

The Power Of Bundled Programs

How to design, build, and price a bundled
program - starting with COVID

Objectives

- If you haven't already, **register at VirtualPractices.org**
- Learn the benefits of bundled programs
- Learn the principles of building bundled programs for use with any health objective
- Use COVID to quickly create a program and engage your market
- Log your questions and send them to: **impact@virtualpractices.org**
- **Next session:** The Critical Role of Testing in the COVID Era: Unlocking opportunities and re-igniting patient engagement



Anticipate Disruption

Expect recurring cycles of social distancing
and containment measures.

Fragile Revenue Models

- Visit-based vs. subscription vs. package models
- Opt-in vs. opt-out with payers

SUBSCRIBE



Sign Up

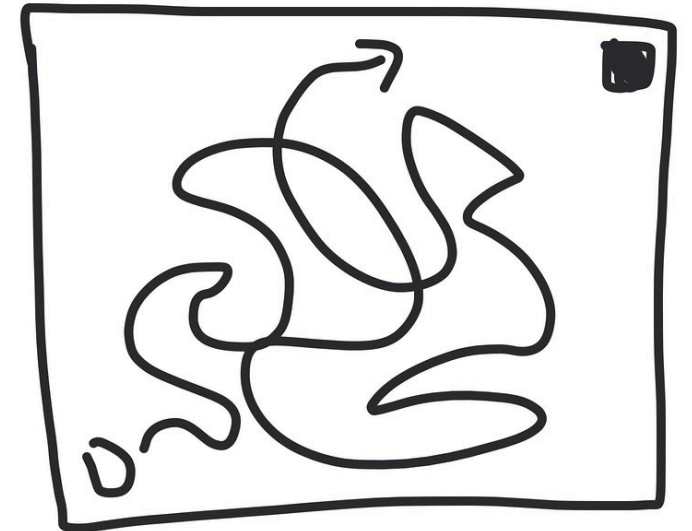


Pay Now



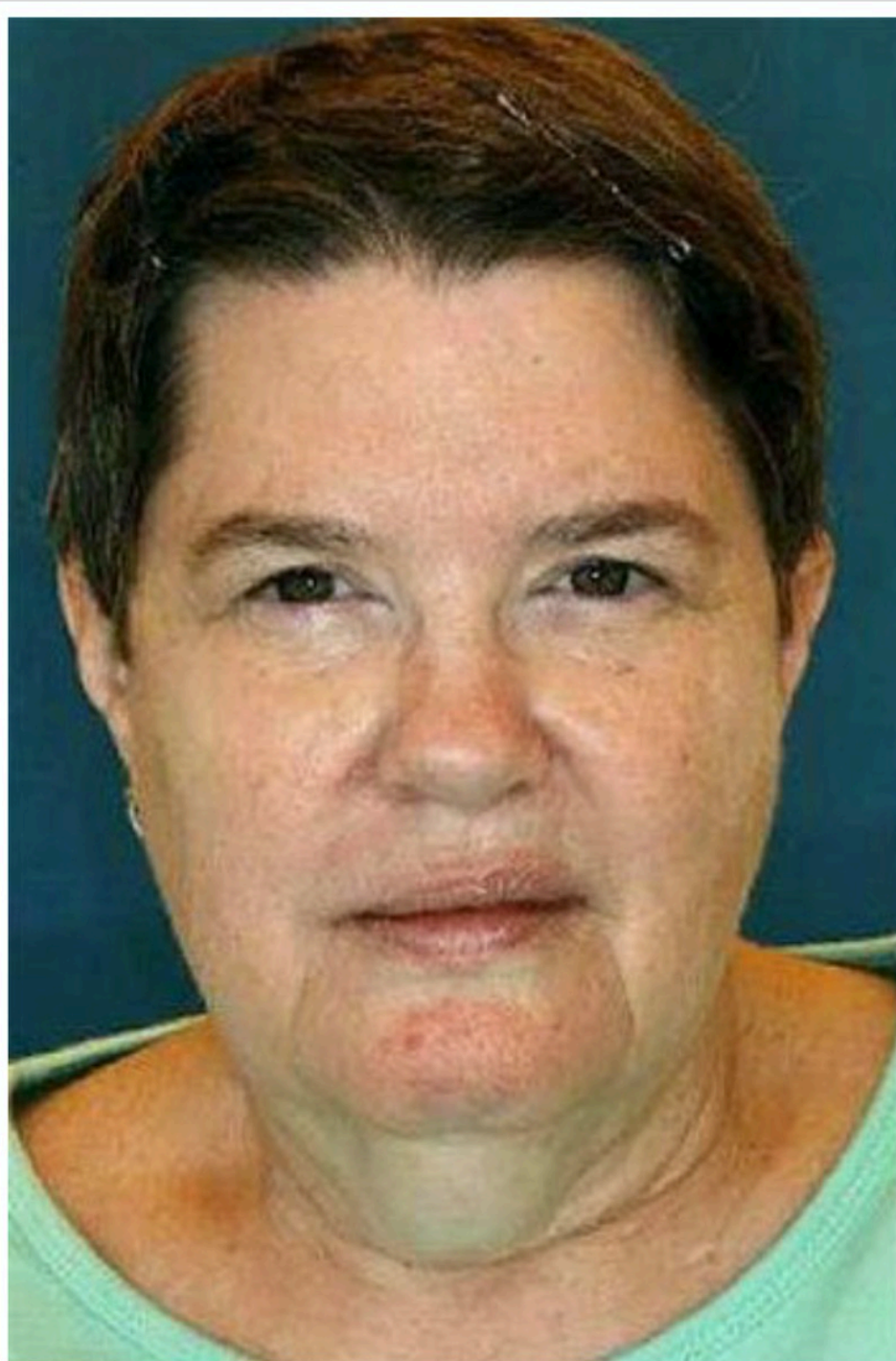
