

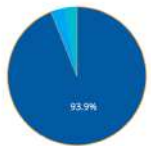
Inflationary Tactics

Christopher Wolfe, OD, FAAO, Dipl. ABO



Financial Disclosures

General Payments by Nature of Payment in 2020



Nature of Payment	Amount	Payments	Amount (%)
Consulting Fees	\$15,452.00	16	13.2%
Food and Beverage	\$221.44	14	3.1%
Services other than consulting	\$558.00	1	2.3%

Company Making Payments	Total Payments	Total Amount (\$)	Total Amount (%)
SOFT SCIENCES, INC.	5	\$3,349.62	49.2%
JOHNSON & JOHNSON SURGICAL VISION, INC.	6	\$6,143.00	39.2%
COOPERVISION, INC.	7	\$2,384.57	13.8%
BAUSCH & LOMB, A DIVISION OF BAUSCH HEALTH US, LLC	3	\$89.19	0.5%
HEXAGON THERAPEUTICS PLC	1	\$31.32	0.2%
MACULOGIC, INC.	1	\$19.50	0.1%
RICHARTE PHARMACEUTICALS CORPORATION	1	\$16.36	0.1%
SUN PHARMACEUTICAL INDUSTRIES INC.	1	\$13.68	0.1%



Introduction

In this course we will cover:

- **Financial Impact** of Incorrect Coding and Billing
 - 3 Common Mistakes
 - 3 Opportunities

Financial Impact of Incorrect Coding

Christopher Wolfe, OD, FAAO, Dipl. ABO

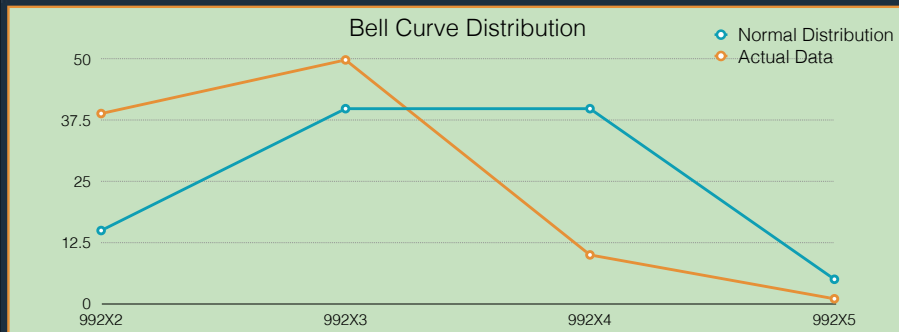
Financial Impact of Incorrect Coding

ODs Make Three Costly Errors

1. We under **CODE**
2. We under **CHARGE**
3. We under **MANAGE**
 1. We **lump disease services** under a "routine" visit

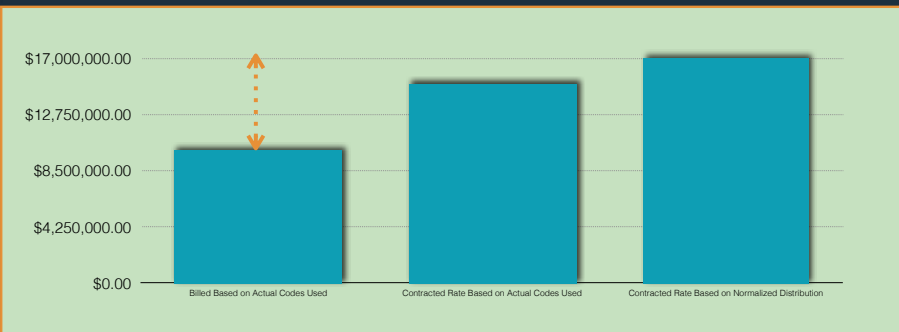
Error #1: Undercode

What does insurance data show?



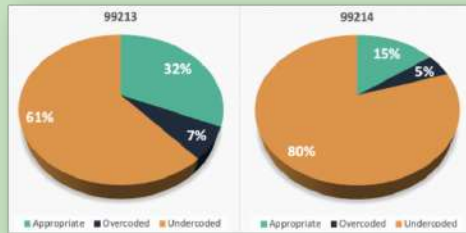
Error #2: Under Charge

What does insurance data show?



