

# Right Patient, Right Place...On Time

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- Garner an understanding of the payer landscape and changes over past several years, as well as the trajectory for the future
- Learn about optimum management of managed care beneficiaries
- Understand how to maximize data analyzation/use for development of future best practices
- Establish an optimal workflow within your PAC setting to maximize accessibility and outcomes



## Medicare Replacement – The Numbers.

2014: 31% (15M) • 2024: 54% 2015: 32% (16M) 2016: 33% (17M) 2017: 35% (18M) 2018: 37% (20M) 2019: 39% (22M) 2020: 42% (24M) 2021: 46% (26M)

2022: 48% (28M)

2023: 51% (31M)

- - 32.8 million Medicare Advantage enrollees in 43 different plans
  - 119% increase over last 10 years
  - UnitedHealthcare & Humana (47%)
  - CVS/Kaiser/Centene/Cigna (23%)
  - BCBS plans (14%)
  - AL, CT, MI, HI, ME, FL, RI: over 60% of Medicare beneficiaries are enrolled in MA
  - Estimated by 2034, 64% of eligible enrollees will be in MA plans
- MA plans pay like Traditional Medicare, but they "play" like insurance
  - Prior auth for PAC, Part B Drugs

Source: KFF analysis of CMS Medicare Advantage Enrollment Files, 2010-2024; Medicare Chronic Conditions (CCWI) Data Warehouse from 5 percent of beneficiaries, 2010-2016; CCW data from 20 percent of beneficiaries, 2017-2020; CCW data from 100 percent of beneficiaries, 2021-2022, and Medicare Errollment Dashboard 2023-2024. Enrollment numbers from March of the respective year Projections for 2025 to 2034 are from the June Congressional Budget Office (CBO) Medicare Baseline for 2024.



## Not-So-Fun Facts...

- Medicare Advantage insurers made nearly 50 million prior authorization determinations in 2023, reflecting steady year-over-year increases since 2021 (37 million) and 2022 (42 million) as the number of people enrolled in Medicare Advantage has grown.
- In 2023, insurers fully or partially denied 3.2 million prior authorization requests, which is a somewhat smaller share (6.4%) of all requests than in 2022 (7.4%).
- A small share of denied prior authorization requests was appealed in Medicare Advantage (11.7% in 2023).
- Though a small share of prior authorization denials were appealed to Medicare Advantage insurers, most appeals (81.7%) were partially or fully overturned in 2023.
- More than half (54%) of eligible Medicare beneficiaries are enrolled in Medicare Advantage in 2024.
- More than one-third (37%) of Medicare beneficiaries live in a county where at least 60 percent of all Medicare beneficiaries are enrolled in Medicare Advantage plans.
- Medicare Advantage enrollment is highly concentrated among a small number of firms, with UnitedHealthcare and Humana accounting for nearly half (47%) of all Medicare Advantage enrollees nationwide.



## Advocacy

AMRPA conducted a nationwide survey in July/August 2024 of freestanding IRFs and IRUs to determine how frequently prior auth for admission to an IRF was denied, how timely decisions were, and consequences for these beneficiaries.

## Results:

Nearly 60% of initial auths were denied, resulting in nearly 67k unnecessary days waiting for a decision, discharge, or appeal across the two-month time span



AMRPA Prior Authorization Survey, 2024





#### How do we stack up to the industry?

- 57.4% denial rate on initial auth
  - UHC 66%
  - Humana 65%
  - Aetna 57.7%
- 34% overturned on appeal
- Average wait time to initial decision is 2.5 days
- A total of 67,247 reported acute hospital days were spent waiting for an initial determination (extrapolated for year would have been over 400,000 days)
- Overall, 44% of MA prior auths attempted were approved by all payors







# How to Get an Advantage on the Disadvantages

#### Right level of care & access to care

Referral

Admission

Initial Auth

P2P

Expedited appeal

Understanding payment

PPS vs. per diem

Maximizing POC/Continued auth

Courtesy updates - Medicare Advantage

CMS regs/tools

Programming – Payor Relations Specialist & Medicare Replacement Risk Strategy Approach

