

# IRPC Presentation 2011-2012

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SUNY COLLEGE OF OPTOMETRY  
UNIVERSITY EYE CENTER

# A New EHR

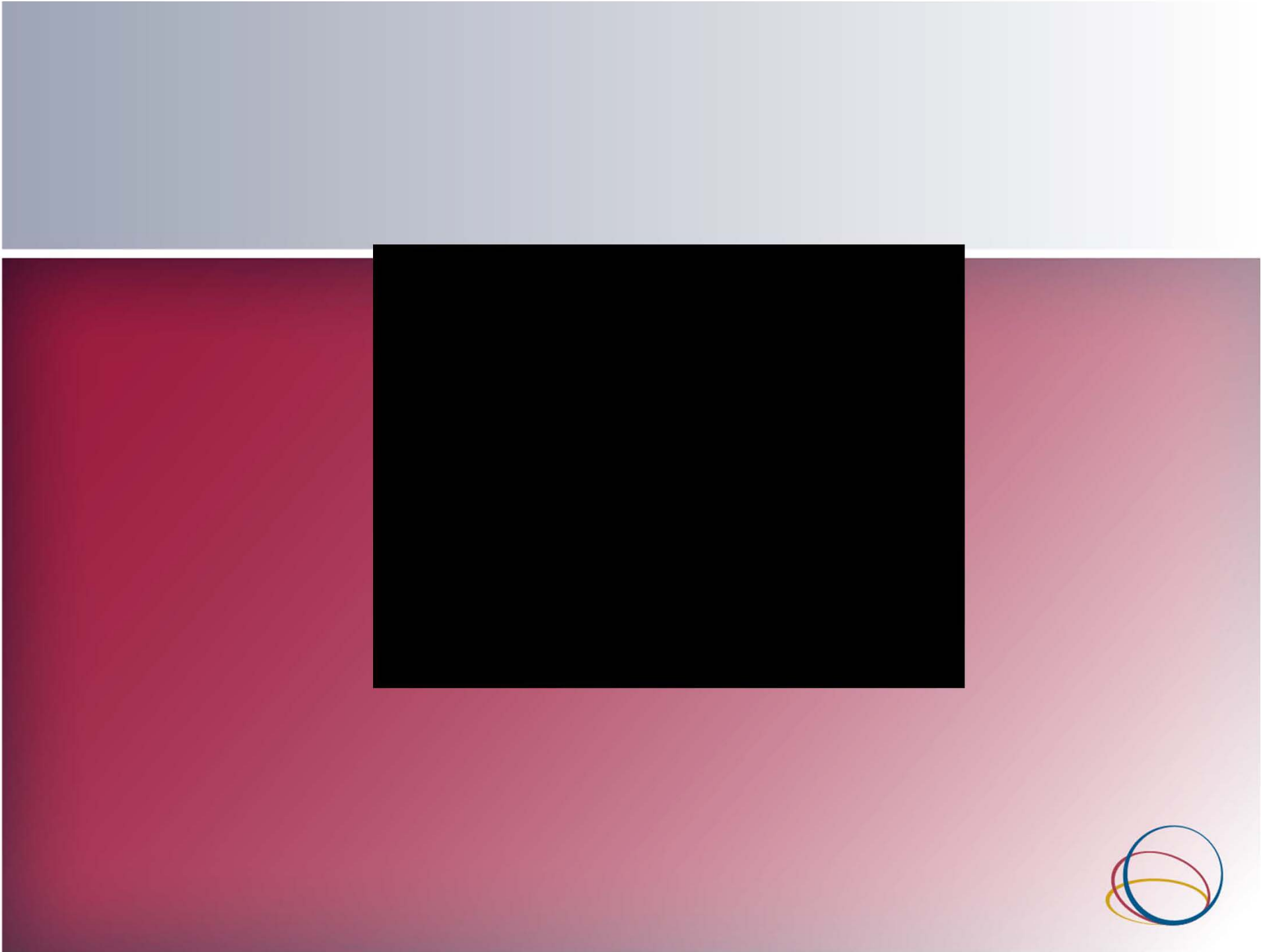
- It will become a reality!
- Contract Signed November 30, 2011



# A New EHR for the UEC!

- FROM THE DAWN OF HISTORY
- THE FIRST IT PROFESSIONAL SEEN AT WORK





# Improving Patient Lives - Increased public awareness of UEC

- A public relations plan, revised annually will be developed.

Website Re-design – Phase 2 Changes

Events Calendar

PR Films

New Recall Card

New Promotional Material Developed – Pediatric  
Eye Care Services Brochure

The return of patient newsletters



# Increased public awareness of UEC

- Patient Satisfaction Surveys:
  - Revised Procedure
  - Collecting Pertinent Data
- Appointment Preference Survey being Conducted
- WPIX Screening



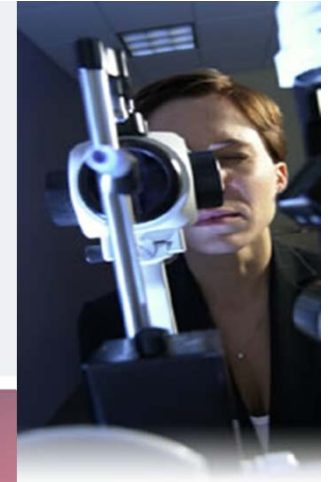
# Expansion of UEC off-site locations

- An expansion plan to develop off-site clinical services in under served communities will be developed and implemented by Spring 2010 and the plan will be revised annually.