Fragile Engagement Models

- Fragility of patient engagement
 - Defined care plans vs. build it as we go

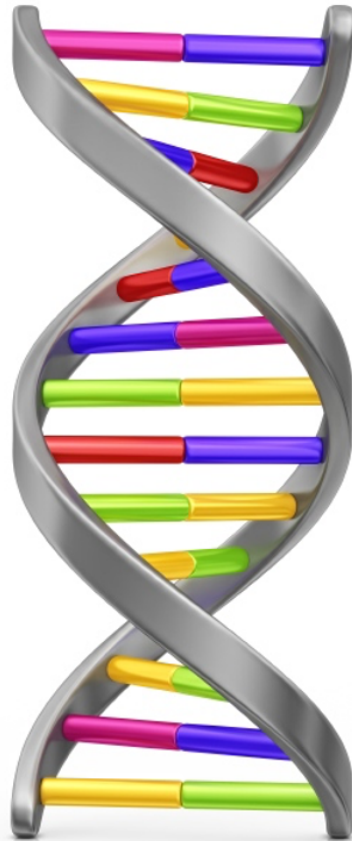


THE NEW
STORY
OF HEALTH





20%



80%



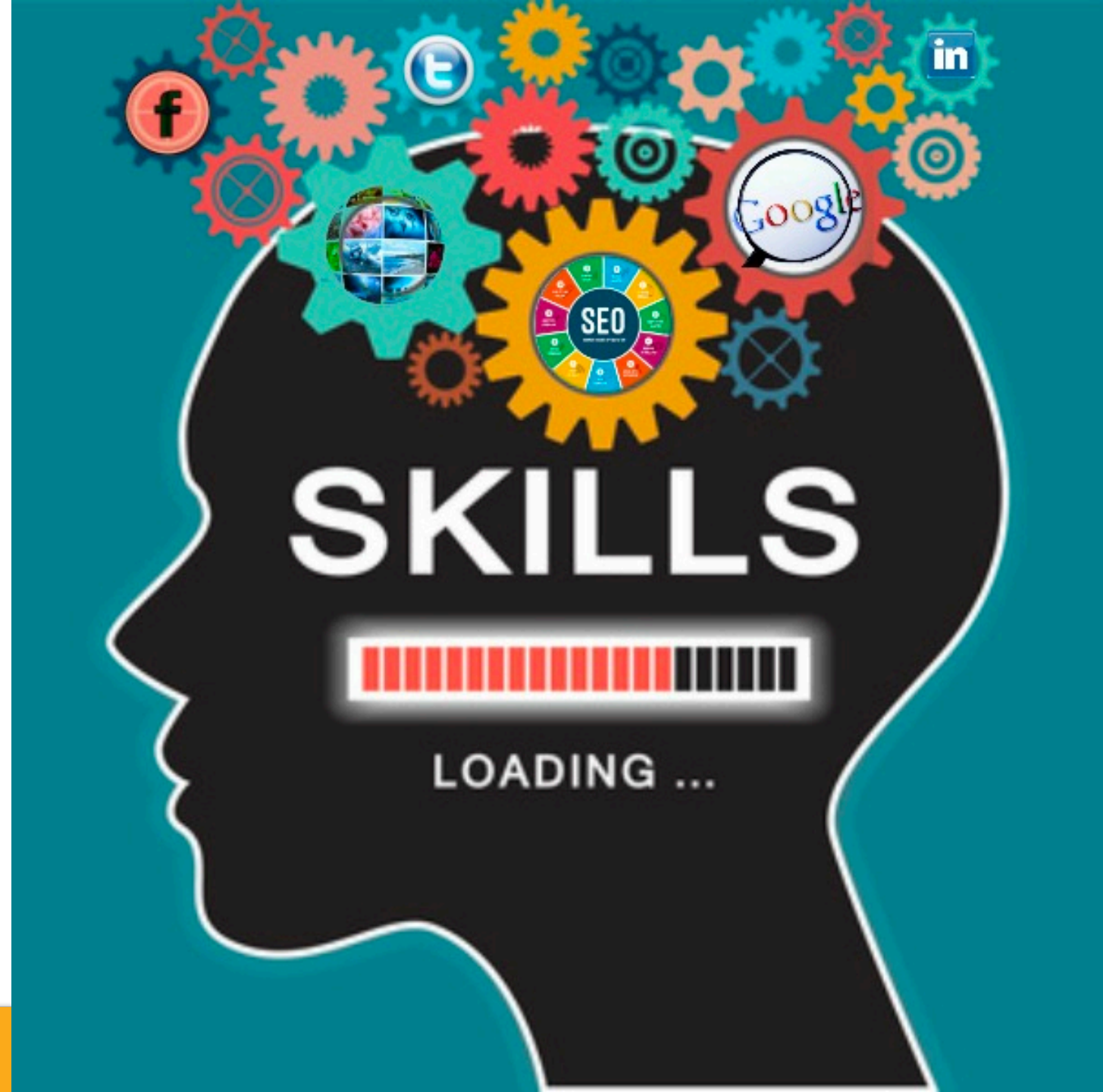
*From health
as fate...*



*... to health
as a skill.*

Diabetes Reversal

- Healthy Eating
- Sound Sleeping
- Regular Exercising
- Managing stress
- Social/ cultural navigation
- Time management





Eating

- Shopping
 - Making list
 - Allocating more time
 - Reading food labels
 - Nutrition considerations
 - Taste considerations for self (and family)
 - Recipe/ meal planning
 - Religious/ cultural accommodations
 - Family/ household accommodations
 - Food sourcing and budgeting
- Cooking/ meal preparation
- Restaurant/ meal selection
- Social navigation and special occasions
- Lifestyle/ travel accommodations
- Mindful eating/ hunger awareness
- Serving sizes
- Calories and nutrient density
- Controlling cravings

What is a chronic disease bundle?



Transformational: An education and behavior change/habit formation experience peppered with consults, tests, and other activities.



Targeted to a clear health objective



Time-bound



All inclusive: Testing, visits, education, coaching, products, supporting materials, etc.



Packaged as a single purchase decision for a clear price (Tangible if possible)

The Benefits of Bundled Programs

- Better patient engagement, retention (through the completion of the program), and therefore – better outcomes
- Simplifies the use of collaborative care teams
- Forces value optimization



Sign Up

High-impact First Experience

- Creates a strong first impression for patients that sets the stage for a transition to a lower cost maintenance membership.



