LEARNING CENTER

The New Non-Acute Landscape: Physicians, Telehealth, Specialty Care, And More

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Session Description

- The non-acute care landscape is quickly evolving; advancements in telehealth, the expanding role of specialty care, and the dynamic involvement of physicians are reshaping healthcare delivery. This session will delve into the latest trends and opportunities in non-acute care, highlighting innovative models, technological advancements, and market strategies.

Bio – Andrew Hajde, CMPE

- With more than 26 years of experience Andrew Hajde, CMPE, Director of Content and Consulting at MGMA, has held numerous high-level operations management positions in the healthcare industry. His most recent role in healthcare prior to working at MGMA was supervising 14 medical practices with 78 providers and 200+ employees for a fortune 100 healthcare company.

- Over his years he also worked in various other operational and medical billing related management roles, opened/acquired 25 medical practices and managed an occupational medicine and rehab (PT/OT) practice. He has spent many years doing strategic planning, benchmarking, revenue cycle, operational improvement, employee/manager development and strategic marketing.

- At MGMA, he continues to leverage his strategic mindset, overseeing all member and non-member content, including website tools & resources, articles, podcasts, books, MGMA Connection magazine, and the content delivered at the MGMA conferences. He also oversees 20+ consultants who offer expertise on all aspects of medical practice operations.

What challenges are we currently faced with?

- Declining reimbursement coupled with the shift towards value-based care models
- Increased focus and scrutiny on patient satisfaction and outcomes
- Increasing regulatory burdens and challenges
- Challenges with payers, contracted rates and the current focus on value
- Rising costs for staff, supplies, equipment and other resources
- Burnout and turnover among administrators, staff and healthcare providers

The Value of Data and Metrics

"If we have data, let's look at data. If all we have are opinions, let's go with mine."

- James Barksdale (Former CEO of Netscape)

What are Some of the Latest Data Trends?

- Physician Compensation & Productivity per the 2024 MGMA Survey (based on 2023 data):

	ONE-YEAR CHANGE 2022 TO 2023:	FIVE-YEAR CHANGE 2019 TO 2023:
Primary care physician total compensation	4.44%	14.26%
Surgical specialist physician total compensation	4.42%	10.25%
Nonsurgical specialist physician total compensation	1.81%	6.08%
Advanced practice provider (APP) total compensation	6.47%	16.23%
Consumer Price Index (CPI)	3.40%	20.60%

Sources: *2024, 2023 and 2020 MGMA DataDive Provider Compensation and Bureau of Labor Statistics*