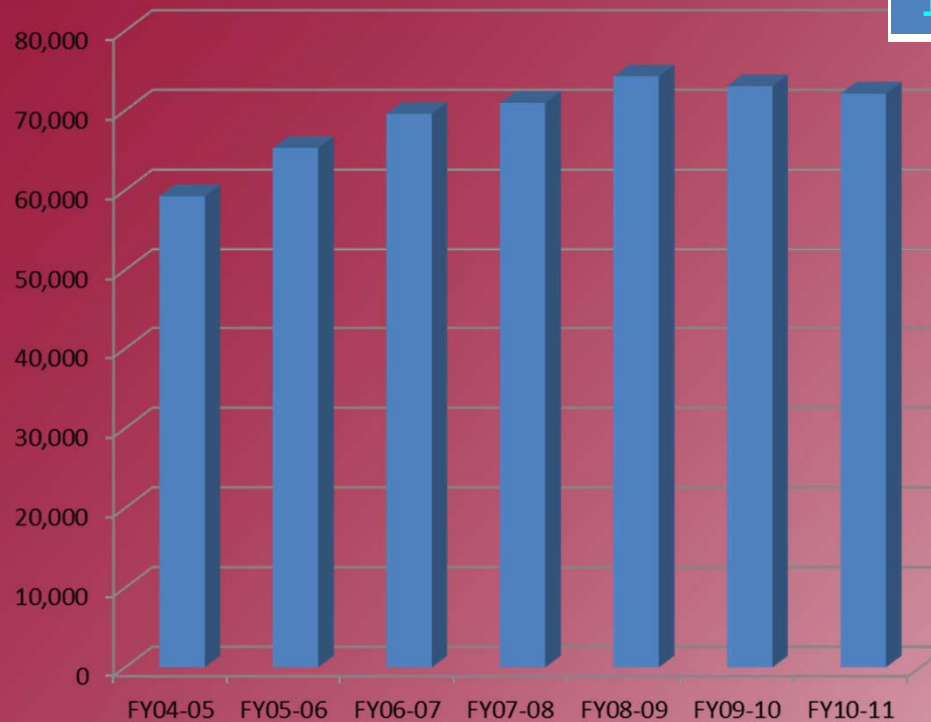
2011 – Signed Contract with Refuah Health Care



# Patient Encounters



**Totals**



**1.3 % Decease in FY 2011**

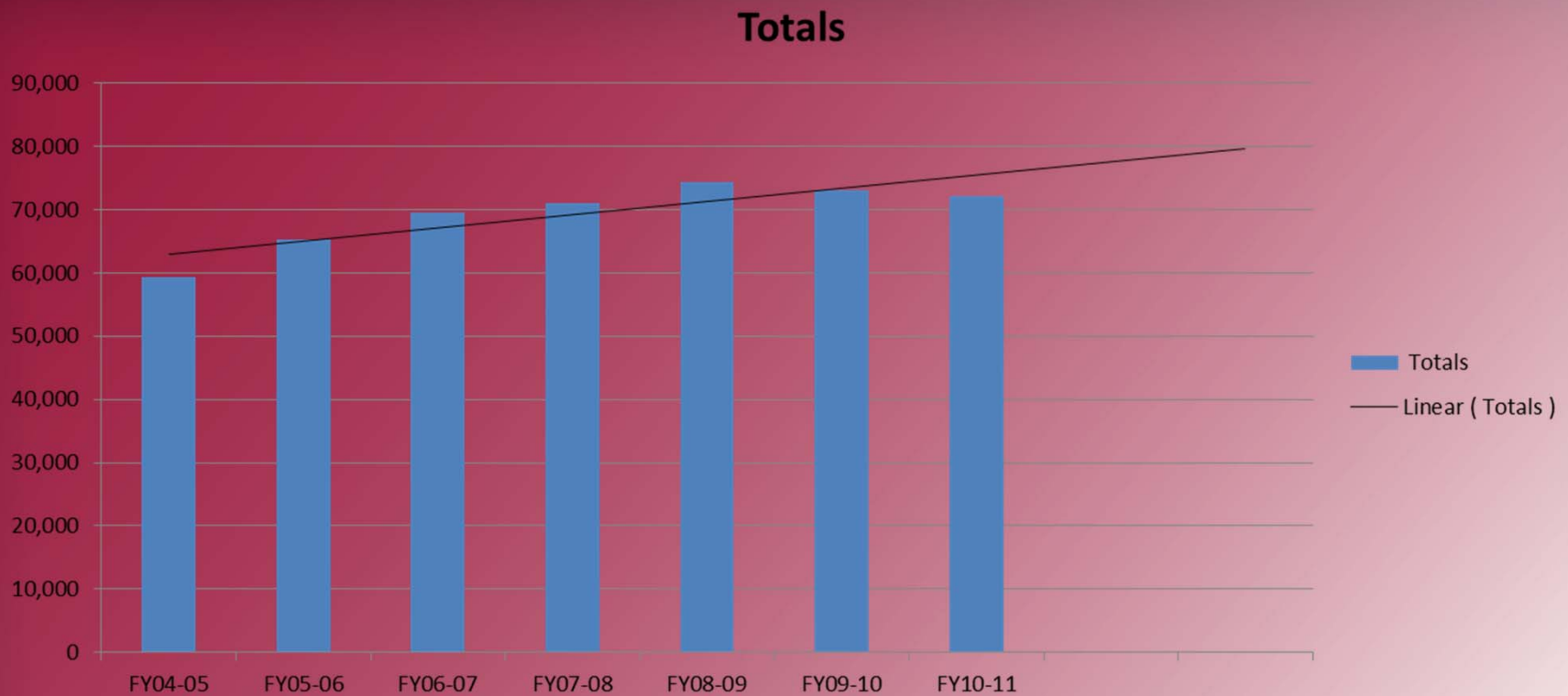
**Strategic Goal = 85,000 by 2013**

Fiscal Year	Totals
FY04-05	59,250
FY05-06	65,305
FY06-07	69,582
FY07-08	70,938
FY08-09	74,285
FY09-10	73,061
FY10-11	72,117