Error #2: Under Charge

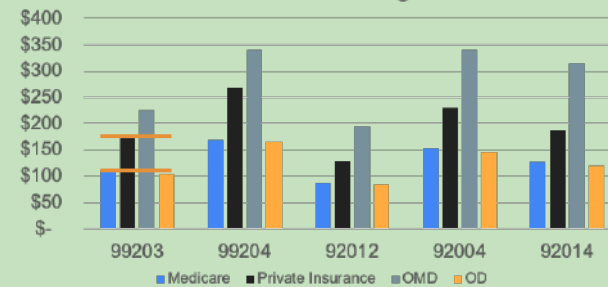
What does superbill data show?



Error #2: Under Charge

What does superbill data show?

Real World Charges



Poll #1

According to 2018 MBA Metrics, what was the % of average revenue generated by independent ODs for managing medical conditions?

Error #3: Under Manage

What does MBA Metrics and Prevalence data show?

1.2 MBA Practice Profile Research

Since 2005, MBA has gathered comprehensive information on the characteristics and financial performance of over 1,900 private optometric practices in the U.S. When registering for an MBA educational seminar, participants complete a detailed questionnaire about office processes, revenue sources and expenses during the most recent calendar year. From the specificity of the responses (absence of rounding), it is clear that many MBA respondents refer to financial records to report revenue by source, number of exams performed by type, expenses and other quantitative production variables. Thus, the data is of higher quality than some other surveys that rely primarily on respondent memory or guesses.

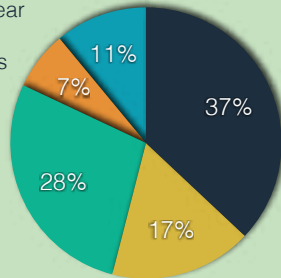
Error #3: Under Manage

Average MBA Revenue Sources

Glasses and CL Sales account for **54% of revenue** for the average OD practice!

Glasses, CL Sales and Routine Eye Exams account for **82% of revenue** for the average OD practice!

- Prescription Eyewear
- Contact Lenses
- Routine Eye Exams
- Medical Eye Care
- Other



Error #3: We Under Manage - Prevalence Data

Eye Care Visits By Type	Median MBA	Average MBA	Prevalence data
Dry Eye/MGD	17	27	~ 703
Infection	9	17	~ 50
Allergy	8	14	~ 180
Glaucoma	16	31	~ 21
Cataract Co-mgmt	14	18	?
Refractive Sx Co-mgmt	1	3	?
FB rml	2	4	?
Total	67	114	954

Error #3: We Under Manage - Medicare Billing Data

By Richard Edlow, OD,
The Eyeconomist

Nov. 3, 2021

Optometric journals present a plethora of articles covering diagnostic and therapeutic management of eye disease. Based on the coverage, one might assume that the majority of optometrists devote the majority of their clinical time to providing medical eyecare services. To what degree is this true?

	2016	2019
92083	27.2%	29.5%
92133	24.2%	27.3%
92134	20.1%	24.4%
92250	29.6%	32.0%
Any Billing	61.2%	62.7%

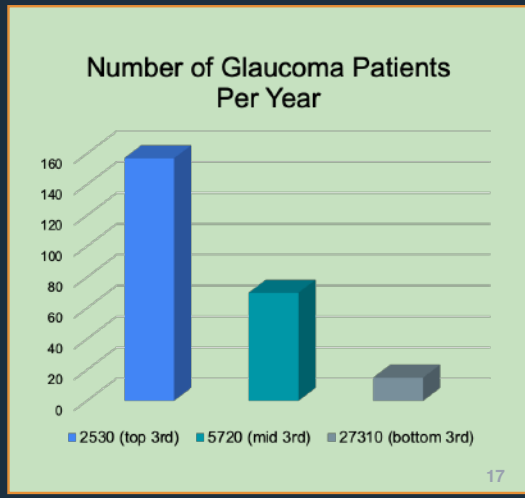
Poll #2

In 2017, what % of ODs wrote less than 5 prescriptions for glaucoma medications?