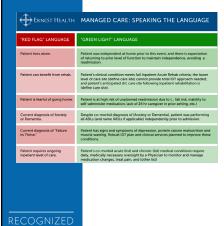


## The Challenge..





## Tell the Story



#### Engage & educate your liaisons AND your referral sources!

#### Key phrases and verbiage for referral sources:

- The patient requires active and ongoing therapeutic intervention of multiple therapy disciplines that can only be offered in an inpatient rehab facility.
- 2. The patient's medical complexity cannot safely be managed in a lower level of care such as SNF.
- 4. The patient's medical and functional needs cannot be managed safely in a skilled nursing facility for
  - 1. SNF staffing ratios 1:20; IRF staffing ratios 1:6 or 1:7
  - 2. SNF physician requires monthly visits; IRF physicians visit 3-5x/week
- 5. If the patient is at high risk for medical complications and requires close medical supervision to optimize their recovery and allow for a safe return to prior living situation/community living, IRF is the best option for this pt.
- 6. If the pt. requires the interdisciplinary services that can only be provided in an inpatient rehab setting: 24-hour RN/rehab nursing. 3 hours of multi-discipline therapy, close medical supervision, Nutritional services, Pulmonary services, IRF is the best option for this pt.
- 7. If the pt. is able to tolerate being up out of bed or in a chair for 30 minutes at a time, our therapy can be modified to meet their needs.

## Restate the Rules

HOW DOES THIS IMPACT MY PATIENTS THAT REQUIRE AN INPATIENT REHABILITATION OR LONG-TERM ACUTE CARE HOSPITAL ADMISSION FOR RECOVERY?

new rule indicates that the MA plan may direct a patient to an alternative setting only if the setting wices ordered by the clinician fail to meet FFS Medicare regulatory criteria + if your physicians if & clinicians inderly recommend inpatient Rehabilitation or Long-Term Acute (NOT SNF), the MA plan cannot DENY unless the beneficiary does not meet FFS Medicare

Medicare Advantage plans cannot limit or deny coverage for a Medicare-covered service based on their own internal or proprietary criteria if such restrictions don't est in raditional Medicare in AR plans MUST follow regulatory coverage criteria in FS Medicare of admission into Invasional Rehabilitation or Long-Term Acute Hospitals, they are restricted from utilizing internal or as Interqual or Milliman

Medicare Advantage plans can no longer apply site of service restrictions not found in tradition Medicare

Source documentation from CMS: Social Security Act, Code of Federal Regulations (CFR), Managed Medicare Manual, Medicare Managed Care Manual to Parts C &D Enrollee Grievances, Organization/Coverage Determinations, and Appeals Guidance

\*\*Anyone from the MA plan reviewing admission authorization requests must have expertise in the relevant medical discipline for the service being requested \* The clinicans or practitiones overseeing authorizations to Inpatient Rehabilitation or Long-Term Acute Hospitals cannot be from a field not relevant (lie pediatrician, oncology, etc)

Prior Auths must stay valid for an entire course of approved treatment
 You may send the referral and we may begin authorization process right away, as the auth will not expire — I will remain valid for as long as medically necessarie.

Establish additional processes to oversee MA plan utilization management programs including an annual review of policies to ensure consistency with federal rules;
 Regular oversight of MA plan utilization moving forward.



HEALING LOCALLY.