SUBSCRIBE



Targeting a Specific Health Objective

- **Growth:** Easier to generate interest and sell
- **Margins:** Higher perceived value and higher efficiency
- **Community:** The potential to capitalize on community for peer support & accountability
- **Measurement:** The potential for outcomes tracking

The background of the slide is a detailed architectural drawing, likely a floor plan or site plan, rendered in blue lines on a light background. It shows various rooms, corridors, and structural elements. A large, semi-transparent white circle is positioned on the left side of the image, partially overlapping the architectural drawing. Inside this circle, the title text is displayed in a bold, orange, sans-serif font.

How to Build a Bundled Program

Step 1: Define the Health Objective



Learning and participation objectives



Behavior change objectives



Determine outcomes measures

Step 2: Develop the protocol



Determine the data to be collected



Design the assessment



Define the exclusion criteria

Step 3: Build the Care Path



Translate the protocol into a care path



Identify the patient commitment points

Qualification
Assessment
Program
participation
Maintenance



Define a time horizon

Step 4: Enable the Care Path



Establish the care team



Identify the tools to support the care path



Define the tools & products to support the patient (the Solution Kit)

Step 5: Price the Bundle



Cost account for the bundle
(time & materials)



Account for acquisition cost
and overhead



If **billing payers**, identify
covered services and account
for associated revenue

Step 6:

Define the Post-completion Subscription

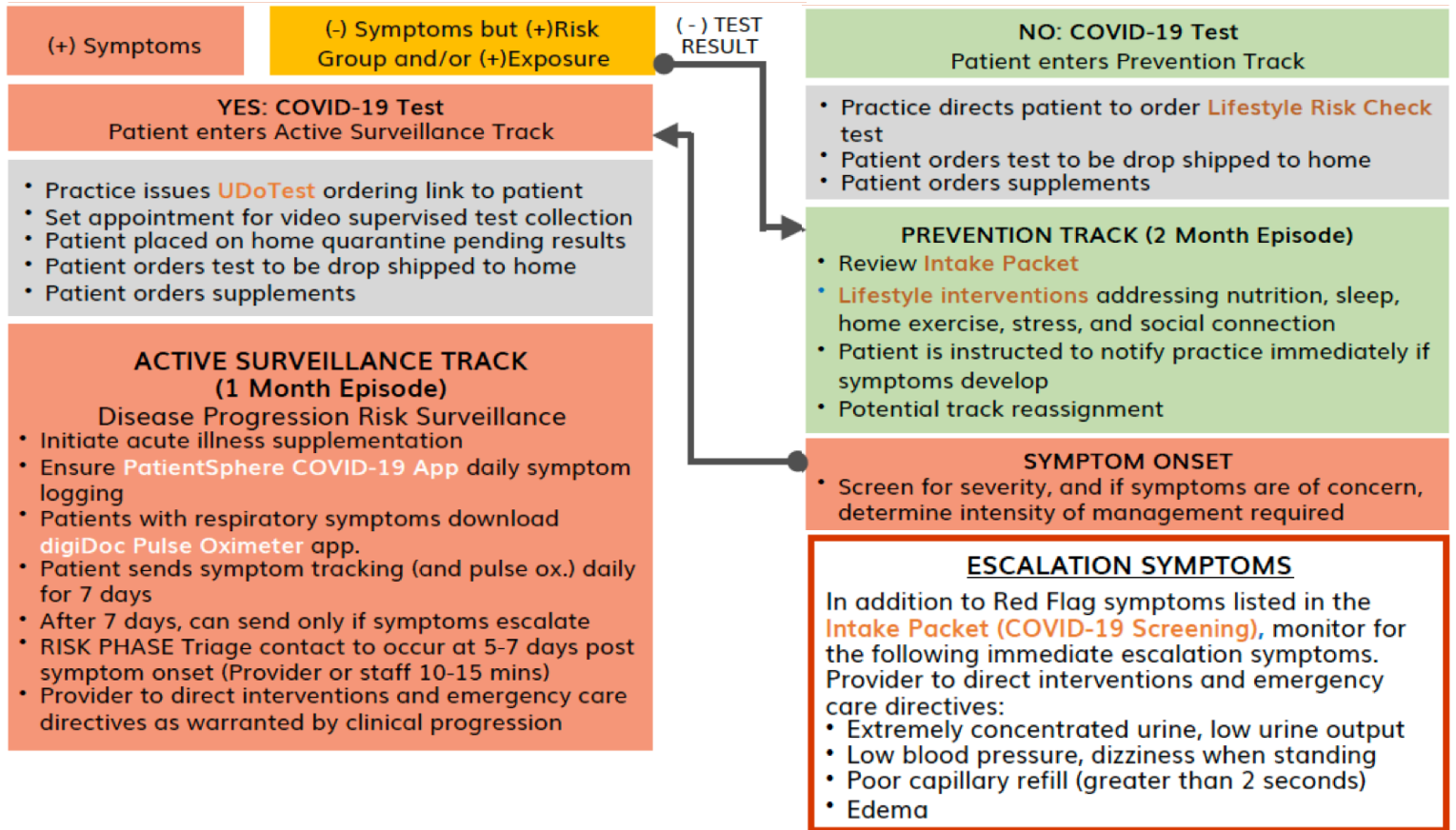
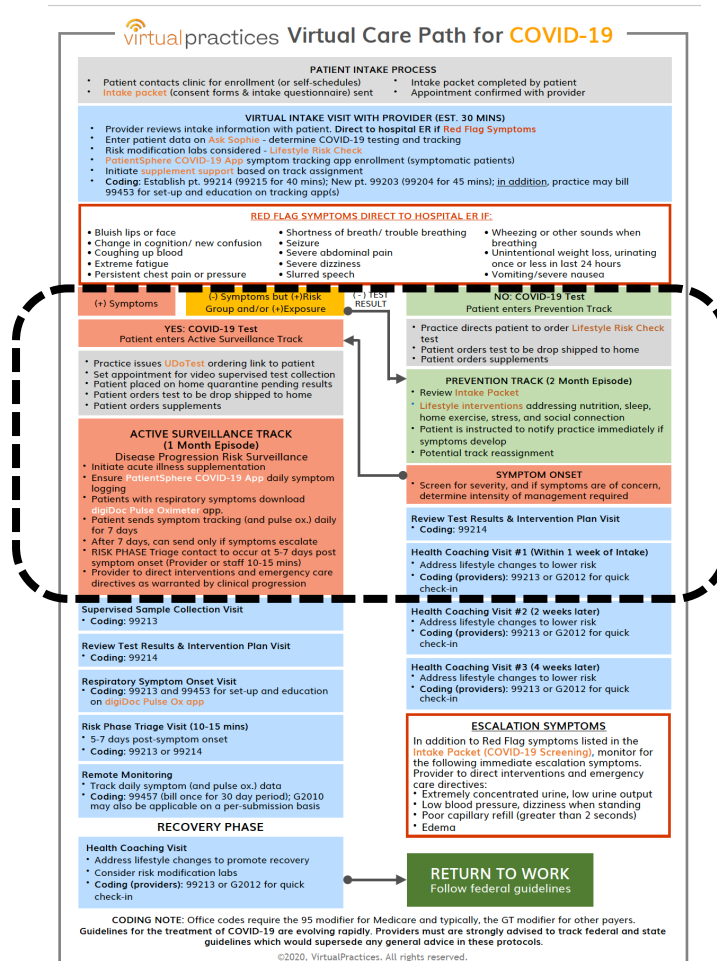


Building Your COVID Bundles

Why COVID is a great first step program

- Health objectives break cleanly into two programs that consumers easily understand and are easy to assign:
 - Active care and surveillance (symptomatic)
 - Prevention (asymptomatic)
 - Under ordinary circumstances, prevention is difficult to sell
- The protocols are not complex
- The time horizon is not difficult to determine
- Not expensive to deliver, and patients can likely recover much of the cost and/or use an HSA