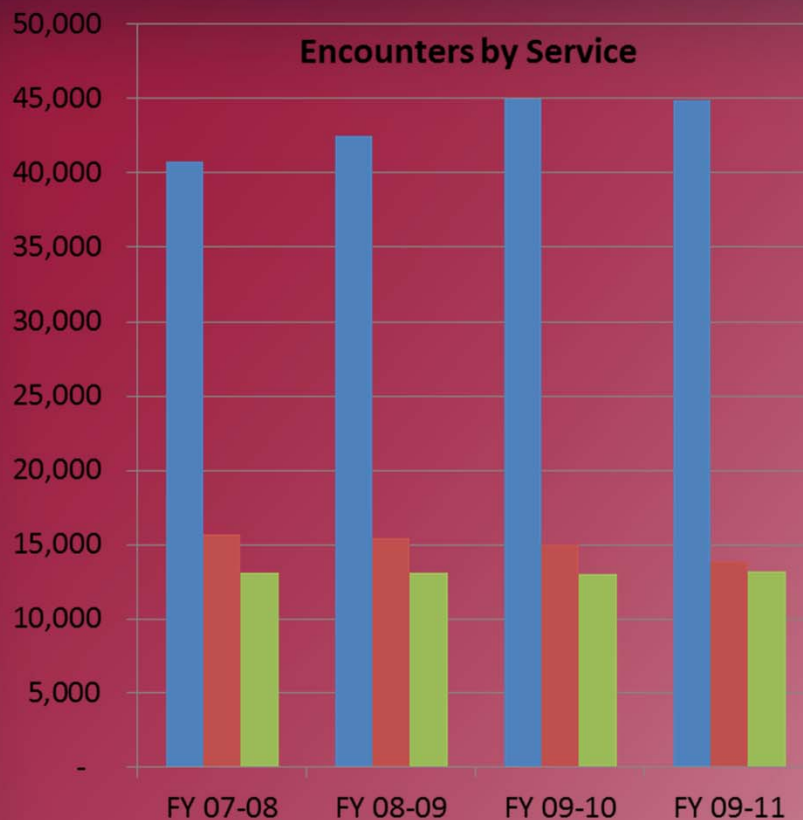




# UEC PATIENT ENCOUNTERS: Trend Line



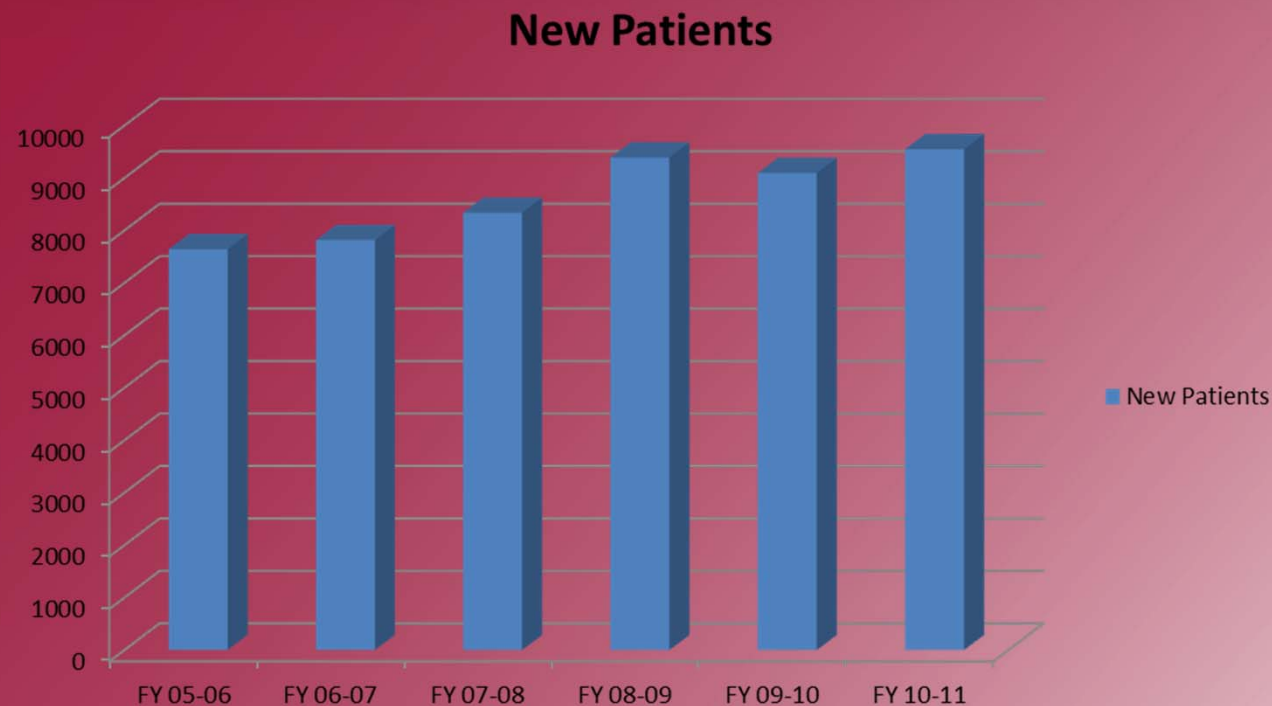
# Encounters Per Service



	FY 07-08	FY 08-09	FY 09-10	FY 10-11
Adult and Pediatric Primary Care	40,756	42,443	44,967	44,932
Vision Rehabilitation	15,685	15,432	15,058	13,920
Advanced Care	13,141	13,103	13,036	13,265



# New Patients Seen in the UEC



Fiscal Year	New Patients
FY 05-06	7641
FY 06-07	7816
FY 07-08	8339
FY 08-09	9391
FY 09-10	9095
FY 10-11	9550



