

# STAND OUT IN THE MARKET WITH YOUR NEW PRODUCT OFFERING DYNAMIC CHRONIC CARE MANAGEMENT (CCM)

How would your CCM company benefit, and your current provider clients benefit from Precision Healthcare Technology's Stealth Workflow Intelligence? Let me count the ways. Let's start here;

The latest data reveals that only 4% of Medicare beneficiaries potentially eligible for CCM received these services, and only 2% made it six months. That amounts to 882,000 out of a potential pool of 22.5 million eligible CCM beneficiaries.

Even if you're the market leader you're still only dealing with a very small subset of the total population whereas we engage and are paid on 100%. Some of our biggest clients are ACOs and Medicare Advantage programs who represent "only 30-40%" of the patient population and want to capture the other 60-70%. This should be a no-brainer for you, as it helps to offset the high cost of delivery and small profit margins of your services. For you this is found money with no staff expense.

A lot of this problem comes from providers having already tried and failed with CCM, but that doesn't let them off the required compliance hook. We need to think and act differently and together to change these perceptions and numbers. We offer this same program for AWW, RPM, BHI, TCM, etc.

- 1 Earn revenue from the entire practice, not just the very small CCM qualified sector.
- 2 Even if a patient never starts, or falls off CCM, we still capture the electronic patient engagement revenue together.
- 3 This revenue more than triples what you earn in CCM alone and brings the provider significantly more revenue and compliance. No upfront cost to the provider, launch in 72 hours, cashflow in 35 days, and no payments due until collected.
- 4 Our platform will automatically identify medical necessity for CCM, prompt electronic informed consent to begin the program, and schedule the first appointment, all with no labor. Leading with technology means no more phone tag. Now you're only calling a much smaller group.
- 5 Our actions will usually at least double your CCM program participants to boost your revenue.
- 6 The provider is paid for this electronic encounter, and you are charged nothing.
- 7 You can be paid by us to staff share and offset some of that expense by transferring our simple encounter records into their EMR when you enter yours.
- 8 Unlike CCM, we are paid very quickly and not dependent on line item reconciliation for payment. This gives you quicker cash while you wait for insurance to pay for your services.
- 9 You can also choose to be brought in on our accounts for encounter record transfers, not yet using CCM to earn revenue as we prospect for and introduce that new client to you.
- 10 We give you ongoing access to PVBMT.com, our platform that gives RAF scores and 16 Quality Measure rankings on 1,040,000 providers. This includes total dollars missed for CCM.

Attached you can see what the numbers look like. The next page is a sample of what you might consider sharing with a current client. It's a very easy and immediately profitable upgrade for you to offer that drives considerable compliance and revenue. But before I get to that, I'll share a short story.

We had a hospital client with 300,000 patients who wanted us to do a Pilot on 500 CCM patients. We passed in favor of patient engagement on the 300,000. In the process we identified medical necessity for about 7,200 CCM patients they were unaware of. We're not interested in providing these services, which is why we want to partner with you. Together we all win!

CCM / PHT Combined Services Calculator	CCM Alone		Precision Alone	
	#s	\$72	#s	\$5
Adding Precision Healthcare Technology				
With Stealth Workflow Intelligence	CCM	CCM	Precision	PE/CC
Patient Engagement/Care Coordination (PE/CC)	Services	Revenue	PE/CC	Revenue
Total Patients - Your # HERE - - > >	5,000		5,000	
*Medicare Patients (20%)	1,000			
*Eligible for CCM (90%)	900			
*Enroll in CCM (4%)	36	\$2,592		
Eligible for PE - 75% Valid Contact Information			3,750	
Engage in Patient Engagement (40%)			1,500	\$7,500
Increased CCM from PHT= X 2	36	\$2,592		
<b>TOTALS</b>	<b>72</b>	<b>\$5,184</b>		<b>\$7,500</b>

**PHT + CCM      Gross      \$12,684**

**PHT      Increase      \$10,092**

\* CMS numbers as of 2023.

# Please Meet

## Our Strategic Partner,



Dear Provider,

I wanted to update you on an exciting upgrade we have made to streamline compliance, efficiency, and revenue for the services we perform with you. Precision Healthcare Technology is the only platform that can update individual patient's medical necessities after each subsequent encounter, care plans, enroll the patient, and then schedule the patient, all in the background away from your workflow.

The latest data reveals that only 4% of Medicare beneficiaries potentially eligible for CCM received these services, and only 2% made it six months. That amounts to 882,000 out of a potential pool of 22.5 million eligible CCM beneficiaries. The problem is that compliance requires documentation that providers are accountable for at least offering the program. This solves that problem.

We're able to now third party validate medical necessity to assure claim payment, and you monetize the process on your entire patient population regardless of whether the patient enrolls in ours or any other services. Better compliance, more program participants, and easy revenue for required services you may currently be missing.

There is no cost to use their platform, no upfront costs, no new technology to learn, no staff responsibilities, and nothing is owed until after you are paid. For more information, please check their [Case Studies](#) for an actual claim run, and results of their 20 Pilot programs they did for organizations totaling 1.3 million patients pending their services. Their information [QuickStart link is here](#). I've copied Co-Founder, Doug Sparks, who will be happy to assist.

As an advance thank you, Doug will provide you a link to see exactly how payers view your practice from RAF Score to your percentage compliance in 16 Quality Measures. This report will show you to the dollar the revenue missed for services where medical necessity was found and you failed to act, and then go get that revenue for you. Thank you again!