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# Restate the Rules Please call if there are any questions. The Centers for Medicare and Medicaid Services requires that all Medicare Manager Care Plans There processes in place to accept requirits (grievance, coverage, and appeal requirest) 24 hours a day, 7 days a week (including holidays)\* as outlined in section 10.3.2 of Plans C & D Envolve Grievance, Coverage, and appeal requirest) 24 hours a day, 7 days a week (including holidays)\* as outlined in section 10.3.2 of Plans C & D Envolve Grievance, Coverage, and appeal requirest 24 hours a day, 7 days a week (including holidays)\* as outlined in section 10.3.2 of Plans C & D Envolve Grievance, Cryptopical Coverage Determination, and Reposit as 2002, flower, considerable and Additionally, they must "expedite the determination or econsideration of the normal timefrom the consideration could sistory (pleagatife the remotes) (all flower) and intermination rest records placed and physician as appropriate, no later than 72 hours after the receipt of the request "as outlined Social Security Act (1825 flas gov) Expedited Appeal This patient meets medical necessity defined by Medicare guidelines for admission to an inpatient rehabilitation facility (IRF) based on the documentation meeting IRF criteria as outlined below: Patient generally requires an intense rehabilitation therapy program The patient requires physician supervision by a rehabilitation physician The patient requires an intensive and coordinated interdisciplinary approach to rehabilitation We use a collaborative, interdisciplinary approach to provide early identification and assistance and mitigation of the high risk issues for readmission and follow the transitional needs of our patients post-discharge as patient's care needs change.

HEALING LOCALLY.



## Restate the Rules

Payor asks why you have taken a patient without prior auth, or pushes back during P2P

#### Answer:

Answer:

For all patients requiring post-acute care, it is imperative that these beneficiaries receive the level of care they deserve depending on their condition, as those with traditional Medicare FFS would of participation, functional, and medical needs we submit for piror auth. If a decision takes an unriavorable amount of time and that beneficiary's condition is deteriorating or facing more to transition to the appropriate next level of care in timely manner, we have, on occasion, expedited this process of admission to IRF.

expedited this process or admission to INF.

Source documentation: Parts C & D Enrollee Grievances, Organization/Coverage Determinations, and Appeals Guidance 10.4.1 – Medical Exigency Standard The medical exigency standard requires a plan and the independent review entity to make decisions as "expeditiously as the M and Part 423 Subpart M with respect to coverage requests and effectuation of favorable minimum, established accepted standards of medical practice in assessing an individual's medical from the independent review entity apply, at a condition. Evidence of the individual's condition can be obtained from the treating provider or established by regulation to ensure that plans develop a standard for determining the urgancy of coverage requests, triage incoming requests against established criteria, and prioritize each for the facts and circumstances of the enrollee's medical condition. Plans should not routinely take the maximum time permitted for adjudicating coverage requests.



## Show Value to Payors

- Penny-wise, pound-foolish
- Right setting, right time
- Value of programming
- Post discharge
- Pt education/empowerment
- Reduction of readmission
- Contract negotiation





## Don't Give Up. Don't Fold.

Speak the language.
Be innovative.
Be relentless.

## relentless

persistent, continuing, constant, continual, continuous, nonstop, never-ending, unabating, interminable, incessant, unceasing, endless, unending, unremitting, unrelenting, unfaltering, untiring, unwavering, dogged, tenacious, single-minded, tireless, indefatigable, unstoppable



# Engage & Empower Your Team



MANAGEMENT OF MEDICARE REPLACEMENT PAYOR SITUATIONS

Faulty, retrictive, and delayed pre-authorization processes and utilization management protocols of Medicare Replacement plans can create inappropriate barriers to care at an IRF. These plans often don't act as quickly as needed by the enrollee's condition, which jeopardizes the individual's ability to regain maximum function. This information is to help quide your teams in the challenging situations we face with Medicare Replacement Payors, utilizing the guidelines in Chapter 4 of the Medicare Managed Care Manual requilations pertaining to benefits and beneficiary protections.

#### SITUATION:

Medicare Replacement Payor states that they will not authorize a SNF on discharge if a patient i authorized and treated at an IRF.

#### CMS Interpretation

Medicare Replacement plans must operate according to Medicare standards. Any plan that denies reasonable and necessary IRF services is in direct violation of the social Security Act, which requires that all Medicare enrollees receive Medicare benefits. Medicare Replacement plans don't know the trajectory of the enrollee's recovery prior to admission, so

From an IRF.