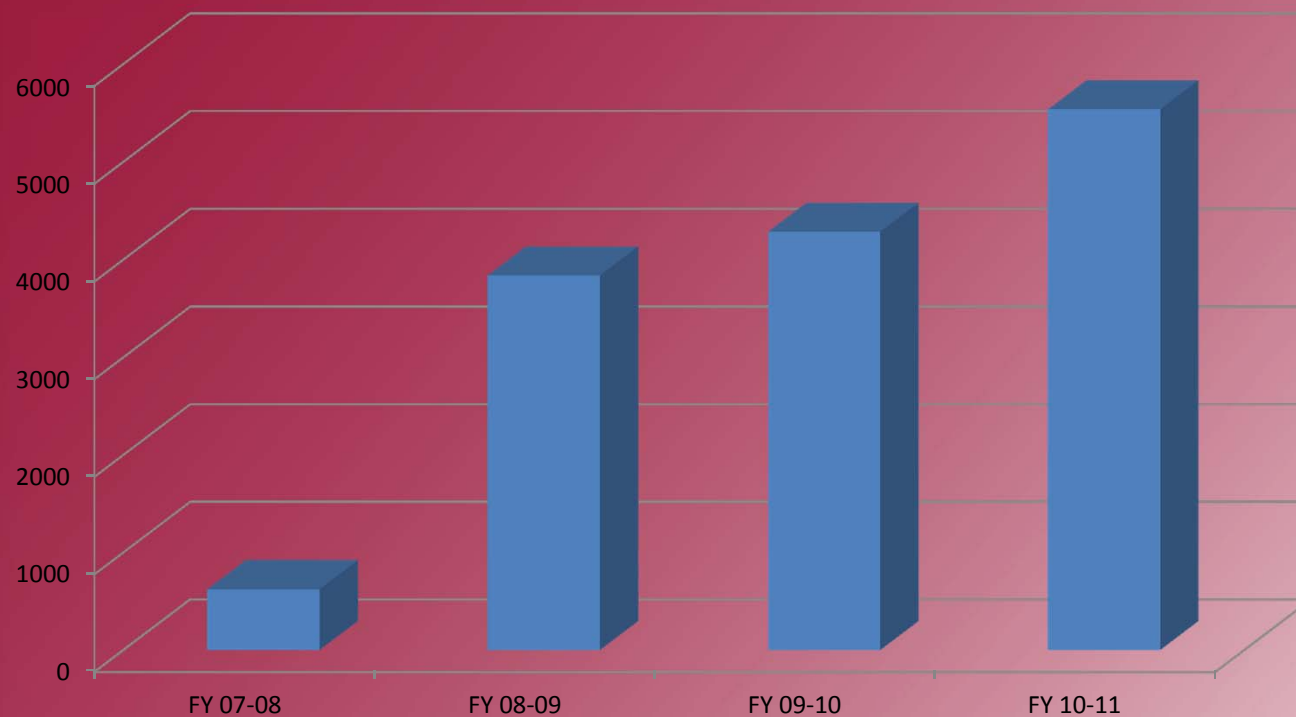
# Increase patient referrals

- The UEC will receive at least 3,000 referral visits per year, via its internal Referral Service, by 2013.



# Referral Service – Annual Encounters

**Annual Encounters- Referral Service**



Year	Annual Encounters
FY 07-08	624
FY 08-09	3,839
FY 09-10	4,285
FY 10-11	5,538



# UEC Public Service

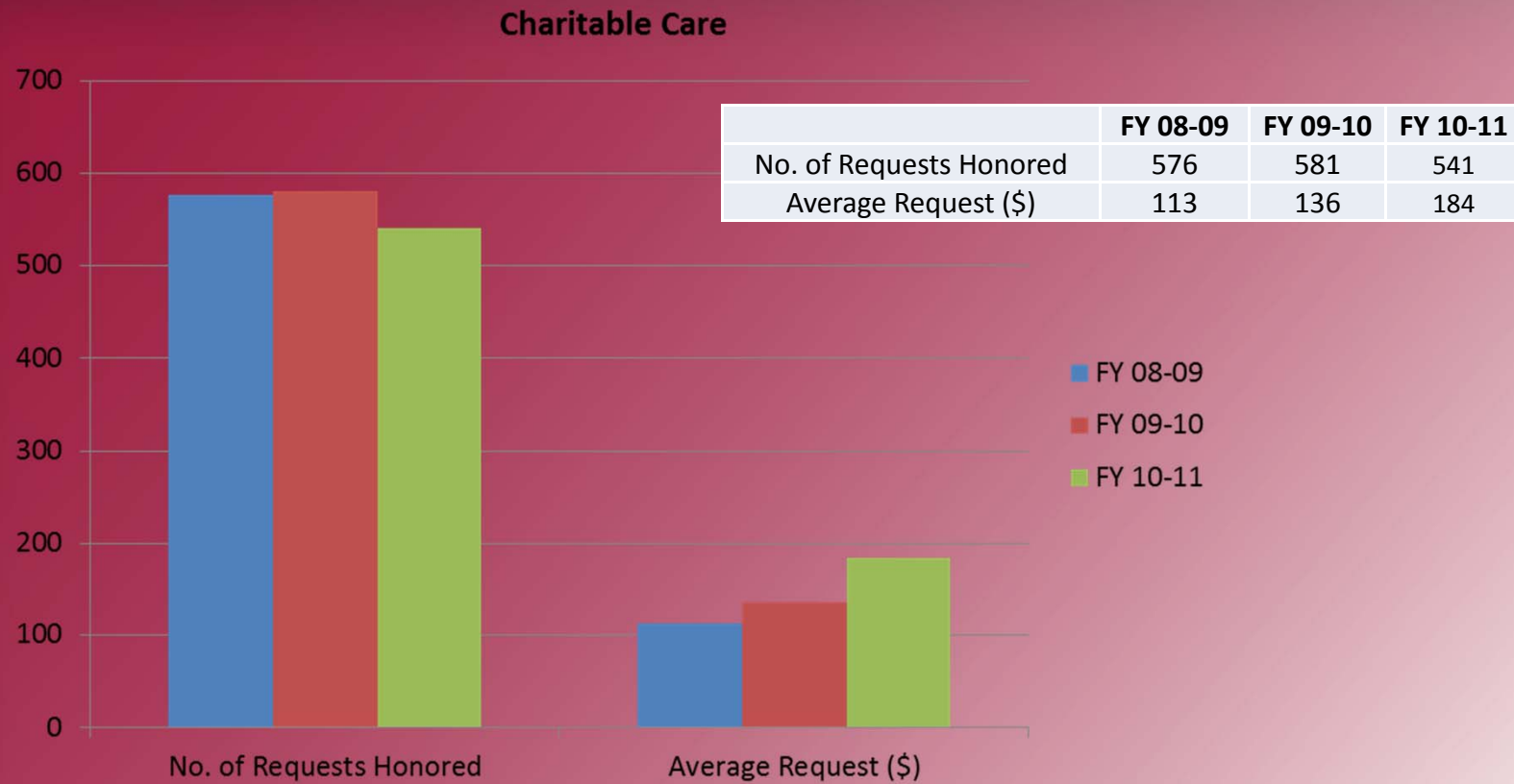
- Giving Back to the Community
  - Homebound Program
  - School Screenings
  - Charitable Cases
  - Support Groups
  - Community Lectures
  - Free Vision Screenings