Error #3: We Under Manage - Prescribing Data

~10,000 ODs in the US **never wrote** a glaucoma Rx in 2017!
~ 6.7% of ODs write 50% of glaucoma Rxs
37% of ODs write < 5 glaucoma Rx/yr



Poll #3

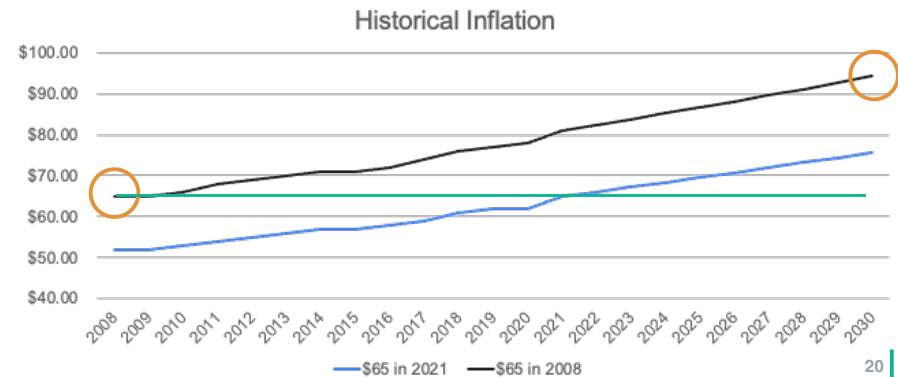
If you were making \$65 per routine examination in 2008, what would you need to make for each exam today (2021) to counteract inflation?



What is the Impact of Stagnant Routine Reimbursements?

Christopher Wolfe, OD, FAAO, Dipl. ABO

What is the Impact of Stagnant Routine Reimbursements?



Stagnant Routine Reimbursements?

visibly
Celebrate Cyber Monday with a sale!
The whole site is 30% off!
It is time to renew your vision prescription. Get your eyes checked for only \$29.50 with our Black Friday sale code CYBER23 at checkout to redeem this special offer!
And, if you wear contact lenses, it's your lucky day! All contact lens products are also 30% off and no discount code is needed at checkout.
And, don't forget to use your TSA or HSA dollars if you still have them!

Stagnant Routine Reimbursements?



What is the Impact of Medical Management?

Christopher Wolfe, OD, FAAO, Dipl. ABO

Impact of Managing Glaucoma

- If you spent **30 minutes per encounter**, you would generate **~\$455 to \$521/ hour**

Visit #	Ocular Hypertension	Glaucoma Suspect	Glaucoma, Mild	Glaucoma, Moderate	Glaucoma, Severe
Potential Services	Comprehensive Examination, Refraction, OER OCT, optomap screening	Comprehensive Examination, Refraction, OER OCT, optomap screening	Comprehensive Examination, Refraction, OER OCT, optomap screening	Comprehensive Examination, Refraction, OER OCT, optomap screening	Comprehensive Examination, Refraction, OER OCT, optomap screening
Potential Codes	92014, 92015, 92133, optom	92014, 92015, 92133, optom	92014, 92015, 92133, optom	92014, 92015, 92133, optom	92014, 92015, 92133, optom
Potential Fees	\$ 152.20	\$ 152.20	\$ 152.20	\$ 152.20	\$ 152.20
Potential Services	DFC, 24-2, ONH photo, gonio	DFC, 24-2, ONH photo, gonio	DFC, 24-2, ONH photo, gonio	DFC, 24-2, ONH photo, gonio	Office Visit, 24-2, ONH OCT
Potential Codes	92213, 92256, 92030, 92083	92213, 92256, 92030, 92083	92214, 92250, 92030, 92083	92214, 92250, 92030, 92083	92214, 92083, 92030, 92083
Potential Fees	\$ 234.83	\$ 234.83	\$ 238.68	\$ 238.68	\$ 238.68
Potential Services				Office Visit, 24-2, ONH OCT	DFC, 24-2, ONH photo, gonio
Potential Codes				92014, 92083, 92133	92214, 92250, 92030, 92083
Potential Fees				\$ 213.64	\$ 238.68
Potential Services					Office Visit, 20-2
Potential Codes					92214, 92083
Potential Fees					\$ 176.68
Total Annual Revenue	\$ 486.96	\$ 486.96	\$ 521.92	\$ 735.56	\$ 911.16
Total Annual Time (in hours)	1	1	1	1.5	2
Total Revenue per OD Hour	\$ 486.96	\$ 486.96	\$ 521.92	\$ 490.37	\$ 455.58