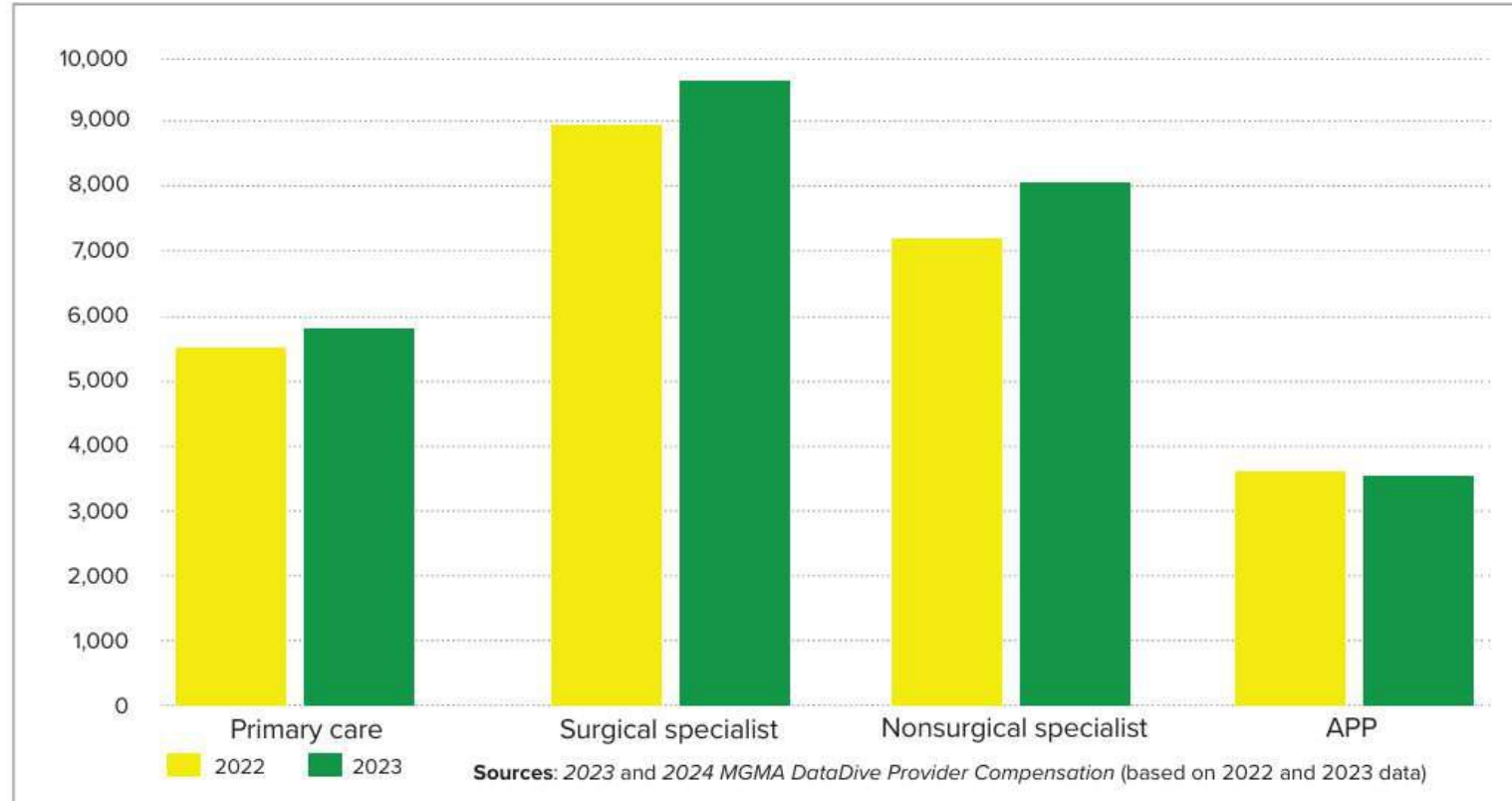# The Continued Evolution of Physician Compensation

- Physician shortages and increased utilization of APPs
- Provider graduation rates in combination with increasing healthcare demand
- Finance and data analysis implications
- Changes with physician ownership types
- Compensation changes and evolving Physician compensation models
- Hybrid, productivity based, salary etc.
- The change and impact of value-based care and quality incentives
- Suburban vs. rural
- Culture and burnout

More Medical Practice Data Trends

Productivity per the 2024 MGMA Survey:

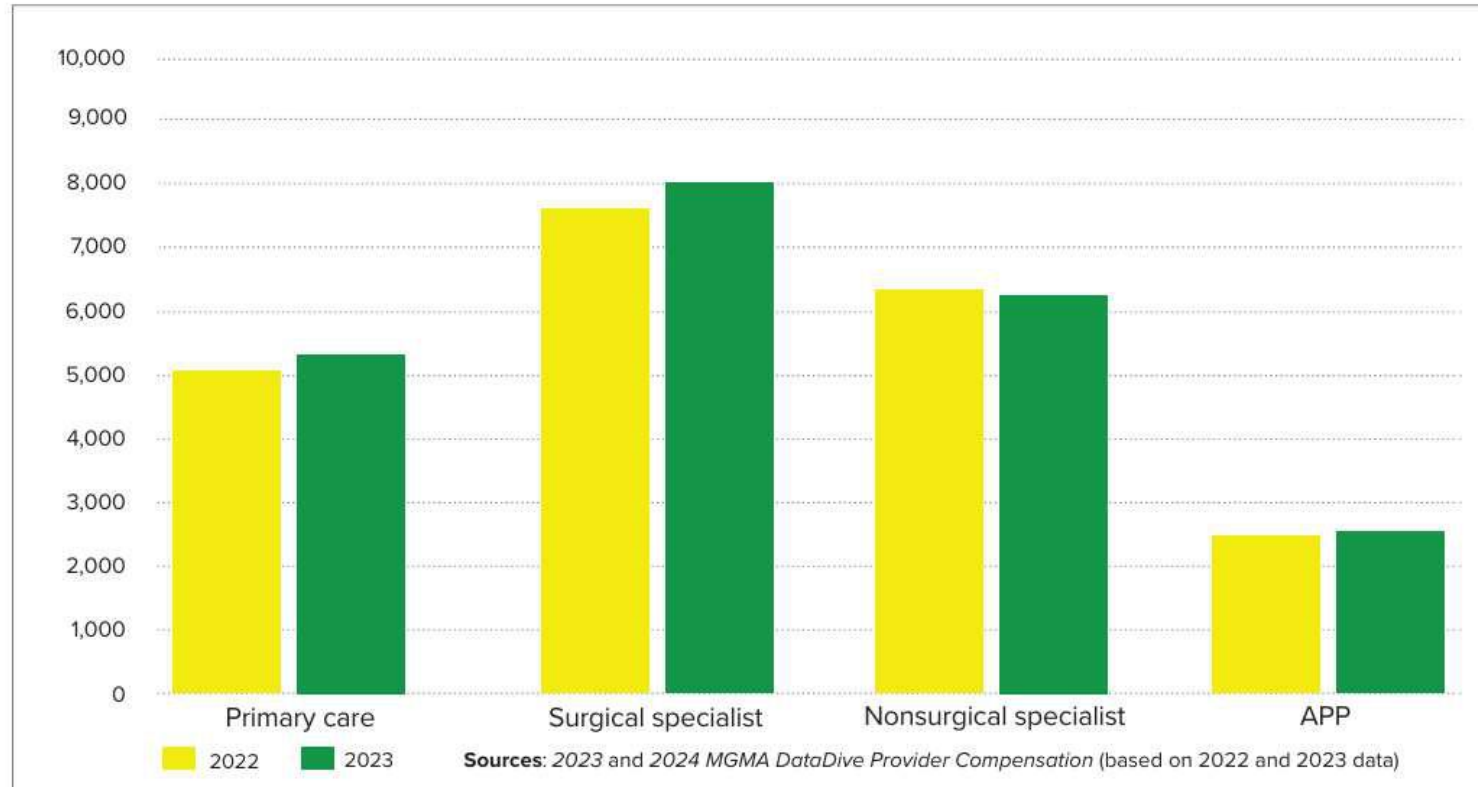**MEDIAN WORK RVUs IN PHYSICIAN-OWNED PRACTICES BY SPECIALTY, 2022 AND 2023**

Sources: *2023* and *2024 MGMA DataDive Provider Compensation* (based on 2022 and 2023 data)

See the full report at: https://www.mgma.com/data-report-provider-comp-2024

More Medical Practice Data Trends

Productivity per the 2024 MGMA Survey:

MEDIAN WORK RVUs IN HOSPITAL-OWNED PRACTICES BY SPECIALTY, 2022 AND 2023

Sources: 2023 and 2024 MGMA DataDive Provider Compensation (based on 2022 and 2023 data)