Focused Area	FY 08-09	FY 09-10	FY 10-11
Homebound Visits (number of visits)	148	145	Total = 201 a) Queens = 92 b) Manhattan = 109
Vision Screening (including schools) (number of screenings/number of participants)	17	27	a) Number of screenings = 55 b) Number of participants = 3,157
Charitable Care (number of patients receiving care)	Number of Requests = 576  Average Request = \$113	Number of Requests = 581  Average Request = \$136	Number of Requests = 1192 (541 unique)  Average Request = \$ 184 per unique \$84 per request
Support Groups  a) number of programs  b) number of participants  c) Unique types of programs	a) 38 b) ?? c) 3	a) 39 b) ?? c) 3	a) Number of support groups = 40  b) Number of participants = 590  c) 4
Community Lectures/Events (number)	13	14	Number of Programs = 12  Number of Participants = 679



# Charitable Care





# Develop UEC compliance program

- All UEC faculty and staff will complete an annual training in Business Integrity/HIPAA as well as a program on Elder Abuse, Child Abuse and Domestic Violence

100% Compliance for Calendar Year 2011



# Meet with Community Neighbors

- Beginning in 2008-2009, at least 3 meetings per year will be held with corporate entities or community groups to seek collaborative activities.

## Accomplishments:

Meetings with CBVH and VISIONS

Readers' Digest Collaborations

New York State Vision and Eye Health Collaborative  
Clinic Director Network (CDN)

Emergency Care Center

New York Public Library

Global Center



# Other Goals 2010/2011

- Completed Review of “Policy and Procedures” Manual
- Right-Sizing of the Clinic
- Implemented Three Service Model
- Recruitment of Three New Service Chiefs
- EMR/Practice Management System Selected
- Full Implementation of Carve Out Bill
- Pharmacy and Record’s Consultant
- Dry Eye Clinic/Hereditary Optic Nerve Clinic



# Key Metrics:

- Patient Encounters

- |                               |                    |
|-------------------------------|--------------------|
| – Total UEC                   | Available Monthly  |
| – Individual Clinic           | Available Monthly  |
| – External                    | Annually           |
| – Referral Service            | Available Monthly  |
| – New Patients                | Available Monthly  |
| – Indigent Patients(# & \$ )  | Available Annually |
| – Patient Satisfaction Survey | Available          |

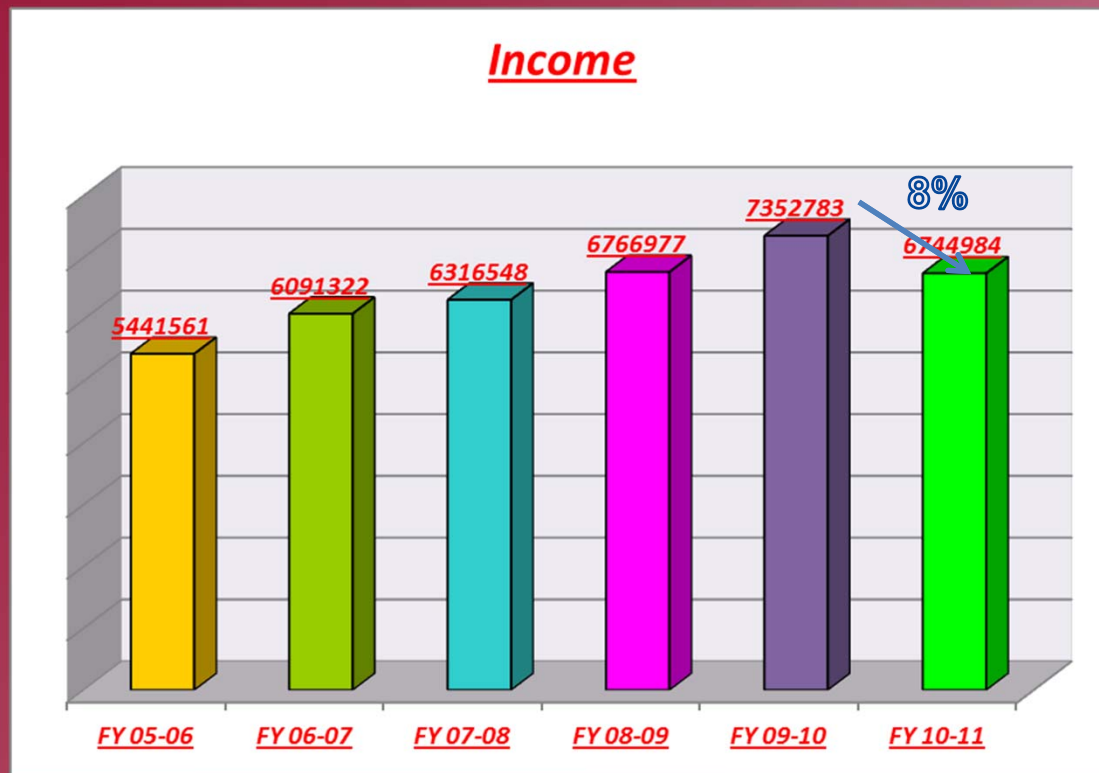


# Key Metrics

- Annual Revenues
  - Annual Revenues Per Service
  - Payor Mix
  - Dollars/Days in AR
  - Number of Participating Doctors in Managed Care
  - Number of procedures



