

BSI

Business Models

Richard L. Brown, MD, MPH
Professor of Family Medicine
Director of the Wisconsin Initiative to
Promote Healthy Lifestyles (WIPHL)
School of Medicine and Public Health
University of Wisconsin
drrichbrown@gmail.com

Disclosure

Dr. Brown is CEO and owner of Wellsys, LLC, which provides training and software to help healthcare organizations deliver behavioral screening and intervention (BSI).

This talk will be evidence-based and free of bias.

Cost Savings of BSI

| | Setting | Patients | Investment | Savings | Net Savings | Years | ROI |
|----------------------------|---------|---------------------|--------------|----------------|----------------|--------|------------|
| Smoking | - | Medicaid* | \$183 | \$571 | \$388 | 1 | 2.1 |
| Smoking | - | Medicaid, pregnant* | \$201 | \$1,273 | \$1,072 | 1+ | 5.3 |
| Alcohol | PC | All adults* | \$205 | \$523 | \$318 | 1 | 1.6 |
| Alcohol & Drugs | ED | Disabled Medicaid* | \$15 | \$4,392 | \$4,377 | 1 | 292 |
| Alcohol & Drugs | PC | Medicaid† | \$48 \$96 | \$439 \$878 | \$391 \$782 | 1 2 | 8.1 8.1 |
| Depression | PC | ≥60 yo* | \$900 | \$5,200 | \$4,300 | 4 | 4.8 |

* Per patient intervened upon

† Per patient screened

Richard, PLOS One, 2012; McCallum, Journal of Health Care for the Poor and Underserved, 2014; Fleming, Medical Care, 2000; Ekwu, Medical Care, 2010; Palazzi, Journal of Behavioral Health Services and Research, 2016; Unutzer, CMS Technology, 2011

Primary Care Providers Don't Have Time

- 25 patients per day
- Prevalence among NH adults
- 5 minutes per issue



~2 hours

... and neither do other staff

| | Issues | Extra Time |
|--------------|-----------|-----------------|
| Tobacco | 5 | 25 min. |
| Alcohol | 7 | 35 min. |
| Drugs | 3 | 15 min. |
| Obesity | 7 | 35 min. |
| Depression | 2 | 10 min. |
| Total | 24 | 120 min. |

Billing Codes

| | Commercial | Medicare | Wisconsin Medicaid |
|---------------|---|---|--|
| Smoking | 99406: 3 to 10 min 99407: >10 min | G0436: 3 to 10 min G0437: >10 min | 99406: 3 to 10 min 99407: >10 min |
| Alcohol/Drugs | 99406: 15 to 29 min 99407: - >30 min | G0442: 15 to 29 min G0443: - >30 min | H0049: screen/assessment H0050: ≥15 min interv. |
| Depression | 99420: screen only | G0444: screen only | H0002, H0004: screen for pregnant women only |
| Obesity | Varies | G0447: ≥15 min | E & M codes |

Must be delivered by credentialed providers

May be delivered by credentialed providers or paraprofessionals

FFS Reimbursement: Gaps and Remedies

Gap

No billing code for collaborative care

Variable coverage by Medicaid programs

Only credentialed providers are reimbursed

Some services not covered at certain visits

Remedy

Establish one - like Minnesota did

Make coverage universal

Reimburse for all who deliver service

Cover services at all visits

