



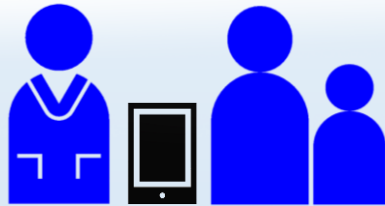
Boost Your IBH Program Performance

Webinar #3 – Making the Business Case

Boost Your IBH Program Performance

Webinar 1

More Effective Screening



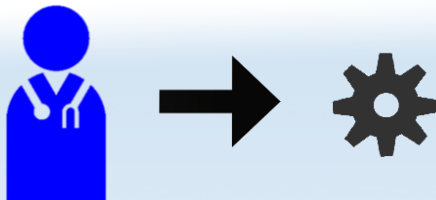
Webinar 2

Simplify the Screening Process



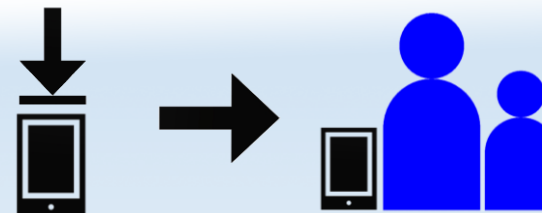
Webinar 3

Making the Business Case



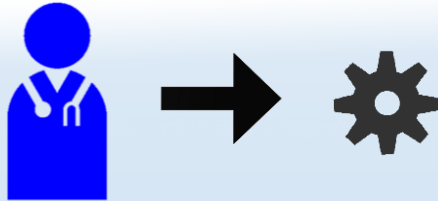
Webinar 4

Screening in Your Clinic



Making the Business Case

Automate Process



What we'll be covering:

- CJ Peek's three world view
- Recoup provider intake cost
- Reduce operational costs
- Add reimbursement
- Show positive ROI
- Case study example

CJ Peek's Three World View



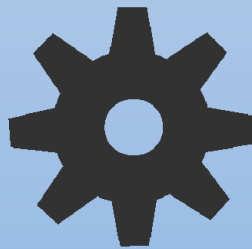
- Simplified model of medical business
- Must address all views
 - Clinical
 - Operational
 - Financial

Clinical View



- Breadth of patient interview
- Responsive to patient
- Actionable assessment results
- Easy access in EMR
- Patient management support

Operational View



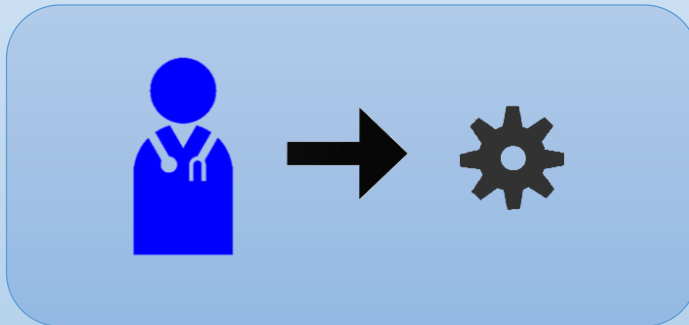
- Maintains workflow
- Meets IT constraints (HIPAA, security)
- Minimal staff involvement
- Minimal training required
- Integrated patient management

Financial View



- Reduce labor costs
- Replace paper with electronic
- Code for better reimbursement
- Process change to meet value metrics

Recoup Provider Intake Cost

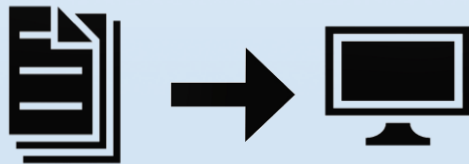


- AI is coming
- PHQ/QPD study results
 - Automate provider intake
 - Error on the side of false positive

Reduce Operational Costs

Paper is expensive

- Hard costs to purchase, print and store
- Labor to access and manage



Automation reduces labor costs

- Use clients as a data entry resource
- Let apps do the work (error free and in real-time)
- Every visit, protocol-based screening is easier to administer

Electronic reduces overall cost

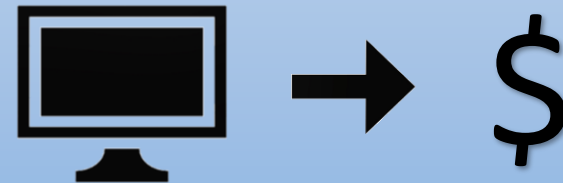
- Eliminate paper costs
- Enables automation, potentially driving labor costs to zero

Add Reimbursement

Reimbursement available under H&B codes

- H&B 96150
- H&B 96151

Can turn screening into a profit center



Show Positive ROI

Period of time to show
positive ROI (750 admins)

- Operational cost savings
 - Using electronic over paper administration (> \$0.50 per admin)
 - Using automation over manual intake (> \$3.00 per admin avg.)
- Service fees (< \$0.50 per admin)
- License fees (if applicable)
- Reimbursement revenue (> \$7.00 per admin)
- Net revenue per administration (> \$10.00 per admin)
- Startup costs (\$7,500)
 - Hardware
 - EMR Interface
 - Training

Case Study Example

- Approximately 7000 admins per year
- Started as a tablet launch implementation with hardcopy reports
- Expanded to Front Desk launch and PDF reports imported to EMR
- Expanded to small satellite site, same implementation
- Partnered with Community Mental Health Center to co-locate Behavioral Health Therapist (BHT) at main site
 - Pediatric clinic immediately profitable based on screening revenue
 - BHT given 3 years to become profitable, made it in 1.5 years
- Expanded to full EMR integration

What Will Screening Look Like In Your Clinic

Webinar 4

Screening in Your Clinic