Impact of Managing Glaucoma

• If you spent 15 minutes per encounter, you would generate ~\$911 to \$1,043/ hour

Visit #	Ocular Hypertension	Glaucoma Suspect	Glaucoma, Mild	Glaucoma, Moderate	Glaucoma, Severe
1	Potential Services Comprehensive Examination, Refraction, ODH OCT, optomap screener	Comprehensive Examination, Refraction, ODH OCT, optomap screener	Comprehensive Examination, Refraction, ODH OCT, optomap screener	Comprehensive Examination, Refraction, ODH OCT, optomap screener	Comprehensive Examination, Refraction, ODH OCT, optomap screener
	Potential Codes 92014, 92015, 92133, optas	92014, 92015, 92133, optas	92014, 92015, 92133, optas	92014, 92015, 92133, optas	92014, 92015, 92133, optas
	Potential Fees \$ 252.29	\$ 252.29	\$ 252.29	\$ 252.29	\$ 252.29
2	Potential Services DPE, 24-2, ODH photo, gonio	DPE, 24-2, ODH photo, gonio	DPE, 24-2, ODH photo, gonio	DPE, 24-2, ODH photo, gonio	Office Visit, 24-2, ODH OCT
	Potential Codes 99213, 92250, 92010, 92083	99213, 92250, 92010, 92083	99214, 92250, 92000, 92083	99214, 92250, 92010, 92083	99214, 92083, 92133
	Potential Fees \$ 444.91	\$ 384.61	\$ 340.63	\$ 208.89	\$ 223.81
3	Potential Services			Office Visit, 24-2, ODH OCT	DPE, 24-2, ODH photo, gonio
	Potential Codes			99214, 92083, 92133	99214, 92250, 92000, 92083
	Potential Fees			\$ 213.64	\$ 268.63
4	Potential Services				Office Visit, 20-2
	Potential Codes				99214, 92083
	Potential Fees				\$ 175.60
Total Annual Revenue	\$ 486.96	\$ 486.96	\$ 521.92	\$ 735.56	\$ 911.16
Total Annual Time (in hours)	1	1	1	1.5	2
Total Revenue per OD Hour	\$ 486.96	\$ 486.96	\$ 521.92	\$ 490.37	\$ 455.58

Opportunities to Tap Into Your Value

Christopher Wolfe, OD, FAAO, Dipl. ABO

Opportunities to Tap Into Your Value

ODs Have Significant Opportunities

1. Increasing need for medical eye care
2. ODs are increasing at a greater rate than OMDs
3. ODs have multiple revenue streams

Common Objections from ODs

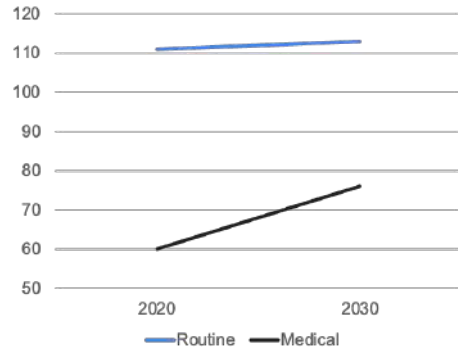


- “It is not worth my time to manage disease.”
- “I make more selling glasses/contacts to patients than caring for medical problems.”
- “I don’t want to be taken away from time I could spend taking care of patients who need glasses.”
- “I don’t see very many eye diseases in my patient population”