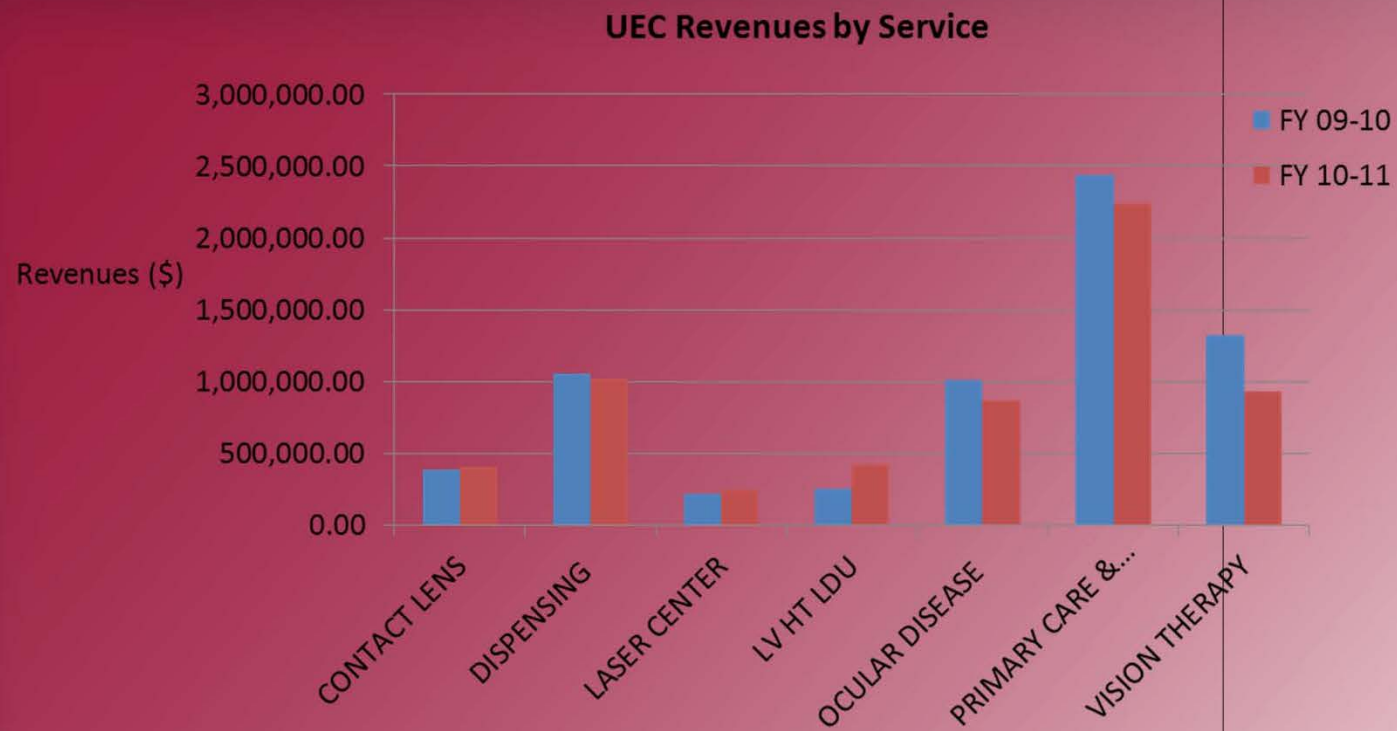
# UEC Revenue Per Year



Year	Income
FY 05-06	5441561
FY 06-07	6091322
FY 07-08	6316548
FY 08-09	6766977
FY 09-10	7352783
FY 10-11	6744984

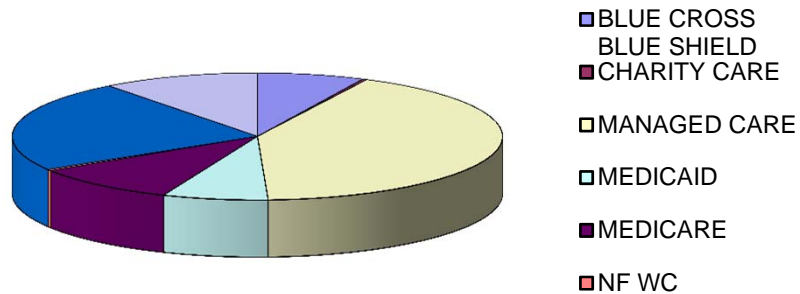


# UEC Annual Income

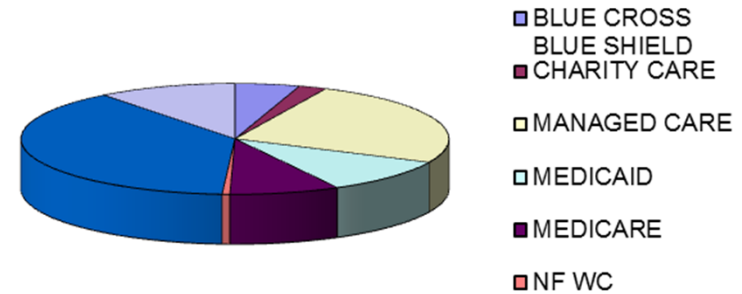


# Payor Mix: FY 10-11

UEC Charge Payor Mix FY '10-'11



UEC Payor Mix '10-11



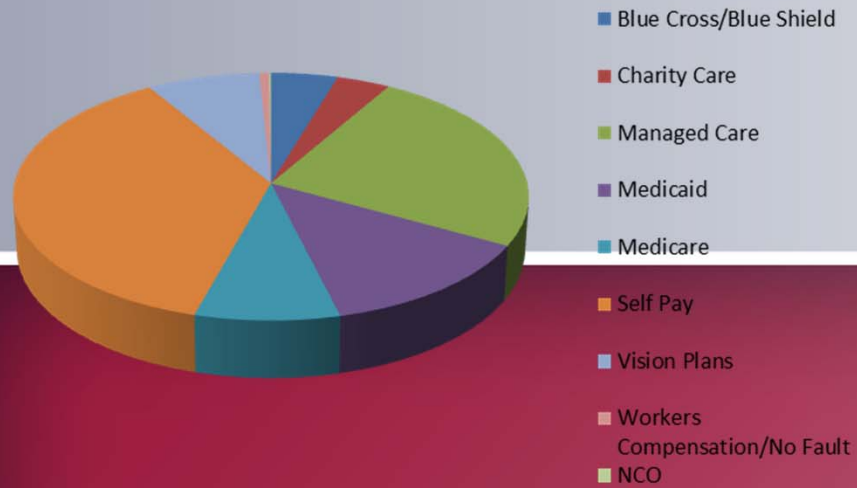
Payor	Charges	
BLUE CROSS BLUE SHIELD	\$ 642,657.50	7.08%
CHARITY CARE	\$ 24,994.00	0.28%
MANAGED CARE	\$ 3,806,822.17	41.95%
MEDICAID	\$ 629,186.11	6.93%
MEDICARE	\$ 880,350.00	9.70%
NF WC	\$ 29,610.00	0.33%
SELF PAY	\$ 2,121,521.04	23.38%
VISION PLANS	\$ 940,445.51	10.36%
TOTAL	\$ 9,075,586.33	

