



# How to Deliver the Right Care, Support Physicians and Further Strategic Objectives During the COVID-19 Crisis

April 9, 2020

# Introducing Our Facilitator and Presenters

## Facilitator



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Principal and  
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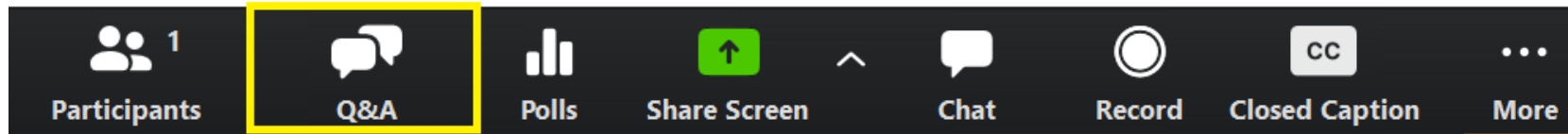


**Thomas Babbo**

Partner  
Hogan Marren  
Babbo & Rose, Ltd.

# Housekeeping

- Please enter questions through the Q&A feature in Zoom (screenshot below), and we will answer questions at the end
  - You may also email questions directly at [info@copehealthsolutions.com](mailto:info@copehealthsolutions.com)



- Attendees will receive a PDF copy of the presentation, a link to the recording and a written Q&A
- After the presentation, COPE Health Solutions will send out a brief survey—we'd greatly appreciate you sharing any comments or feedback!

# Agenda

1. Introductions and Overview
2. How Health Systems Can Deliver the Right Care and Support Physicians
3. How COVID-19 Necessitates Collaboration
4. How to Implement a Clinical Integration Strategy
5. Questions & Answers (Q&A)

# Overview

Today, providers are scrambling to ensure adequate operational capability and infrastructure amidst the unique requirements created by the **COVID-19 pandemic** that has swept the world.

**Providers must collaborate to** address COVID-19 while setting up a model for future population health management and larger scale community care.

In order to tackle these challenges, providers should consider the following **two-pronged approach**:

1

Prioritize **addressing immediate COVID-19 concerns** to save lives and limit the spread

2

Leverage COVID-19 initiatives and relief dollars to ensure strategic and operational readiness for **long-term financial sustainability**

# How Health Systems Can Deliver the Right Care and Support Physicians

# Immediate Tactics and Strategies

What can providers do now to address immediate COVID-19 concerns, deliver the right care and support physicians?

1

## Access funds through the CARES Act

Financial viability is of the utmost importance, needing adequate funding and resources to care for the patients.

2

## Invest in networks and remote care models

Health systems need to invest in the right tools and technology to provide care management that engages physicians, remote family members and other caregivers to keep their patients safe at home.

3

## Increase collaboration

The Center for Medicare & Medicaid Services (CMS) and the federal antitrust enforcement agencies have relaxed regulations and streamlined oversight to promote procompetitive clinical collaboration.

# Accessing Funds Through CARES Act

The Coronavirus Aid, Relief, and Economic Security (CARES) Act provides \$100 billion of emergency funding for providers, hospitals and health systems to support operations and address the negative financial impact of COVID-19.