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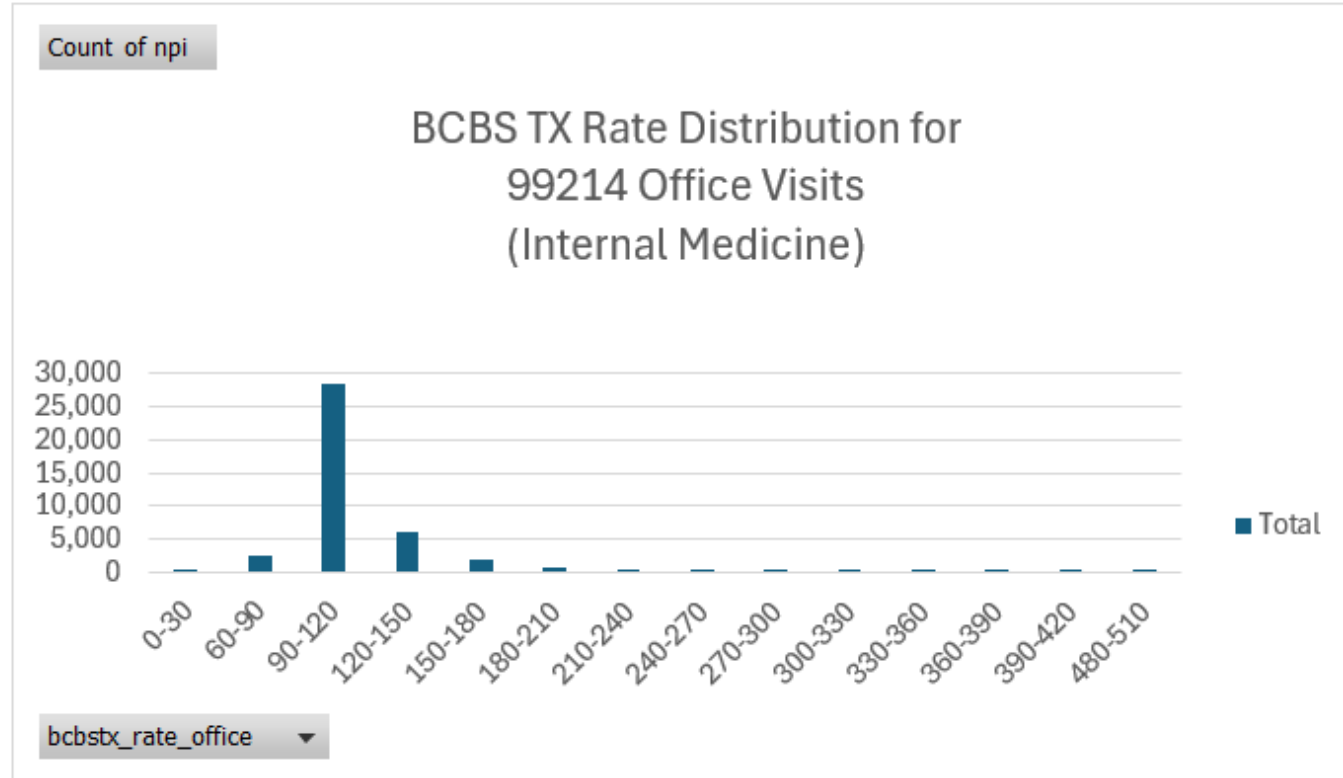
New Data Disrupting the Status Quo
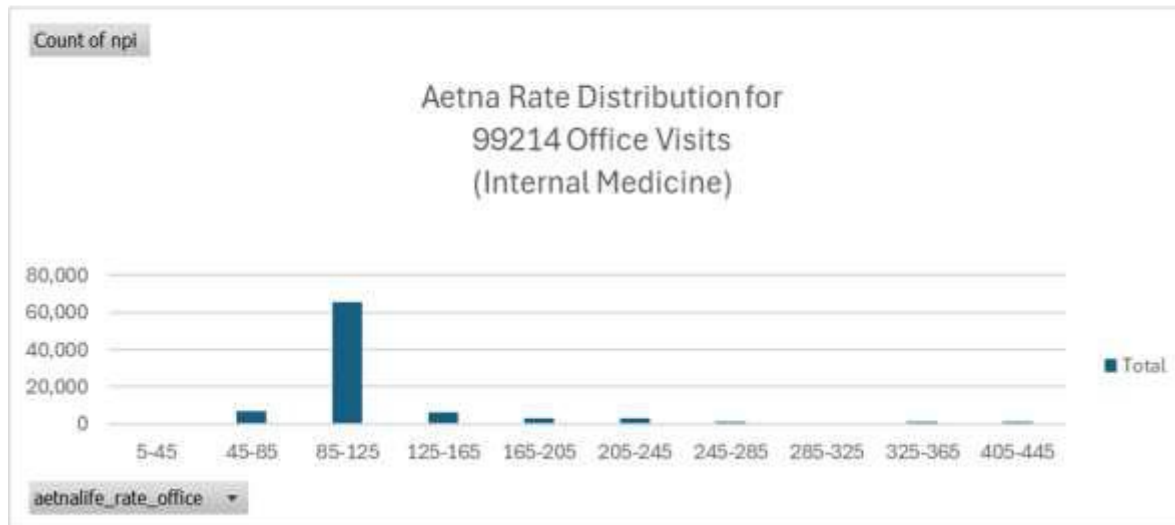
Real public data used with
permission from HexIQ

