

2023 VIZIENT CONNECTIONS SUMMIT

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# **Nursing Roles Capable of Generating Untapped Revenue**

**Carolyn Clevenger, DNP, GNP-BC, FAANP, FGSA, FAAN, Clinical Director**

**Laura Medders, LCSW, Administrative Director**

Integrated Memory Care, Emory Healthcare, Atlanta, Ga.

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Carolyn Clevenger, DNP, GNP-BC, FAANP, FGSA, FAAN, a speaker for this educational activity, is an advisor on Alzheimer's disease for Lilly and an advisor on Alzheimer's disease for Otsuka.

Laura Medders, LCSW, a speaker for this educational activity, is an advisor on Alzheimer's care for NovoNordisk.

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# Learning Objectives

- Identify three Current Procedural Terminology codes that reimburse for the RN's time.
- Name at least two benefits, not related to finances, of capturing and billing for the RN's services.

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# Integrated Memory Care (IMC)

One-of-a-kind model of care opened in 2015

Interprofessional Clinic at Emory Healthcare that delivers

- Visits with expert primary care and psychiatric nurse practitioners
- Care coordination and triage with a registered nurse
- Care partner classes, coaching, and support groups by social worker

Direct access and longer appointments

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# Overview of Nursing Role's Evolution on IMC Team

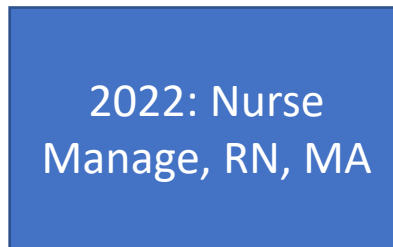
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# RN Timeline



## CURRENT STATE



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# IMC: First clinic at Emory to utilize Care Management Billing

CPT	Name	Minimum Time	Reimbursement (MAC 000000)
99490	Chronic Care Management (CCM)	20 minutes	\$50.49-68.49
99439	Chronic Care Management, add-on	40 minutes	\$75.57-92.93
99487	Complex Chronic Care Management	60 minutes	\$90.82-145.50
99489	Complex Chronic Care Management, add-on	Add'l 30 minutes	\$50.15-77.01
99426	Principal Care Management (PCM)	30 minutes	\$49.14-67.01
99427	Principal Care Management, add-on	60 minutes	\$34.90-51.83

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# Benefits of CCM and PCM Billing

25-40% of  
practice's total  
monthly revenue

Metric for RN's  
performance

Opportunity for  
recognition

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# Transitional Care Management (TCM)

- Part 1 of a 2-part encounter following hospital admission/discharge
- Have called after discharge for 8 years
- Now partnering with provider
- Capturing the revenue for the services

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# Benefits of TCM Billing

Patient/family  
confidence

Opportunity for  
advance care  
planning

Avoidance of  
readmission

Formal structured  
teamwork between  
RN/APRN

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# Annual Wellness Visits (AWV)

- G0438 and G0439
- In-person or telehealth visits
- Started with 3.8% of patients with AWV in 2021



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# Benefits of RN-led Annual Wellness Visits



Allows all roles to maximize revenue opportunities for the clinic



Reinforces Age-Friendly Health System's 4Ms



Closes preventive care gaps for patients

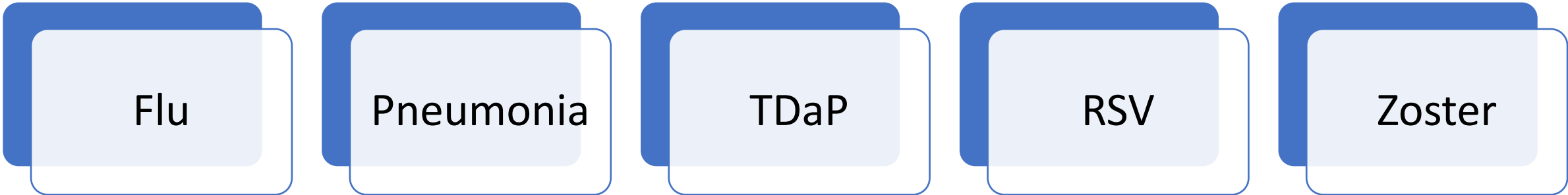
Confirm advance directive  
Confirm/order appropriate screenings

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# Immunization Assurance



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# Procedures

Ear wax removal

Suture removal

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# Lessons Learned

- Found roles that were being underutilized and shifted workload to maximize RN billing opportunities
- Educating patient base about the visits and new billing opportunities

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# Key Takeaways

- May not need to hire new staff to increase revenue
- Be intentional
- Workflows can be implemented in varied care settings
- You don't learn by planning

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# Questions?



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