## Eligibility

Medicare and Medicaid suppliers and providers



## Application

Federal government has not created or released an application at this time



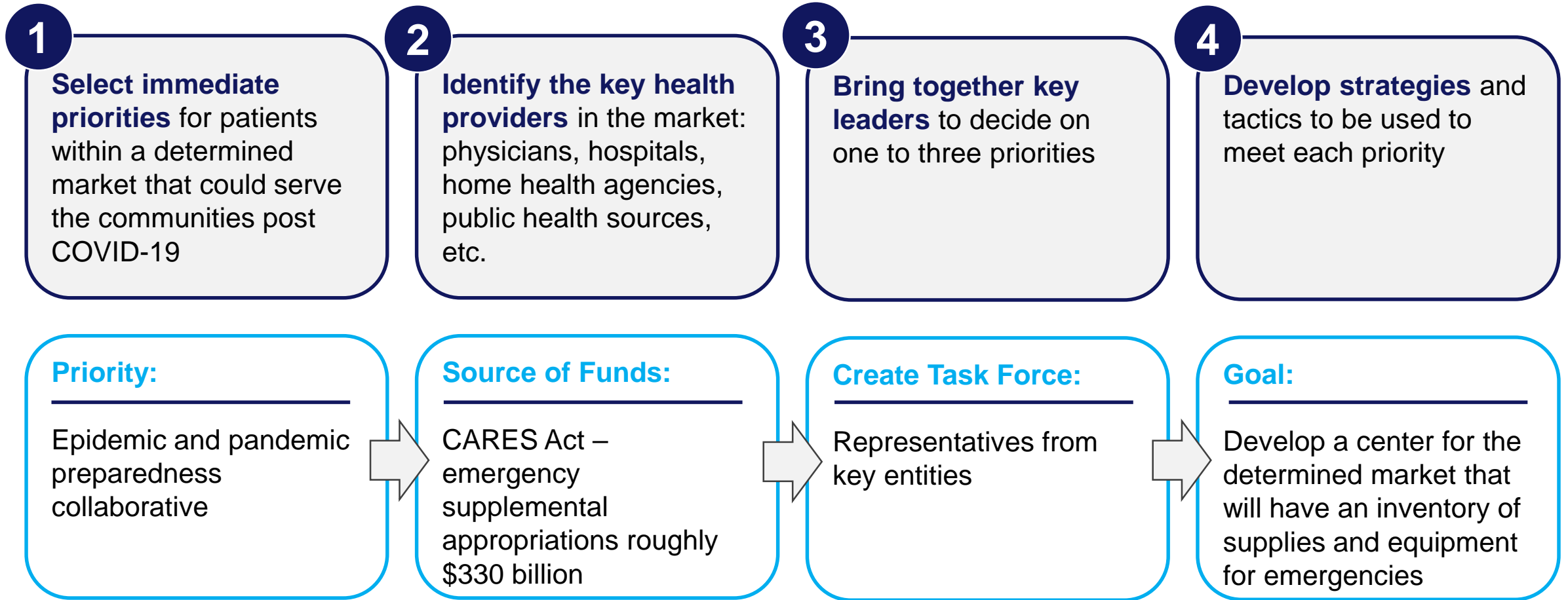
## Distribution

Funds will be distributed on a first-come, first-served basis



# Strategize How to Use CARES Funds

How can providers use the federal funds most effectively and strategically?



# Launching or Expanding Remote Care Models



Providers are **encouraging patients to stay home** and avoid their offices or hospitals



**Telemedicine** has been used for episodic care and does not typically include engagement from families and caregivers



The right tools and technology provides continuous **home-based care management** that engages remote family members and other caregivers



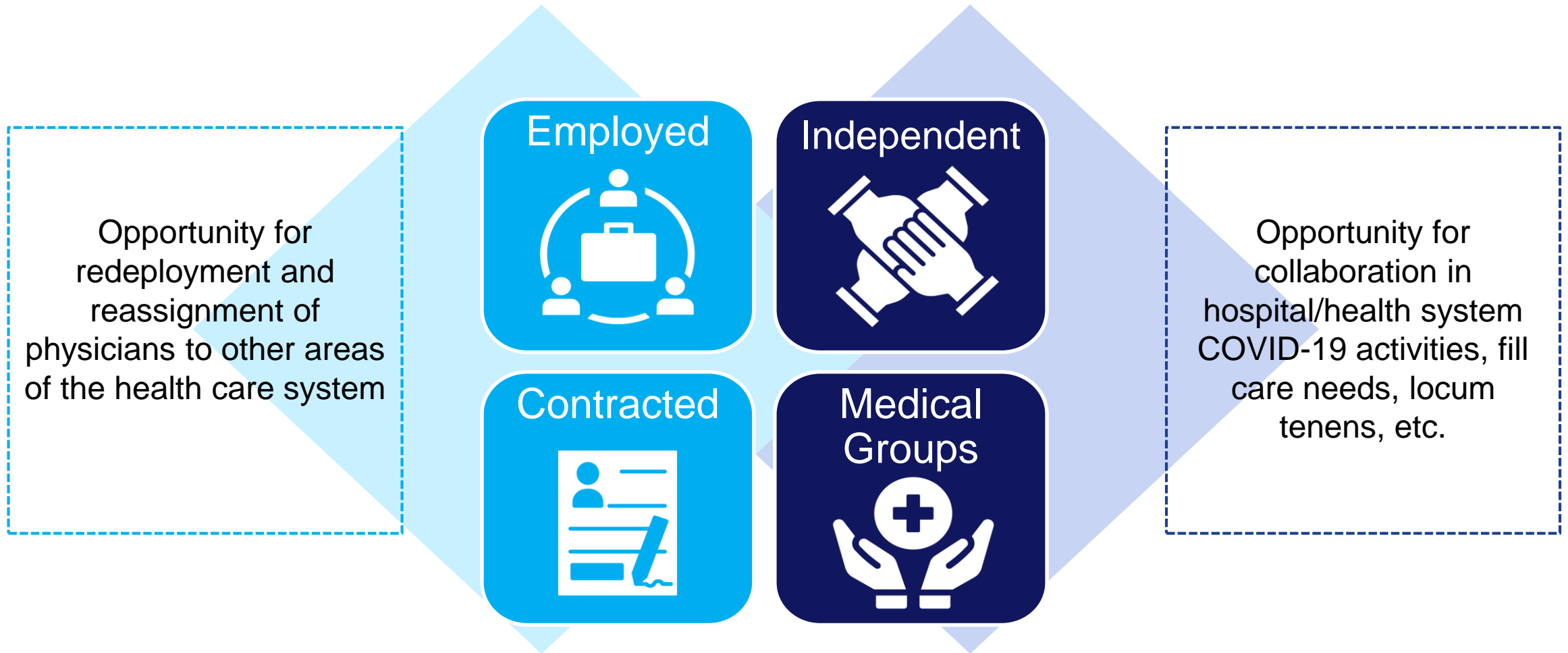
**Grants are available** for the development of collaborative telehealth programs under the “Marshall Plan” for healthcare systems