Opportunity #1: Need for Medical Eyecare is Growing



Estimated Service Needs

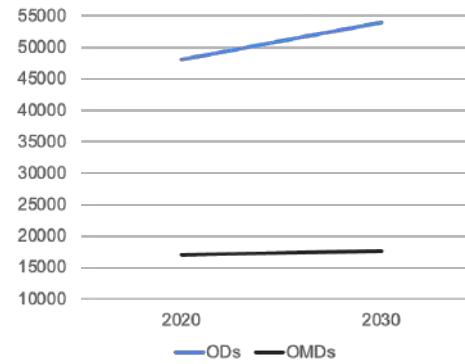


Routine increase by 1.8%
Medical increase by 21%

Opportunity #2: ODs are more available than OMDs



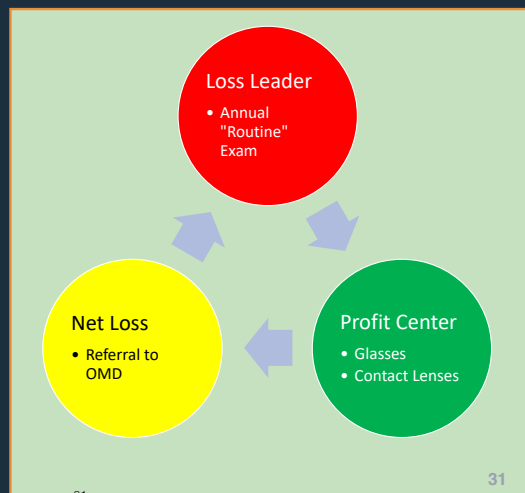
Growth in Providers



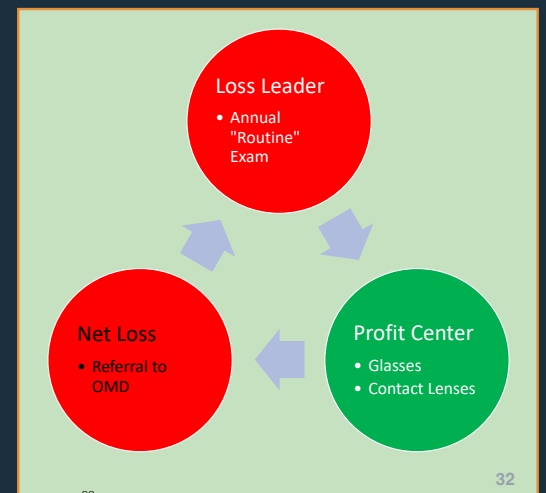
OD increase by 13%
OMD increase by 3%



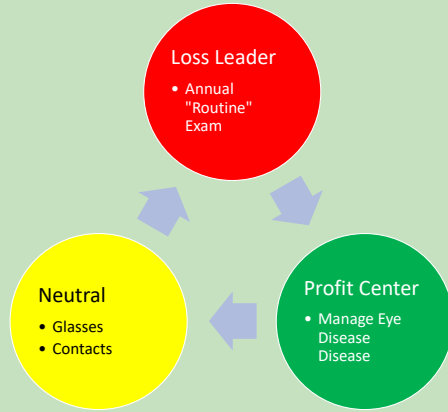
Opportunity #3: We can provide services that are covered by MVCP's, Medical Plans and Patients!



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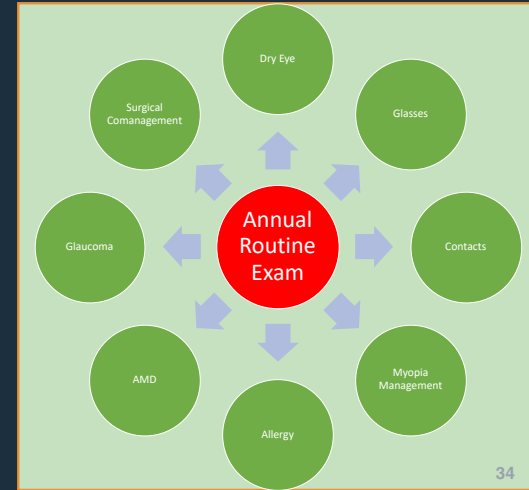
Opportunity #3: We can provide services that are covered by MVCP's, Medical Plans and Patients!



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Opportunity #3: Diversity

- MVC Services
- Medical Services
- Cash Services



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THE CHRIS WOLFE PODCAST

on EyeCode Media