Learn more at www.hexiq.com

New Data – Continued

Row Labels	Count of npi
0-30	253
60-90	2,464
90-120	28,412
120-150	5,989
150-180	1,932
180-210	680
210-240	219
240-270	253
270-300	13
300-330	78
330-360	43
360-390	3
390-420	2
480-510	70
Grand Total	**40,411**

Count of npi

BCBS TX Rate Distribution for 99214 Office Visits (Internal Medicine)

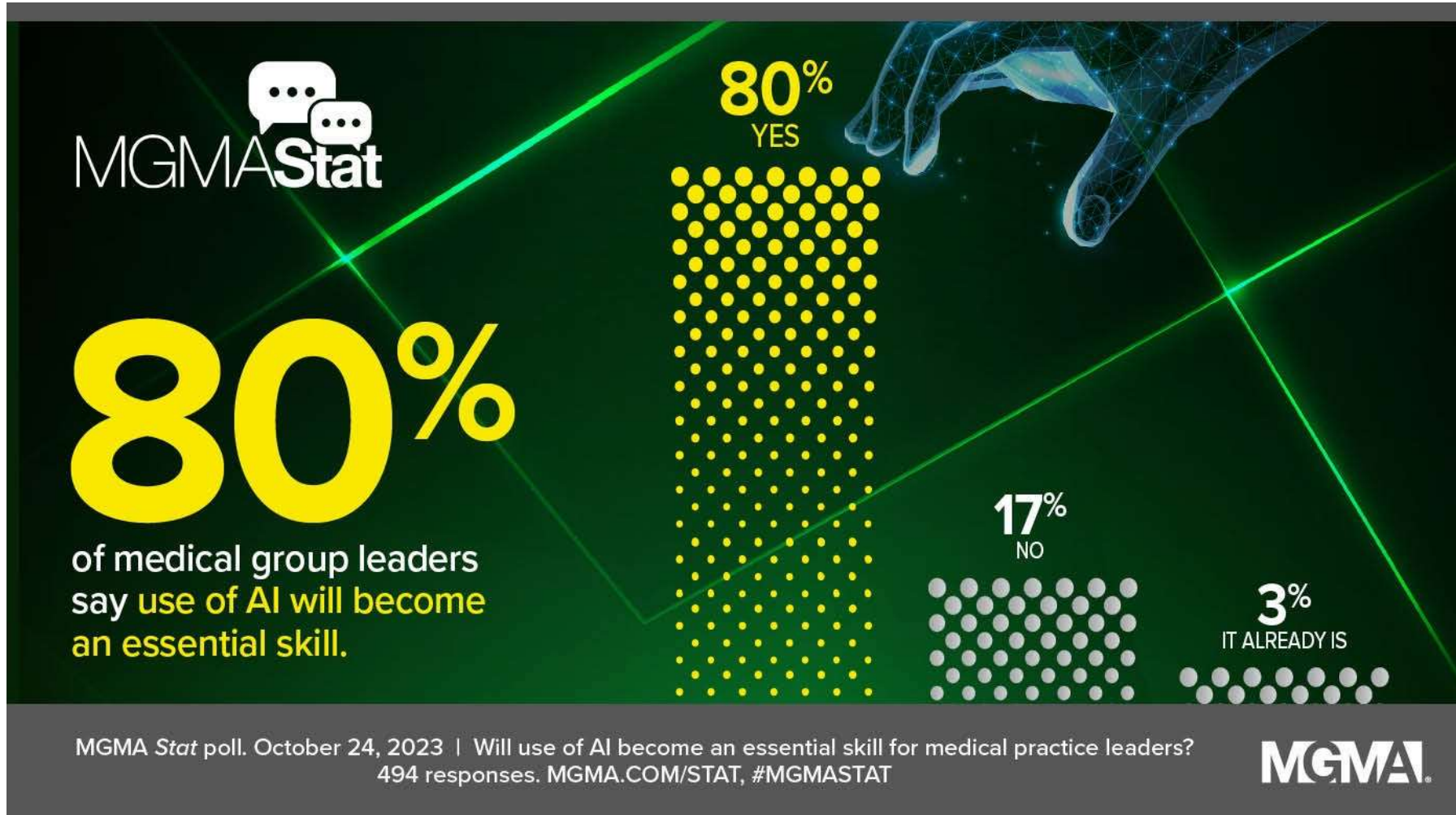bcbstx_rate_office

Learn more at

www.hexiq.com

Real public data used with permission from HexIQ
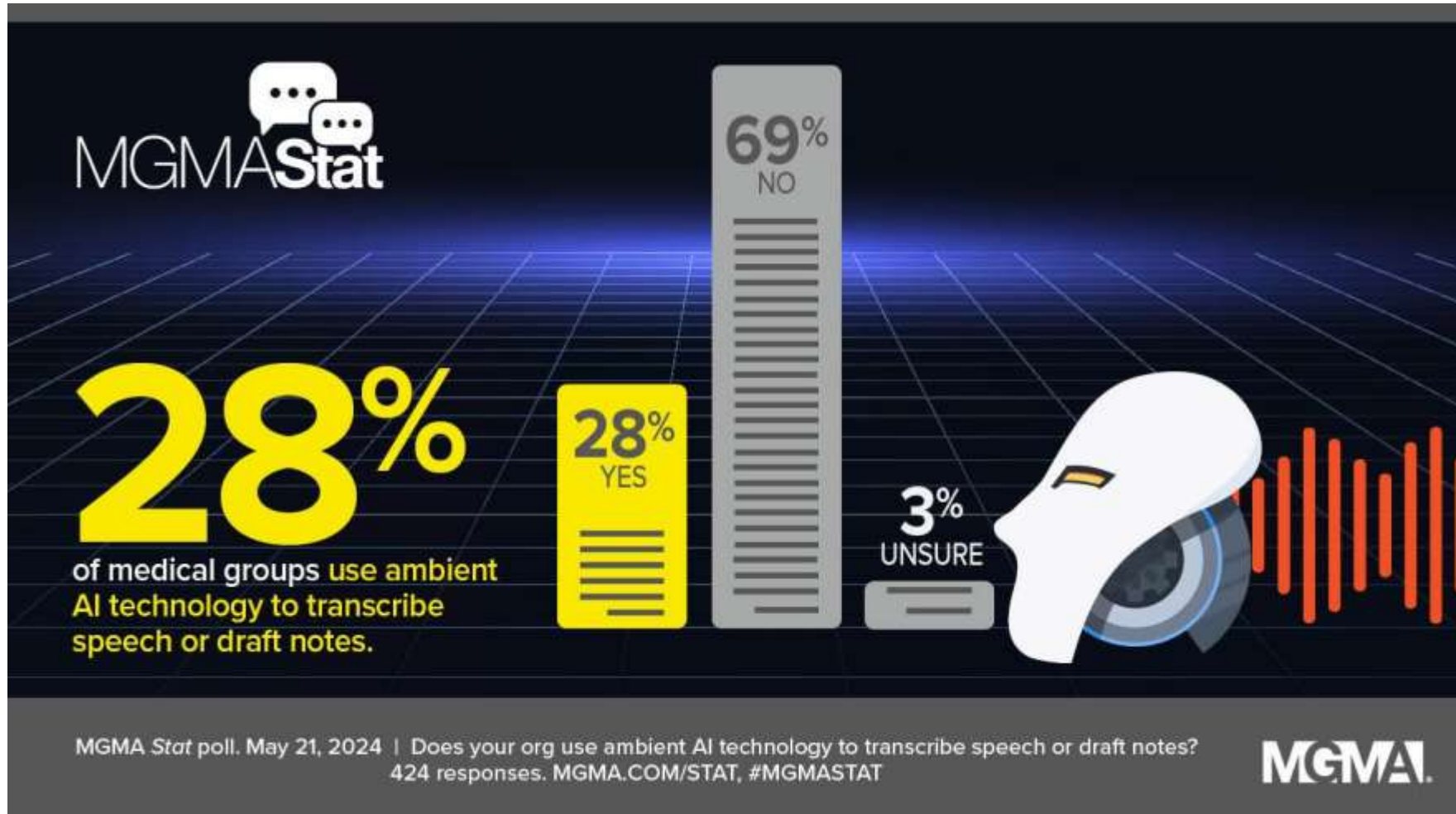
What About Technology, AI & ML Trends?

