a compliance expert
- Be a conduit between administrative and clinical Caregivers
- Save us money! *(In a compliant way)*
- Make us money! *(In a compliant way)*
- Help strengthen the system overall
- Lower risk, enhanced care, increased safety, improved patient experience, etc.

What Compliance can do for YOU:

- Provide information
  - Regulation changes
  - Enforcement news
  - Advisory opinions
  - Trends (local, state, federal)
  - OIG Work Plan
- Be a resource
- Be a partner/audience for concerns
Tri-city: A public hospital district

- Opened in 1961; Located in Oceanside, CA
- Community owned and operated
  - Serves the communities of Vista, Carlsbad and Public agency of the State of California
- Affiliated with UC San Diego
- Safety net
- Hospital (388 Beds); Two advanced clinical institutes for cardiovascular and orthopedic care; 700 physicians practicing in 60 specialties
- Challenges
  - Reduction in patient volumes
  - Tightening of margins
  - Loss of DSH $
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**background and challenges**

- Approximately 850 community-based physicians (non-employed physicians)
- How do you “manage” physicians who do not have an employment relationship with your health system?
- How do you convince these physicians that partnering with compliance is in their best interest?

**go to market**

- TCHD Physician Champion Program
- Quarterly Physician Champion Committee Meeting
- Quarterly reports to the Medical Executive Committee
Development of the TCHD Physician Champion Program

- Collaborate with Medical Staff Leadership (e.g., Chief of Staff, Clinical Department Chairs)
- Identify candidates
- Meet with Candidates
- Share job description/discuss time commitment
- Develop Program Work Plan

**great expectations**

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**work it**

**What You can do for Compliance:**

- Help spread the compliance message to colleagues
- Partner on developing specialty specific training that is meaningful and relevant
- Assist in finding solutions to physician-related concerns (e.g., coding and documentation issues)

**What Compliance can do for You:**

- Act as a liaison between the Medical Staff and Administration
- Identify efficiencies that can lead to easier access to information needed for professional billing
- Act as a sounding board for Medical Staff

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Case study

Audit of Department of Anesthesiology Professional Coding

- Significant documentation issues identified
- Results/concerns shared with Physician Champion and Department Chair
  - Root cause analysis conducted
- Work Plan Developed

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Carlos Cruz, JD, MHA

final thoughts and questions

- Do you have a physician champion program?
- Is it working?
- Is it failing?
- Do you want to share your steps/model?

Melissa Mitchell, JD, CHC, CPC-A
Carlos Cruz, JD, MHA
Thank you!

Melissa Mitchell
Melissa.mitchell@sinai.org

Carlos Cruz
cruzC@TCMC.com