FLORIDA ATLANTIC UNIVERSITY

CHRISTINE E. LYNN COLLEGE OF NURSING

Practice Management Skills: An Update

Presentation to DNP Conference 2012, St. Louis

Ruth McCaffrey, DNP, ARNP, FNP-BC GNP-BC

Kathleen Valentine RN, MS PhD

Ken Klingensmith, Health Associates

Objectives

- Discuss the role of DNP prepared advanced practice nurses in entrepreneurship and independent practice
- Analyze the benefits of creating an incubator for an associated nursing practice
- Identify and eight step revenue cycle process for successful independent practice

Role of DNP

Shortage of Health Care Providers

The Association of American Medical Colleges estimates that in 2015 the country will have 62,900 fewer doctors than needed. And that number will more than double by 2025, as the expansion of insurance coverage and the aging of baby boomers drive up demand for care. Even without the health care law, the shortfall of doctors in 2025 would still exceed 100,000

Why is This Happening? What Can WE Do About It ?

- Currently 709,700 physicians (in all specialties) for a demand of 723,400 physicians, with an existing shortage of 13,700. By comparison, in 2020, there will be 759,800 physicians (in all specialties) for a demand of 851,300 physicians, essentially a shortage of 91,500 too few doctors, according to the report.
- One third of all physicians will be turning in their white coat and stethoscope for retirement, states the report, but the supply of doctors will only increase by 7%, according to the U.S. Department of Health and Human Services.
- More effective use of healthcare providers to include advance practice nurses and team-based approaches, such as the medical home model.
- Medical Media September 2, 2012

Effective, Independent Primary Care ?

Systematic review of whether nurse practitioners working in primary care can provide equivalent care to doctors

BMJ 2002; 324 doi: 10.1136/bmj.324.7341.819 (Published 6 April 2002)

- 11 trials and 23 observational
- Patients were more satisfied with care by a nurse practitioner (standardized mean difference 0.27, 95% confidence interval 0.07 to 0.47).

- No differences in health status were found. Nurse practitioners had longer consultations (weighted mean difference 3.67 minutes, 2.05 to 5.29) and made more investigations (odds ratio 1.22, 1.02 to 1.46) than did doctors.
- No differences were found in prescriptions, return consultations, or referrals.
- Quality of care was in some ways better for nurse practitioner consultations.

IOM Report on the Future of Nursing

"the majority of health systems remain wedded to traditional ways of operating." Among those methods of operation is what it describes as "siloed care delivery," in which the various professions miss the opportunity to improve efficiency and effectiveness by failing to collaborate sufficiently.

- Chronic conditions are increasingly common—not surprising given an aging population
- How do we meet this challenge?
  - We work for physician practices – employee or partner.
  - We design and create our own independent nursing practice.

Nursing Values and Ideas in Primary Care

- To meet the needs of chronic disease management and an aging and increasingly diverse population we must use the nursing values of :
- Education
- Caring
- Authentic presence with the patient and family
- Inclusiveness
- Seeing the patient as whole and complete in the present striving to meet their own individual ideas of health and well being.

ENTREPRENEUR

- Not for everyone
- It is possible and can be done
- A person who organizes and manages any enterprise, especially a business, usually with considerable initiative and risk

- “The entrepreneur is our visionary, the creator in each of us. We're born with that quality and it defines our lives as we respond to what we see, hear, feel, and experience. It is developed, nurtured, and given space to flourish or is squelched, thwarted, without air or stimulation, and dies.
- Entrepreneurship is positive attitude, is seeing the opportunities behind the fence, is understanding the challenges are out there for everyone, is focus, perseverance, is the capacity of analysing the whole scenario and, finally and more important, believing in people.

- Someone who exercises initiative by organizing a venture to take benefits of an opportunity and as the decision maker, decides what, how and how much of a good or service will be provided or produced.

- An entrepreneur usually has the following qualities (1) values self-reliance, (2) strives for distinction through excellence, (3) highly optimistic (otherwise nothing would be undertaken), and (4) favors challenges of medium risk (neither too easy, nor ruinous).

How do we do this? Where to start?

- Examples of current stand alone independent nurse practitioner practice
- Mobile Medical Associates
- Boca Raton Health Care
- Palm Beach Family Care Services

- FAU Nurse Managed Centers

Established Practice- Interdisciplinary Team

- Successful academically based nurse managed clinics
- Incubator for innovative care delivery models- International expansion underway
  - Possibilities:
    - Influence standards of care through vision, depth of knowledge , philosophy, collegial talent pool
  - Assets:
    - EHR, practice management, front office reception, scheduling, billing, compliance and regulatory assistance, collection services and group purchasing.
    - Support staff, clinical decision systems and financial infrastructure to expand sites of service, multi-specialty providers and innovative programs

FAU Nurse Managed Centers

FLORIDA ATLANTIC UNIVERSITY

CHRISTINE E. LYNN COLLEGE OF NURSING

Diabetes Center and Memory and Wellness Center

Approximately 2 million a year – billable, grants, self pay

1200 patients by DNP geriatric nurse practitioner memory and wellness center

Adult day services for 68 persons per day , caregiver support services for 100 persons a week

1300 Patients for diabetes care

family members, multi-lingual, inter-professional

Team members: Physical Therapy, Physician, PharmD, Registered Dietician, Social Work, Health Care Administration, music therapists, activities speiclaitists, Neuropsychology, Certified Diabetes Educator , DNP, ARNP, PhD,

FLORIDA ATLANTIC UNIVERSITY

CHRISTINE E. LYNN COLLEGE OF NURSING

HAPPY NEW YEAR
MARY
R.
LVN

STARS AND STRIPES
USA
USA

Our Vibrant Learning Laboratory

Assets:

- Patient populations
- Quality, safe, caring, stable practice setting
- Places equipped to practice
- Placement possibilities- peds
- Projects- undergrad, grad DNP and PhD
- Research data, access to patients
- Partnerships and funders in the community
- History of good reputation from the College of Nursing, faculty, students and staff

EXIT

DNP Essentials

NMC's scalable: Incubate dreams for newly graduated DNP students

- Affiliate member
- Grow new models of service
- Points of access and patients served
- Add clinical rotation sites for future clinical students
- Evidence based programs, guidelines

Population Health

Influence Policy

Advocacy

IT competencies

Value Added Services

- Sharing experience- Don't have to be a lone wolf to try new models of care delivery
- Shared/scaleable costs for securing third party contracts, billing/remittance , Quality, research etc.
- Access to vulnerable, ethnically diverse populations
- Data for practice improvement and research

Nursing Model vs. Medical Model

- A place to grow your practice as a member of the discipline reflective of your values and beliefs
- With administrative support
- Academic framework focused on patient care and outcomes
- Sustainable revenue stream
- Continuous learning and quality improvement