All Medicare Replacement patients deserve access to the level of care they are entitled (IRF on admission).

All Medicare Replacement patients deserve access to the level of care they are entitled (IRF on admission and SNF on discharge, if warranted) if they meet criteria according to the Medicare Fee-For-Service requirements.

#### Response/What You Can De Educate your clinical liaison

Educate your clinical liaisons, DPO, CM, and clinical team. It is not a reason to prevent an admit based upon the fear of not being able to discharge to a SNF. We have a proven methodology using MPM criteria to get patients to the appropriate level of care upon discharge. If patients meet the criteria for lift they deserve to receive it.

t's the same with next level of care. If patients meet the criteria, the Medicare Replacement plan must ppprove. Ernest Health has a drafted sample letter to fight this type of PPS abuse, as needed, to avoid summerssary days at the wrong level of care. The intimidation tactics used to discourage initial IRF demission should never limit our advocacy to admit to our level of care if natients meet criteria. As you experience challenges & trends across your organization with payers, situations, and patients, develop your arsenal to fight back!



# Engage & Empower Your Team

APPEAL / CLAIM PAYMENT DISPUTE COVER SHEET

		Fill in required information below. Indicate option selection with "\vec{\vec{\vec{\vec{\vec{v}}}}."
1.1	Date of Submission to CMS	
1.2	Entity Submitting Complaint	Provider   Programization Representing Provider   Appointment of Representative (attach form)   Other (Summarize)
	Name of Organization Representing Provider	***Individual Hospital
1.3	Submitter's Name	Melissa Eder
2.00	E-mail Address	melissaeder@ernesthealth.com
	Telephone Number	864-378-2888
1.4	Beneficiary Name	"""
1.5	Beneficiary Health Insurance Claim Number (HICN) / Medicare Beneficiary Number (MBN)	
1.6	Provider Name, telephone number, E-Mail address	***Individual Hospital;
1.7	Medicare Advantage Organization	United Healthcare
1.8	Claim Number	***
1.9	Date(s) of Service	
1.10	Provider Contract Status	Provider Contracted with MAO during Date(s) of Service Provider NOT Contracted with MAO during DOS
1.11	Complaint Type	Contracted Provider Appeal Non-Contracted Provider Appeal Contracted Provider Claims Payment Dispute Non-Contracted Provider Claims Payment Dispute Other
	Brief Summary of Complaint	Under Newthorn has engaged Colorii to complete nations of deline for the purpose of Circuid Chart Holdsdan. After notice of the patient record, Colorii in
1.12	Did MAO communicate your appeal rights.	Ves ✓ No
1.13	Have you exhausted all appeals rights per the non- contracted provider appeals or per contract w/MAO	Yes No
1.14	Provider or their representative has Communicated with MAO in	Yes No (NOTE: CMS will only review this case if the provider has already attempted to resolve it by working directly with

#### **Complaint Process**

Utilize the CMS process allowing providers/hospitals to complain in the pre-auth, concurrent, or post stay claims

# Engage & Empower Other Levels of Care and Beneficiaries

#### MEDICARE REPLACEMENT ADVOCACY FORM

My doctor
 MAME PHYSICIANI, recommended IRF/
LTACH level of care. Per the Medicare Replacement Final Rule, published by
Centers for Medicare & Medicaid Services (42 CFR Parts 417, 422, 423, 455,

(FILL IN HOSPITAL)

- By denying reasonable and necessary IRF/LTACH services, you (Medicare Replacement Company) are in direct violation of the Social Security Act,
- Per the Medical Exigency standard, you (Medicare Replacement Compan are required to make decisions as expeditiously as JUMBE PATIENT health condition requires. Currently, my doctor says that I am. They are ready for IRF/LTACH level of care and I am not receiving that in
- I have a choice in my medical coverage and will be researching competitors or traditional Medicare that will better serve my healthcare needs.



