Implementing & Maintaining Best Practices for Remote Coding: 
*A Physician Practice Perspective*

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Courage is the main quality of leadership, in my opinion, no matter where it is exercised. Usually it implies some risk — especially in new undertakings.

- Walt Disney
Physicians East, P.A.

Greenville, NC
Who we are?

- Privately owned multi-specialty practice
  - Owned by physicians and controlled by a Board of Directors (Physicians and CEO).
  - 12 locations
  - 100+ Providers
  - 600+ employees
  - Coding: 13 Corporate Coding staff
  - 30+ Management staff

Who we serve:

- Individuals all across eastern NC in 14 counties.
- Adults, except Urgent Care on emergent basis.
- 3,500 encounters, per day

Payer Mix:

- 41% Medicare
- 4% Medicaid
- 52% Private Insurance
- 3% Self Pay
Our Specialties:

- Internal/Family Medicine
- Nutrition Counseling
- Rheumatology
- Hematology/Oncology
- Infusion Therapy
- Chemotherapy
- Infectious Disease
- Endocrinology
- Laboratory

- Pulmonology
- Digestive Disease Center (GI)
- Bariatric/Colorectal/General Surgery
- Endoscopy Center
- Dermatology
- Cardiology
- Radiology
- Corporate Offices
  - HIS Svcs.
  - Reg. Svcs. (under Clinical)
Diagnostic/Ancillary

Certified Laboratory

Accredited Radiology:

- X-ray
- CT
- MRI
- Nuclear Medicine
- Endoscopy center
- Doppler/Vascular studies
- Ultrasound

- Mammography – screening and diagnostic (including Tomo)
- Bone Density
- Coumadin clinic
- Echocardiogram
- Pre-operative testing
Proposed goal: Create a cost effective Coding & Archival System
Hurdles Conquered!

- **Staffing**
  - credential/skill
    - Rewrote/milestones
  - productivity Standards
    - Migration rocky at first

- **Operations**
  - budget
    - Prove worth the $
  - Project management
    - Implementation to daily
  - Software/Vendor
    - Wish list vs. reality

- **Technology**
  - Compatibility & function
  - Upgrade/expansion
  - Records Management
    - Digital capture/importing
    - Automated OCR
      - Indexing & quick fields
  - Coding App creation
  - Workflow/Business Process Management
    - Automated alerts
    - Status updates & reporting
  - Security
Laserfiche Customized for PE
Scanning
Twain
Coding Folders
Hold Folder
Exceptions
From Paper to Digital: Outcome Success

• After training & adjustment
  – $550K increase of monthly charges
  – Staff easily identify high dollar charges

• Ability to see audit trail, by staff
  – Productivity: charges vs. view/action

• Support
  – Live support (avg. 12 mins to resolution)

• Coder Development Program
Nothing great has ever achieved without enthusiasm.

-Ralph Waldo Emerson