



BEST PRACTICES IN PARTNERING A PUBLIC HEALTH ASSOCIATION AND A THIRD-PARTY BILLING VENDOR TO EXPAND LOCAL HEALTH DEPARTMENT BILLING ACTIVITIES

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WHY BILL FOR IMMUNIZATIONS AND OTHER SERVICES?

- While local health departments (LHDs) in Illinois are the most common provider of vaccines to insurance-eligible individuals, not all LHDs have developed full capacity to bill public or private insurance carriers.
- The Centers for Disease Control and Prevention (CDC) has noted that the cost of vaccinating children has risen 500 percent in the last 10 years, and the National Association of County and City Health Officials (NACCHO) reported in 2011 that 19 percent of U.S. LHDs made cuts to immunization services and 48 percent reduced or eliminated services and jobs.



WHY BILL FOR IMMUNIZATIONS AND OTHER SERVICES?

- LHDs and other providers need to maximize revenue capture to continue to provide local health services, especially in challenging economic times.
- Safety net coverage: ensure that low-income clients, many newly insured, still have access to immunizations and other preventive health services.
- More clients with insurance, especially under the ACA, means more billing (revenue) opportunities to maintain staff/services or to expand services to other vulnerable populations (adult immunizations for example).



ILLINOIS IMMUNIZATION BILLING PROJECT

- Prevention and Public Health Fund (PPHF) Project to Implement Reimbursement for Immunizations in Public Health Department Clinics (CDC funding to the Illinois Department of Public Health, IDPH).
- Pilot Phase of Project: September 2012 – September 2014.
- Implementation Phase of Project: September 2014- September 2016.
- Project Extension Period: October 2016 – September 2017.



IDPH PARTNERS WITH IPHA

- At the outset of the pilot project, the State Health Department (IDPH) partnered with the Illinois Public Health Association (IPHA) to implement billing at LHDs across Illinois.
- IPHA's mission is to lead and advance public health practice in Illinois.
- IPHA is the American Public Health Association's largest affiliate, with 7,000 members statewide, and nearly all of Illinois' 90-plus LHDs are members of



BENEFITS OF IDPH PARTNERING WITH IPHA

- Why utilize the state public health association to expand billing across Illinois:
 - More than 90 LHDs in the state have a membership affiliation with IPHA
 - IPHA can operate more “nimble” than the state health department – fewer “layers of approval” for contracting, hiring, purchasing
 - With a large membership of LHDs, IPHA has access to volume discounts on services (vaccine purchasing consortium discounts, etc.)
 - IPHA has extensive public health programing experience as opposed to regulatory oversight



ILLINOIS IMMUNIZATION BILLING PROJECT: PILOT PHASE

- Ten LHDs, serving 18 rural and urban counties in Illinois, were chosen as pilot sites and were contracted to bill for immunizations and other services to patients covered by Medicaid, Medicare and these 17 major insurance carriers in Illinois:
 - Aetna
 - Anthem
 - BlueCross BlueShield of IL
 - Cigna
 - Coventry
 - Employers Coalition on Health
 - Health Alliance
 - Health Link
 - HFN
 - Humana
 - Meridian
 - Meritain
 - Molina Care
 - Northern IL Health Plan
 - Right Choice
 - United Healthcare
 - Wellpoint



THE KEYS TO SUCCESS FOR THE PILOT PROJECT

- IPHA partnered with a third-party billing vendor that had extensive experience with credentialing, contracting, billing/revenue cycle management, and claims follow-up.
- IPHA partnered with a vaccine consortium that afforded LHDs significant discounts when purchasing private stock vaccines.
- IPHA developed a Stakeholder Advisory Group (SAG) that guided the project and that was made up of LHDs, insurers, vaccine manufacturers, and governmental representatives.



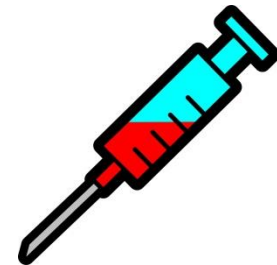
ILLINOIS IMMUNIZATION BILLING PROJECT: UPP TECHNOLOGY

- By contracting with a third-party billing vendor – **UPP Technology of Oak Brook Terrace, Illinois** - specializing in credentialing, contracting, billing and coding, revenue cycle management, and claims follow-up, IPHA formed the pilot billing collaborative of 10 LHDs across the state to bill for immunizations and other preventive services for clients covered by Medicaid, Medicare and 17 insurance carriers in Illinois.