- The Ongoing Evolution:
- Scribes/Transcription vs. Ambient AI technology
- Changes to the workforce both now and into the future
- Use cases with RCM, coding, scheduling and more
- FDA approved uses for AI in Radiology and other healthcare fields
- Data analysis and monitoring

Technology and AI Trends

Technology and AI Trends

MGMAStat

28% of medical groups use ambient AI technology to transcribe speech or draft notes.

28% YES

69% NO

3% UNSURE

MGMA *Stat* poll. May 21, 2024 | Does your org use ambient AI technology to transcribe speech or draft notes? 424 responses. MGMA.COM/STAT, #MGMASTAT

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Current AI Use Cases in Healthcare

- ## Diagnosis and Imaging
  - AI algorithms analyze medical imaging data (X-rays, MRIs, CT scans) for faster, more accurate diagnoses
  - FDA has authorized 950 AI/ML-enabled medical devices as of August 2024

- ## Administrative Tasks
  - Transcribing medical documents using Automatic Speech Recognition (ASR)
  - Streamlining billing, scheduling, and paperwork

- ## Drug Discovery and Development
  - Accelerating drug candidate identification and efficacy prediction
  - AI-assisted development of COVID-19 mRNA vaccines at unprecedented speeds

Sources: https://www.lapu.edu/ai-health-care-industry/

https://www.fda.gov/medical-devices/software-medical-device-samd/artificial-intelligence-and-machine-learning-aiml-enabled-medical-devices

https://www.fda.gov/media/167973/download

https://www.thelancet.com/journals/landig/article/PIIS2589-7500%2823%2900126-7/fulltext

https://www.goldmansachs.com/insights/articles/how-artificial-intelligence-is-accelerating-innovation-in-healthcare

- ## FDA-Approved AI/ML Devices by Specialty
  - Radiology: Numerous devices, with frequent task changes along predicate networks
  - Hematology: Devices dating back to 2001
  - Cardiovascular: Devices since 2008
  - Pathology: Includes systems like PAPNET Testing System (approved 1995)

- ## AI/ML Device Approval Trends
  - Over 1/3 of cleared AI/ML devices originated from non-AI/ML predicates
  - Majority cleared through 510(k) pathway, based on substantial equivalence to predicate devices

- ## Emerging Areas
  - Personalized care and treatment recommendations
  - Predictive modeling for patient outcomes
  - Integration with wearable devices and remote monitoring