Payor	Payments	
BLUE CROSS BLUE SHIELD	\$ 300,043.12	4.87%
CHARITY CARE	\$ 130,305.00	2.12%
MANAGED CARE	\$ 1,539,441.02	24.99%
MEDICAID	\$ 621,502.14	10.09%
MEDICARE	\$ 511,778.22	8.31%
NF WC	\$ 35,847.42	0.58%
SELF PAY	\$ 2,373,861.40	38.54%
VISION PLANS	\$ 646,649.58	10.50%
TOTAL	\$ 6,159,427.90	

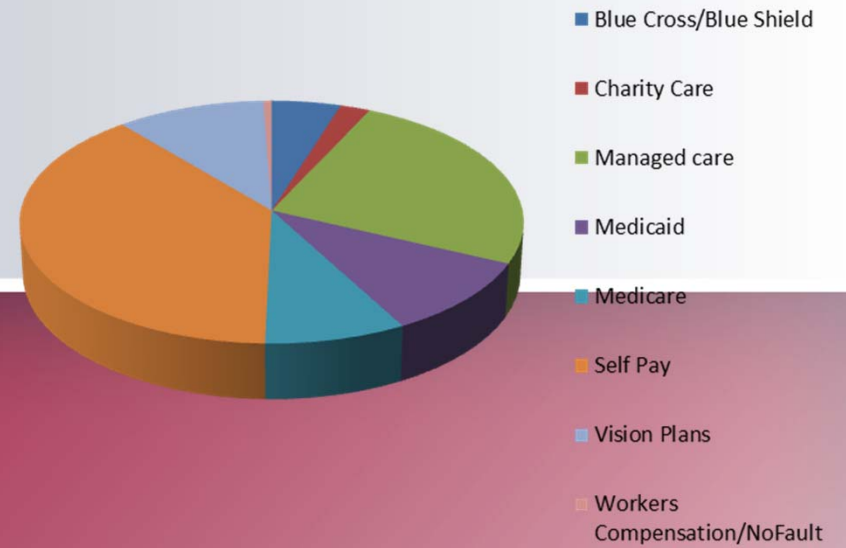




**UEC Payor Mix 09-10**



**UEC Payor Mix 10-11**

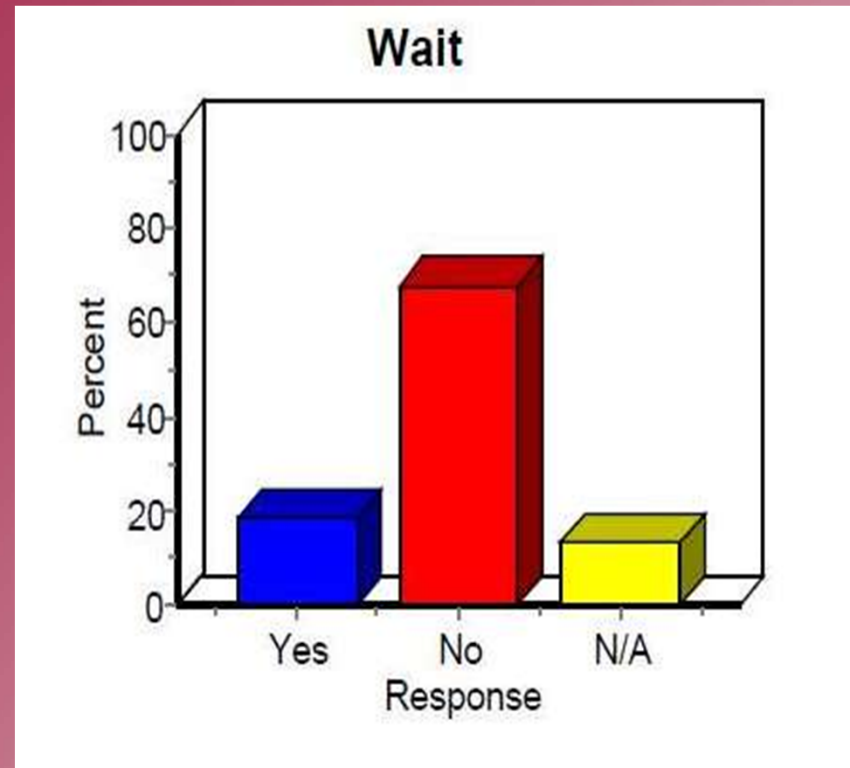


Payor	2009-2010 Percentage	2010-2011 Percentage
Blue Cross/Blue Shield	4.65	4.87
Charity Care	3.73	2.12
Managed Care	24.68	24.99
Medicaid	13.04	10.09
Medicare	8.22	8.31
Self Pay	37.02	38.54
Vision Plans	7.87	10.50
Workers Compensation/No Fault	0.68	0.58
NCO	0.12	
TOTAL	100	100