A portion of the **\$185 million is available for telehealth programs** through the Health Resources and Services Administration (HRSA)

# Network and Physician Solvency Strategies

Potential support opportunities for all physicians



# Local & Regional Collaboration through Clinical Integration



CMS and FTC/ DOJ released guidance that encourages hospitals, health systems and medical groups to collaborate with each other in response to COVID-19

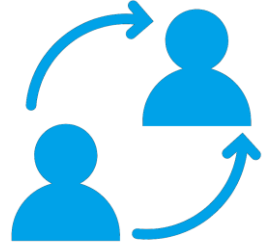
**CMS and FTC/DOJ supporting procompetitive collaborations**



The new “rules” provide a lawful, clinically effective and market ready means for coordinating and rationalizing health care services across communities

**Making a larger community impact**

# Local & Regional Collaboration through Clinical Integration



Blanket waivers temporarily permit payments and referrals between physicians and DHS entities if the relationship falls into one of CMS' stated "COVID-19 Purpose" categories during the pandemic

**Stark Law  
blanket waivers**



Opportunity to use clinical integration to rapidly establish a cross-community COVID-19 "safety net" with other health systems that could later serve as a sustainable model for regional collaboration

**Establishing long-term  
partnerships**

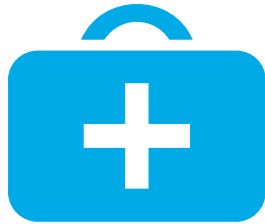
# How COVID-19 Necessitates Collaboration

# Immediate Advantages of Collaboration

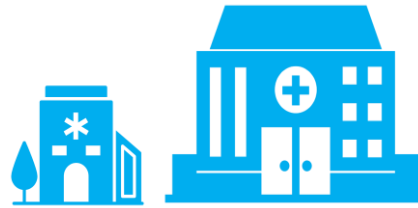
Collaboration leads to saving lives, preventing spread and remaining financially viable.



Quickly setup and launch new partnership with CMS waivers and FTC/DOJ 7-day review process



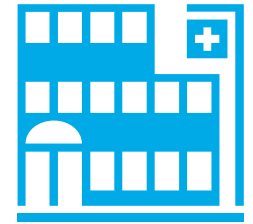
Approach non-governmental payors to accelerate advance prospective payments



Community hospital to partner with large AMC to form an unofficial health system



Leverage clinical and ambulatory data to effectively cohort patients



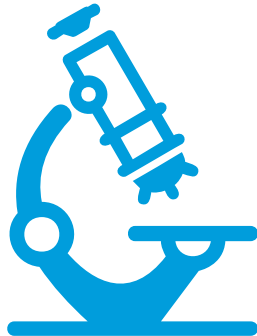
Designate specific hospitals for post-acute care and others for COVID-19 care

# Immediate Advantages of Collaboration

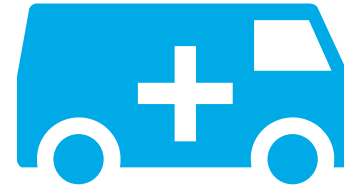
Collaboration leads to saving lives, preventing spread and remaining financially viable.