The Virtual Care Path: Intake, Assessment & Protocols



Lifestyle & Nutraceutical Protocol

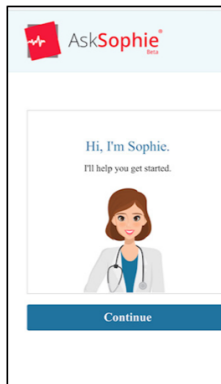
	<u>LOW RISK PATIENTS</u>		<u>HIGH RISK PATIENTS</u>	
	<div><div><div><div></div><div>Quercetin - 500 mg QD</div></div><div><div></div><div>Standardized Elderberry - 250 mg QD</div></div><div><div></div><div>Vitamin A - 5,000 IU QD</div></div><div><div></div><div>Vitamin C - 1,500 mg QD</div></div><div><div></div><div>(as ascorbic acid, not ascorbate)</div></div><div><div></div><div>Vitamin D3 - 5,000 IU QD</div></div><div><div></div><div>Zinc - 30 mg QD</div></div><div><div></div><div>(elemental - any salt but not oxide or carnosine)</div></div></div></div>		<div><div><div><div></div><div>Astragalus Root - 500 mg QD</div></div><div><div></div><div>Quercetin - 500 mg QD</div></div><div><div></div><div>Standardized Elderberry - 250 mg QD</div></div><div><div></div><div>Vitamin A - 5,000 IU QD</div></div><div><div></div><div>Vitamin C - 1,500 mg QD</div></div><div><div></div><div>(as ascorbic acid, not ascorbate)</div></div><div><div></div><div>Vitamin D3 - 5,000 IU QD</div></div><div><div></div><div>Zinc - 30 mg QD</div></div><div><div></div><div>(elemental - any salt but not oxide or carnosine)</div></div></div></div>	

Encounter Form

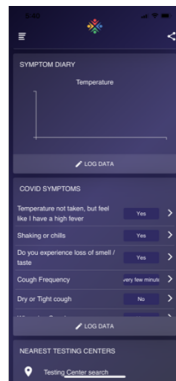


Enabling the Care Path

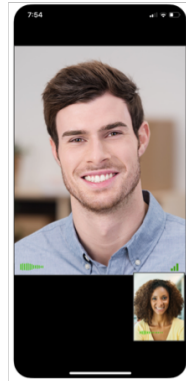
- Intake PDF
- Technology
- Testing
- Coaching
- Provider time
- Education



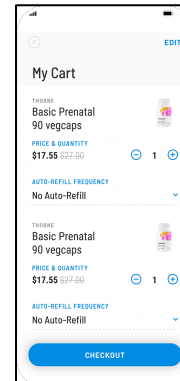
AI COVID-19
Risk Assessment



Symptom Tracking



Telehealth Tool



Online Dispensary

Testing Options



imaware™



grayson
CORPORATION



1Health.io

virtualpractices

The Patient Solution Kit



imaware™



grayson
CORPORATION



1Health.io



virtualpractices

Packaging, Pricing, and Payers

ACTIVE CARE & SURVEILLANCE		
Encounter	Provider Mins	Staff Mins
Provider Intake & Assessment	30	15
Supervision of Sample Collection	10	
Review of Lab Results & Plan	15	10
Respiratory Symptom Onset Visit	15	15
Triage Contact	10	
Remote Monitoring	10	30
Health Coaching Visit (Recovery)	20	
Other		
Other		
Other		
Total Hours	1.83	1.17
Provider Hourly Rate	\$ 250	
Staff Hourly Rate	\$ 85	
Other Included Features	Units	Price
Test: Lifestyle Risk Check		
Test: COVID-19 (home collection)		\$ 109.00
Test: Antibody (home collection)		\$ 119.00
Education Kit (Active Care)	1	\$ 100.00
Education Kit (Prevention)		
Test: Antibody Rapid Test		\$ 75.00
Test: Respiratory Resilience Panel		\$ 175.00
Other		
Calculated Bundle Price	\$ 657.50	
Assessment Visit Price	\$ 150.00	
Balance Cost of the Bundle	\$ 500.00	
Total Bundle Price	\$ 650.00	