ILLINOIS IMMUNIZATION BILLING PROJECT: VACCINE CONSORTIUM

- As an adjunct to the project, IPHA joined a vaccine purchasing consortium that offered LHDs significant discounts on the purchase of private stock vaccines and other preventive services supplies: The Minnesota Multistate Contracting Alliance for Pharmacy (MMCAP).
- MMCAP is a free, voluntary group purchasing organization for government facilities that provide healthcare services. MMCAP members receive access to a full range of pharmaceuticals and other healthcare products and services, such as: medical supplies, vaccines, dental supplies, drug testing, wholesaler invoice auditing and returned goods processing.



ILLINOIS IMMUNIZATION BILLING PROJECT: SAG

- A Stakeholder Advisory Group (SAG) comprised of LHDs, insurance companies, vaccine manufacturers, government representatives, and the project team met quarterly during the project period to guide the direction of the project, to monitor project revenue, to monitor project milestones, and to share resources.



ILLINOIS IMMUNIZATION BILLING PROJECT: PILOT REVENUE GENERATION

- At the outset of the pilot project, the 10 LHDs projected that total revenue earned from billing Medicaid, private pay, and third-party payers would be \$420,000.
- At the end of the pilot project in late 2014, total reported revenue earned by these LHDs from billing Medicaid, private pay, and third-party payers was \$911,000 – an increase of 116 percent from projected numbers!



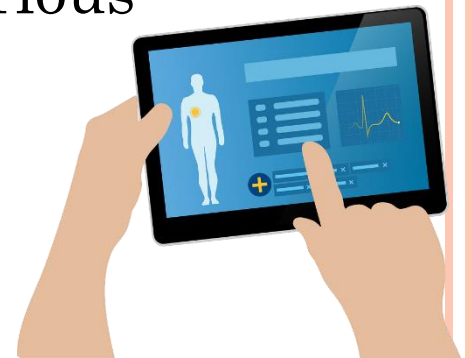
ILLINOIS IMMUNIZATION BILLING PROJECT: IMPLEMENTATION PHASE

- The goals of the implementation phase of the project were to credential and contract 45 additional LHDs in Illinois with third-party payers by September 30, 2015 and 70 LHDs in total by September 30, 2016.
- A significant new partnership in the implementation phase allowed LHDs to work with **CDP Inc., a Romeoville, Illinois-based firm** with extensive public health billing and EHR expertise, for credentialing and contracting with insurers, while also implementing an **Electronic Health Records (EHR)** solution.



ILLINOIS IMMUNIZATION BILLING PROJECT: EHR INTEGRATION

- In the implementation phase of the project, LHDs could choose to integrate the ezEMRx EHR, a certified stage 1 and stage 2 Meaningful Use/public health-ready EHR solution. The system includes a full revenue cycle management solution. The solution includes insurance eligibility verification, scheduling, pharmaceutical and vaccine inventory management, claims “scrubbing,” and various other practice management services.



ILLINOIS IMMUNIZATION BILLING PROJECT: EHR INTEGRATION

- As of July 2017, 31 LHDs in Illinois are now utilizing the ezEMRx EHR solution and/or CDP's practice management/revenue cycle management/billing services.
- As of July 2017, 53 LHDs in Illinois are now utilizing UPP Technology's third-party billing services, other third-party billing vendor services, or are implementing third-party billing "in house."
- In total, 84 LHDs in Illinois are now billing third-party payers for immunizations and other healthcare services through CDP, other billing vendors, and/or internal billing staff at the LHD.



ILLINOIS IMMUNIZATION BILLING PROJECT: IMPLEMENTATION REVENUE

- To date, during the implementation phase of the project, LHD project sites have generated more than **\$5 million** in revenue from paid claims!
- Additionally, during the implementation phase of the project, several LHDs were successful in qualifying for Meaningful Use monies, each receiving a \$21,000 incentive payment.



ILLINOIS IMMUNIZATION BILLING PROJECT: OTHER PROJECT SUCCESSES

- During the course of the project, IPHA delivered more than a dozen billing-related training programs to LHD staff on topics such as ICD-10 coding, Meaningful Use, HIPAA regulations, vaccine purchasing, and billing for public health.
- During the course of the project, IPHA disseminated eight best practice white papers on topics such as credentialing and contracting for public health, billing for public health, community outreach programs and billing, and billing audits.
- Currently, IPHA is finalizing a last major project deliverable: a series of 16 online billing training modules designed exclusively for public health departments.



CONCLUSIONS

- Partnering with a public health association and a third-party billing vendor affords LHDs greater access to resources and expertise in negotiating contracts with third-party payers and generating much-needed revenue to sustain immunizations and other services.
- Integrating an EHR with third-party billing allows LHDs access to comprehensive practice management and revenue cycle management systems, and can lead to enhanced revenue and Meaningful Use incentive payments.
- Partnering resources for third-party billing is essential to keep LHDs operational in an era of troubling economic times and diminished public resources.



THANK YOU!

- For more information about IPHA and/or our third-party billing projects, please contact:
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