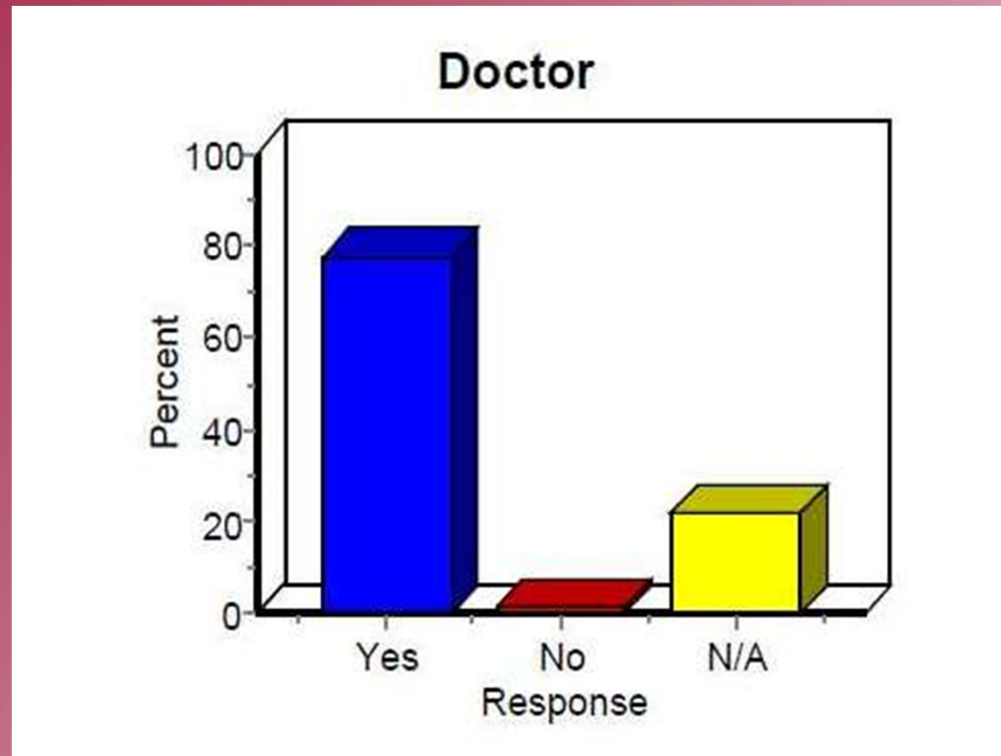
# Patient Satisfaction Survey - Once you checked-in, was your wait to see the doctor in excess of 15 minutes?

N= 533  
Yes = 100  
No = 362  
N/A = 71



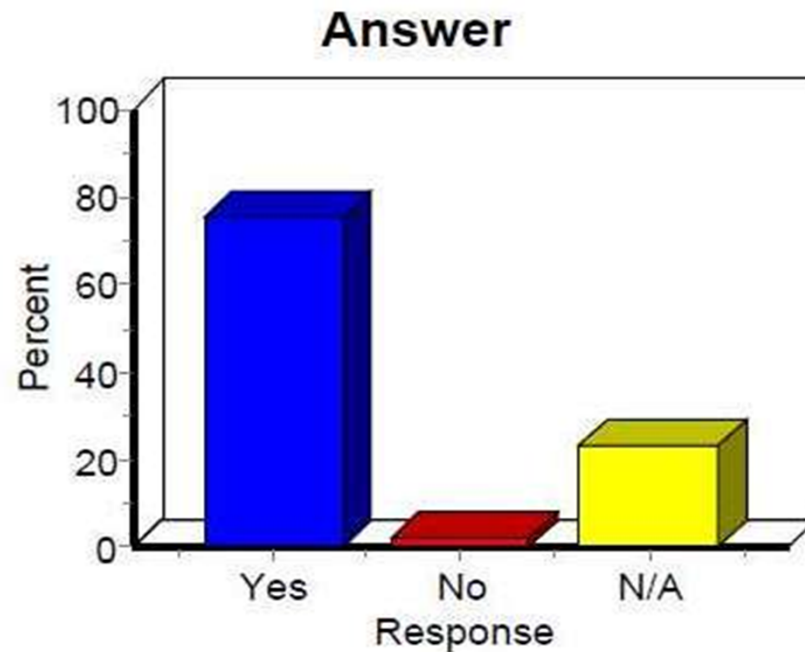
# Patient Satisfaction Survey - Was your doctor courteous and professional to you?

N= 533  
Yes = 413  
No = 5  
N/A = 115



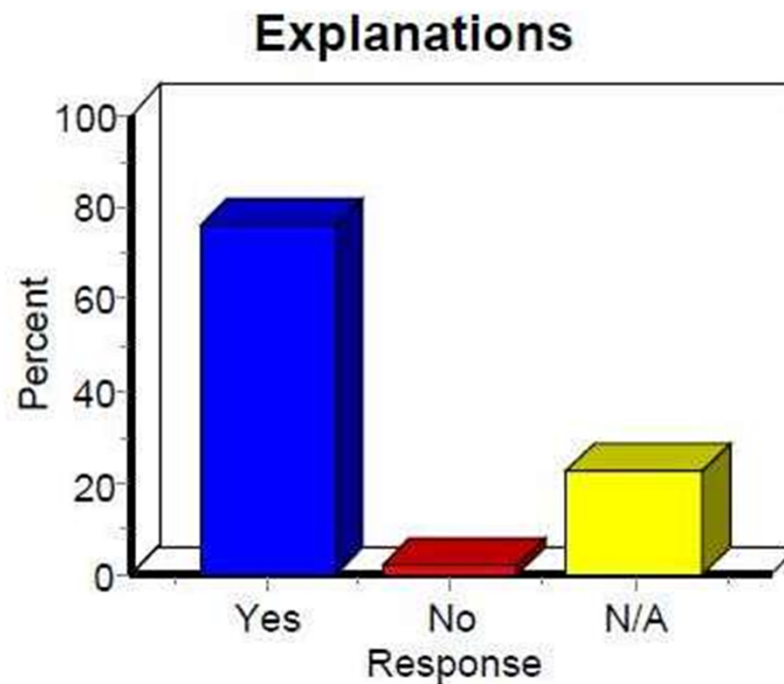
# Patient Satisfaction Survey - Did the doctor answer your questions regarding today's visit?

N= 533  
Yes = 400  
No = 9  
N/A = 124



# Patient Satisfaction Survey - Explanations about your eye health and vision were satisfactory?

N= 533  
Yes = 404  
No = 11  
N/A = 118



# New Strategic Plan – Areas for Consideration

- OCNV:
  - Develop new funding sources for internal and external UEC Programs
- Patient Retention:
  - Increase return rate for existing patients
- Continue to work with DCF to promote the UEC:
  - Develop “E-Strategies” for patient communication
  - Promote and expand community involvement
  - Update and further development of existing website



# New Strategic Plan – Areas for Consideration

- Patient Education:
  - E- Newsletter for patients
  - On Line Options
- Expansion of Clinical Services
  - Continue to expand the Dry Eye Clinic; Imaging; Sports Vision
- Health Care Reform
- New Call Center Phone System – increase in patient satisfaction
- Lion's Club



# ANY QUESTIONS?