Coordinate between  
community and  
employed physicians



Rapid access and  
deployment of  
COVID-19 testing



Coordinate  
transportation  
among facilities

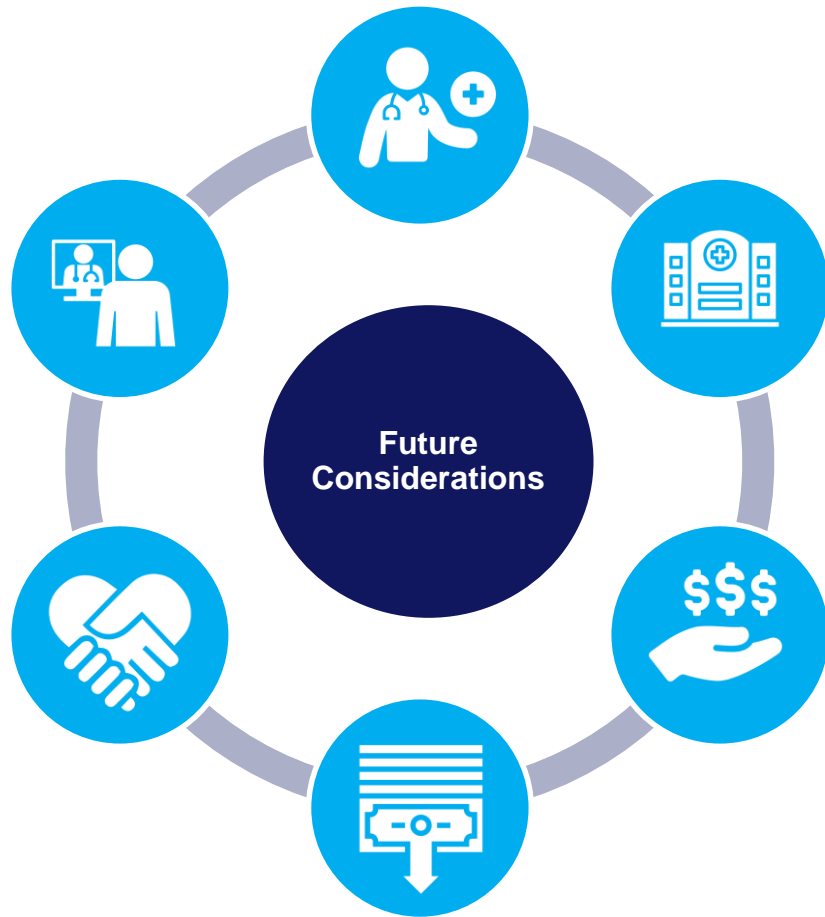


Compile protective  
gear and supplies,  
approach local  
manufacturers to  
repurpose  
production



# Enduring Impact of Local/Regional Cooperation

Paving the road for long-term success with population health management, value-based payment (VBP) and overall financial sustainability



- Maintain capacity and **access for treatment** in the community
- Build a platform to **reduce cost and improve quality** in a sustainable fashion
- Establish durable **strategic alliances** among the region's hospitals, physicians and other health care providers
- Provide direct or indirect practice support by **aligning incentives and engaging physicians**
- Utilize networks to **collaborate around future health** pandemics
- Long term strategy for operational and **financial stability**

# How to Implement a Clinical Integration Strategy During COVID-19

# Steps Toward Clinical Collaboration/Integration

1 Resolve to pursue a common vision for clinical collaboration

2 Connect with targeted partners in the community

3 Identify opportunities for collaboration and integration

4 Prioritize key issues to address and solve together

5 Execute and formalize new partnerships

# Q&A

*Please enter questions through the Q&A feature in Zoom  
or email questions directly at **[info@copehealthsolutions.com](mailto:info@copehealthsolutions.com)***

For more information on how COPE Health Solutions can provide quick, prepared and valuable services during a critical time of need, please contact our team at [info@copehealthsolutions.com](mailto:info@copehealthsolutions.com) or [213-259-0245](tel:213-259-0245).

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