Patient Information				Practice / other Information			
Tom Blue	Provider of Service			PROVIDER NAME			
8/24/71	Tax ID			Rendering Provider NPI			
1234567	Service Date			Telehealth Y / N			
Insurance Policy ID#	Cash			No			
	Check			Method			
	Credit Card			Video			
	\$ 125.00						
CATEGORY	CODE	MOD	✓	CATEGORY	CODE	MOD	✓
New Patient - E&M				Other Services:			
Eval/Mgmt (10 min)	99201						
Eval/Mgmt (20 min)	99202						
Eval/Mgmt (30 min)	99203						
Eval/Mgmt (45 min)	99204						
Eval/Mgmt (60 min)	99205						
Established Patient E&M							
Eval/Mgmt (10 min)	99211						
Eval/Mgmt (20 min)	99212						
Eval/Mgmt (30 min)	99213						
Eval/Mgmt (45 min)	99214						
Eval/Mgmt (60 min)	99215						
e-Visits - Patient portal initiated							
eVisit-portal once per 7 days 5-10 min	99421	n/a					
eVisit-portal once per 7 days 11-20 min	99422	n/a					
eVisit-portal once per 7 days 21+ min	99423	n/a					
Virtual Visits - Patient initiated							
Virtual check in telephone approved							
Video or image submitted for evaluation							
Telephone-Medication Replenishment							
Telephone E&M 10-15 min	99444						
Telephone E&M 16-20 min	99445						
Telephone E&M 21+ min	99446						
Additional services							
Smoking Cessation 3-10 minutes	99410						
Smoking Cessation greater than 10 min	99411						
Diabetes e-Visit - patient initiated							
eVisit-portal once per 7 days 5-10 min	99421						
eVisit-portal once per 7 days 11-20 min	99422						
eVisit-portal once per 7 days 21+ min	99423						
Medical nutrition via telehealth							
Medical nutrition individual initial	97800						
Medical nutrition individual subsequent	97801						
Medical nutrition therapy group	97802						
Health Risk Assessment							
Health risk assessment admin/consult	96116						
Caregiver HRA for patient benefit	96118						
Principal Care Management							
Physician oversight 30 min/mo	0206						
Clinical staff oversight 30 min/mo	0207						
Remote Monitoring							
Set-up & patient education on use of tools	99450						
Treatment management (bill once/ 30 days)	99451						
Lab services							
Finger stick in office only	8610						
Antibody test blood sample (IgG + IgM)	8610						
PCR testing (swab or saliva)	8610						

Patient Information				Practice / other Information			
Tom Blue	Provider of Service			PROVIDER NAME			
8/24/71	Tax ID			Rendering Provider NPI			
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Eval/Mgmt (30 min)	99203						
Eval/Mgmt (45 min)	99204						
Eval/Mgmt (60 min)	99205						
Established Patient E&M							
Eval/Mgmt (5 min)	99211						
Eval/Mgmt (10 min)	99212						
Eval/Mgmt (15 min)	99213						
Eval/Mgmt (25 min)	99214	GT	X				
Eval/Mgmt (40 min)	99215						
e-Visits - Patient portal initiated							
eVisit-portal once per 7 days 5-10 min	99421	n/a					

TELEHEALTH

TESTING

COVID ERA

BACK OFFICE

REOPENING

COMMUNICATIONS

RESOURCES

BACK OFFICE

Billing & Coding

State-Specific Resources

Liability

Pricing & Packaging

Financial Relief

virtualpractices

Encounter Form Workbook

Tom Blue



THIS WEEK'S SPOTLIGHT



Patient sales tool from Expert
Lauren Tancredi and her team at
Medicava.

UPCOMING EVENTS

10 New Rules to Accelerate Healthcare Redesign

Bold aspirations to guide healthcare organizations during an era of reform

Rule #1: Change the balance of power.

Co-produce health and well-being in partnership with patients, families and communities.

- Standardize what makes sense.
- Customize to the individual.
- Make it easy.
- Move knowledge, not people.



Institute for
Healthcare
Improvement

Homework



Join the Virtual Practices Facebook community

- Download the [Encounter Form Workbook](#) at [VirtualPractices.org](#)
 - Review the training video if necessary.
- Define your Patient Solution Kit – what goes in your bundles?
- Package and price your programs
- Submit your questions and requests for help to: **Impact@VirtualPractices.org**
- **Next Workshop:** The Critical Role of Testing in the COVID Era: Unlocking opportunities and re-igniting patient engagement

With thanks to Atrium Innovations



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