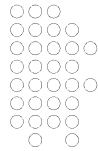


**The Importance of Coding In
Population Health -
Implications for
Corporate Compliance**

Health Care Compliance Association
Honolulu Regional Conference
October 12 – 13, 2017

Emmanuel Kintu
Kalihi-Palama Health Center



"Chronic disease incidence is reaching epidemic proportions. Healthcare is undergoing a fundamental shift from fee-for-service to diagnosis-based delivery and payment, creating enormous change in day-to-day operations. Capturing chronic conditions and coding accurately will become a new area of expertise for coding professionals. Diagnosis-driven reimbursement will require accurate ICD-10 coded clinical data which will contribute to patient care and equitable reimbursement".

*The American Academy of Professional Coders,
Honolulu Hawaii Local Chapter Semi-Annual Event, May 2017*



Agenda

- The Idea
 - Setting within the Affordable Care Act (ACA)
- Challenges
- Benefits and Opportunities
- Take Away and Action Items

Let's start with "WHY" – The "Greater Good"



What is the *Greater Good*?



- Improving the Health and Wellness of the communities we serve
 - Better clinical outcomes
 - Better recipients' experience
 - Better providers' experience
 - Better costs

The Idea:



- Chronic conditions go undiagnosed for a long time
- **Improved documentation** and **coding specificity** will lead to **early** and **accurate diagnosis**
- Early diagnosis will lead to prompt **appropriate care** and **management**, and in turn, **improved outcomes**
- Coding specificity will lead to appropriate **risk adjustment** and **reimbursement**
- ...which leads to **better experience** and **better costs**

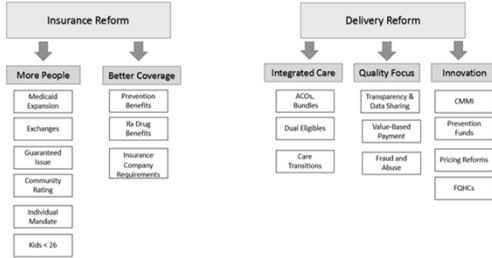
The Idea continued:



- Chief Complaint
 - Plus all known conditions
 - Plus all evident leading indicators and symptoms
- **History and Evolution of present illness**
 - **Plus all known facts about how each organ is affected**
- Diagnosis and Treatment
 - Underlying causes and what can be done to resolve illness and symptoms

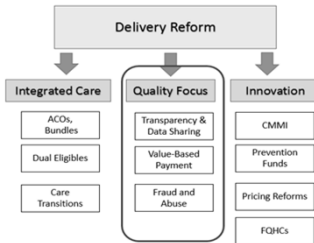
Record and communicate all material facts effectively

Affordable Care Act (ACA)



Don Berwick

Population Health in the ACA



Don Berwick

Quality Focus

- Transparency and Data Sharing
- Value Based Payment
- Fraud and Abuse

All point to **the importance of** effective documentation and **coding** specificity

Medical Coding



- Historical Purpose = Epidemiology: Global
- Today = Financial Function: US
- **Emerging Future: Both**

CODES



- ICD: International Classification of Disease...
- CPT: Current Procedural Terminology
- PCS: Procedure Coding System
- HCPCS: Healthcare Common PCS
- *HCC: Hierarchical Condition Categories*
- *CDPS: Chronic Illness & Disability Payment System*

CODES and CODING



- Medical coding: language through which things done in a medical setting are expressed on a claim and bill
- Critical to understanding the fair and reasonable value of charges required by all third party and governmental payers

None Codes = No Pay

In the US:



“...Codes define the Disease State and the treatments and procedures the healthcare profession can sell.”

- ICD Codes → DIAGNOSIS
- CPT Codes → MEDICAL SERVICES

CODES, CODING, & CODERS



- **Coding** concepts are taught by major disease categories
- **Coders** MUST know how the **code** is defined
- **Coders** MUST demonstrate that the care met the defined criterion
- **Coders** MUST adhere to the American Academy of Professional Coders (AAPC)

Coder's Ethical Principles



“Integrity, respect, commitment, competence, fairness, and responsibility are all ethical principles of professional conduct as defined by the American Academy of Professional Coders (AAPC).”

Susan Whitney, CPC-I, MGMA staff member

Challenges

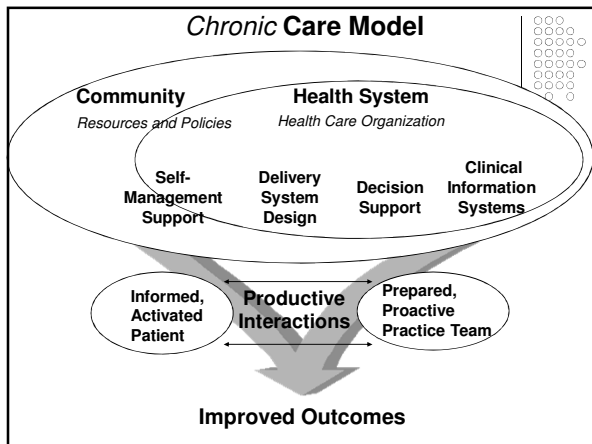


- Technical
- Temporal and Logistical
- Organizational
- Informational
- Economic
- Ethical
- **Risk: provider is the responsible party, the pressure and temptation to document and code for better results is high**

Rewards and Benefits



- Timely, Concise, Reliable Communication
- Early, accurate diagnosis, care and management = better clinical outcomes
- Delegation of tasks to coders = providers get back time to do what they do best
- Appropriate (**risk adjusted**) reimbursement
- ↑ experience/satisfaction stakeholders
- Better information could lead to ↑ innovation
- Minimize/eliminate compliance risk



Stakeholders Benefits



- Patients (*necessary services*)
- Providers (*adequate compensation*)
- Payers (*appropriate payments*)
- Public (*optimum resource allocation/policies*)

Perhaps Even Better Insurance (Payment Models) & Care Delivery Reform!

FACTOID



- ICD-10 Completed in 1992
- Implemented in the USA in 2015
- *Not connected to practice and finance vs driving the business*

**Perception:
Good for epidemiology, bad for business**

Current Image



- Medical coders: up-code (*seek more \$\$\$*)
- Payer coders: under-code (*seek to deny*)
- Auditing coders: police/play "*gotcha*"

FACTOID: Improper Payments



- \$ billions due to insufficient documentation
- \$ billions due to insufficient coding
- ***Therefore \$ billions not being put to proper use to improve the health and wellness of those we serve and those with whom we serve***

Doing the Right Thing!



Catch/Stop/Prevent/Discourage bad actors:

- Patients (unnecessary services)
- Providers (inappropriate services/charges)
- Payers (inappropriate payments/denials)
- Public (resource allocation/policies)

Implications for Corporate Compliance



- Promote prevention
- Share tools and resources
- Strengthen compliance capabilities

Take Away – Action Items



www.ihl.org/resources/pages/audioandvideo/don-Berwick-aca-ahca.aspx

- Stay informed and current
- Embrace the critical role of “coding” in the achieving the emerging future
- Acknowledge the tensions among stakeholders
- Understand what gets in the way from each stakeholder’s perspective and address it
- Focus on the greater good

Take Away – Action Items Continued



- Train, Train, Train: Providers (*Care Teams*) and Coders
- Engage independent coding auditors and customize training based on audit results
- Correct mistakes and promote prevention
- Communicate the value coding specificity brings to the ecosystem
- It is about the **health** and **wellness** of those we serve and those with whom we serve – **our communities**

“It ain’t what you don’t know that gets you into trouble. It is what you know for sure that ain’t so”

Attributed to Mark Twain