#### **Peer-to-Peer Reviews**

The following is a quick reference for patient information to consider when participating in a peer-to-peer review:

- New medical condition requiring acute care has presented.
- List the acute medical conditions that require 24-hour care from a physician and a registered nurse
  that cannot be managed in a lower level of care. Define why the patient could not have their needs
  met in a skilled nursing facility.
- Medical condition requires coordinated, interdisciplinary rehabilitation program, which cannot be provided in a less intensive setting.
- Patient has significant impairment, such as paresis, ataxia, cognition or other safety issues.
- $\bullet \ \overline{\text{Patient has had a functional decline and requires inpatient therapy to reach prior level of function.}\\$
- $\bullet$  Patient's condition has potential for significant practical improvement with inpatient rehabilitation with an average LOS of 10 14 days.
- Patient is motivated and able to participate in a minimum of 3 hours of therapy daily, five days a week (or 15 hours a week).

## When All Else Fails...Educate!

### Medicare Managed Care Manual

#### Chapter 2 - Medicare Advantage Enrollment and Disenrollment

Updated: August 19, 2011

(Revised: November 16, 2011, August 7, 2012, August 30, 2013, August 14, 2014, July 6, 2015, September 1, 2015, September 14, 2015, December 30, 2015, May 27, 2016, August 25, 2016, June 15, 2017, July 31, 2018, August 12, 2020, & August 15, 2023)

This guidance update is effective beginning with contract year 2024. All enrollments with an effective date on or after January 1, 2024, must be processed in accordance with the revised requirements, including the new model Medicare Advantage (MA) enrollment form with race and ethnicity data fields for all enrollment requests received on or after January 1, 2023. Organizations may, at their option, implement any new requirement consistent with this guidance prior to the required implementation date.

It is expected that organizations will assure compliance with all Medicare Advantage requirements described in this chapter regarding communications made with beneficiaries/members, including the use of the model notices, and *as* outlined in the Medicare Communications and Marketing Guidelines (MCMG).

Organizations are required to provide information to individuals in accessible/alternate

## Innovative Programming

- Payor Relation Specialist
- Work Smarter, Not Harder!
- Medicare ReplacementRisk Strategy Program –Do the Right Thing!

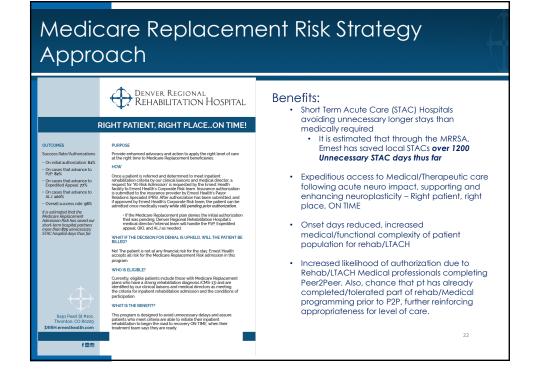


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## Payor Relation Specialist (PRS)

- Realignment of existing duties of various departments to enhance:
- Efficiency
- Quality
- Consistency of entire Auth/Continued Stay Process for Marketing, Admissions, Case Management, and our Patients
- Primary goals/Objectives
- Maximize POC for younger patients
- Increase Medicare Advantage conversions
- Increase other Non-MCR payer conversions
- Secondary goals
- Relationships

RECOGNIZED NATIONALLY. HEALING LOCALLY.



## Medicare Replacement Risk Strategy Approach

How it's going (Oct 17, 2024 – July 13, 2025)....

- 476 Cases Approved for Risk; 407 Patients actually admitted
  - 244/407 Approved in Initial Auth = 60% Success at this level
  - 85/150 Approved in P2P = **57%** Success at this level
  - 59/94 Approved in Facility Driven Expedited Appeal = 63% Success at this level
  - 5/7 Approved at ALJ (12 cases pending hearing or decision) = 71% Success at this level
- Overall Denial Rate so far: 0.98%

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