Telehealth Trends
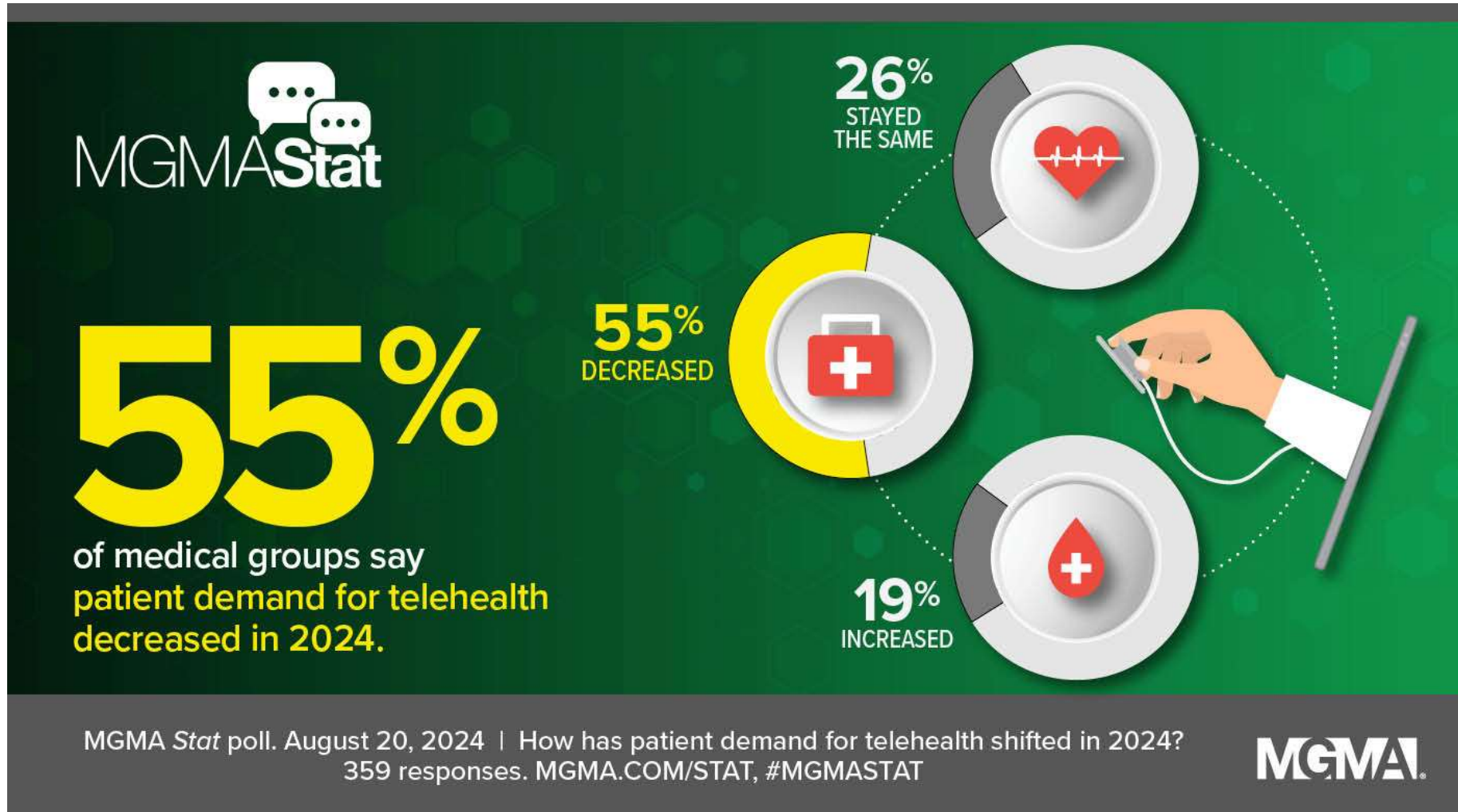
Additional Telehealth and Specialty Care Trends

- AI integration
  - AI enhancing diagnostics and helping to personalize treatment plans

- Hybrid care models
  - Combining virtual and in-person visits for comprehensive care

- Adoption for specific applications
  - Appropriately using telehealth, beyond the use cases in mental health

- Enhanced cybersecurity
  - Increased measures to protect patient data and having effective downtime protocols

- Value-Based Care Models
  - Expanded use of value-based care models and contracts

How is this Reshaping Healthcare Delivery?

- Digital Transformation

  - Increased use of AI and Automation

- Data-Driven Healthcare

  - Analytics informing clinical decisions and practice management

- Shift to Outpatient Settings

  - Growth in ASC or other ambulatory settings

- Workforce Challenges

  - Addressing burnout, staff retention, culture and need for new skills/technology

THANK YOU!

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Thank you for watching!

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