



The **SONE**
Pulse
 **LIVE**

January 22, 2025



Teams Webinar

- New Platform
- Encourage Interaction
- Opportunity to Ask Questions & Join the Discussion



Meeting Interactions

- All Participants Microphones Muted
- Questions or Comments
 - Raise your hand if you wish to speak, during Q&A your microphone will be enabled (note: you may be required to unclick the mute button on your end)
 - Type in the Q&A box to have a presenter read your question for all attendees
- Any Qs that are not addressed in the session, will be addressed following the meeting by a member of the SoNE team



Agenda

- SoNE HEALTH Medical Group Update
- Governmental Relations and Public Relations Advocacy Update
- Contracting Update
- Population Health Update: Annual Wellness Visits
- Communications Updates
- Q&A



SoNE HEALTH Medical Group

Kris Gorman | VP, Physician Services



Who and Why

- January 12, 2025, announced SoNE HEALTH Medical Group(SHMG)
- SHMG is a physician-owned and governed medical practice
- Our aim is to offer providers a supportive employment model, putting the patient/provider relationship in the center of focus





Our Mission

SoNE HEALTH Medical Group will promote an environment where patients, providers, and employees feel seen, heard, cared for, and fulfilled.



Our Vision

We envision team-based, integrated, high quality health care that enhances the experience and satisfaction of every patient, provider and employee.





Our Values

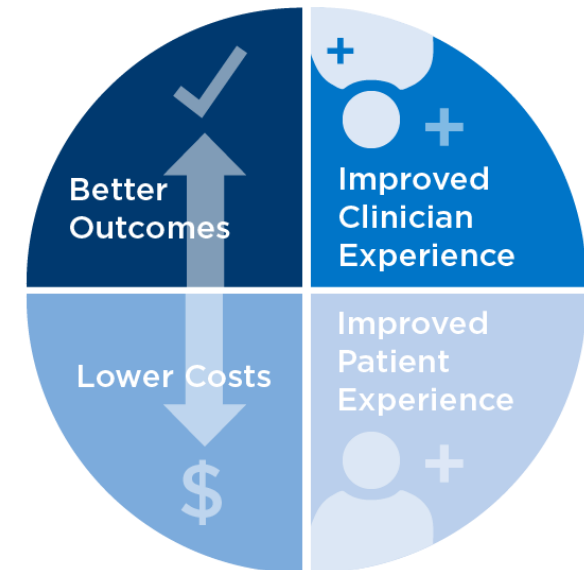
- Empathy:** We approach our work with humanity and a concern for all individuals.
- Respect:** We treat patients and all those with whom we interact with utmost respect.
- Collaboration:** We understand the impact of our work is greater when conducted with a spirit of collaboration.
- Quality:** We strive to deliver the highest quality care to patients throughout their care journey.
- Excellence:** We aim for excellence in all we do.
- Innovation:** We foster a spirit of innovation as our catalyst to seek new and improved ways to deliver care and improve health outcomes.
- Access:** We believe access to high-quality healthcare is a right for all individuals and strive to increase accessibility in all communities.



Who and Why

- SHMG plans to grow the network, not compete
- Focus on Internal Medicine/Primary Care
- Specialists only where there are service gaps
- Clinical infrastructure to support providers working to the top of their license
- Support patients receiving the best care with the right provider, at the right time, in the right facility

The Quadruple Aim



Who and Why

➤ Utilize SoNE HEALTH's supportive infrastructure

SoNE's robust **Management Services Organization** includes a comprehensive suite of solutions to cost-effectively manage your practice, allowing you to focus on what matters most - caring for patients.

- Facilities (Real Estate)
- IT & Tech Support
- Preferred EMR
- Physician Hiring
- Group Purchasing
- Banking Solutions
- Medical Malpractice
- Financial Planning
- Business Insurance
- Physician Disability
- Benefits Plan Design

- Credit Card Services
- Legal Services
- Marketing & Communications
- Website Development
- Human Resources
- Payroll & Finance
- Health Insurance
- Payor Contracting

Practice Administration



Revenue Cycle Management



- Pre-authorizations
- Registration
- Finance Counseling
- POS Collections
- Appointment Scheduling
- Member Inquiries (Billing)
- Claims Adjudication

- Eligibility Management
- Digital Front Door
- Capitation Administration
- Credentialing & Provider Enrollment
- Provider Data Maintenance
- NCQA-Certified HEDIS Engine

- Compliance
- P&P Templates
- Patient Communications
- Patient Satisfaction Surveys
- Complex Care Management
- Care Coordination
- Gaps in Care
- Coding & Clinical Documentation

Patient Engagement



Analytics and Consulting



- Practice Growth
- Benchmarking
- Clinical Effectiveness
- Pop Health Analytics
- Physician Compensation
- Exec Dashboards
- HCC Suspecting Engine
- Operational Reporting

- Skydiver Datalake
- Risk Stratification Engine
- ADT Feeds Intake
- HCC Coding & Compliance
- State & Fed Quality Measures
- Chart Audit Services
- Compliance & Audit Training
- Financial Analysis/ROI



Government & Public Relations Advocacy

Sullivan & LeShane

Brian Flaherty | Executive Vice President

Michael Johnson | Co-President & Lobbyist

Dan Tapper | Senior Director



Strategic Priorities - 2025

Public Relations

- Successfully roll out the SoNE HEALTH Medical Group to public.
- Generate earned media opportunities for SoNE HEALTH spotlighting value-based care and the breadth of the network.
- “Newsjack” opportunities to position SoNE HEALTH as thought leaders in healthcare in Connecticut.
- Work to create partnerships with like-minded statewide organizations to spotlight SoNE HEALTH’s strengths.
- Use podcasts, newsletter content, social media to further amplify SoNE HEALTH’s messages.



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Strategic Priorities - 2025

Government Relations – 2025 Legislative Session



Over 1,500 bills filed to date, with over 10% of the bills filed specifically relating to healthcare policy in Connecticut. The topics range from reimbursements to providers by health carriers, mandatory health insurance coverage for certain conditions, Medicaid policy and the role of private equity in healthcare.

Major priority legislation of the Senate caucus leadership includes:

SB7 " AN ACT CONCERNING PROTECTIONS FOR ACCESS TO HEALTH CARE AND THE EQUITABLE DELIVERY OF HEALTH CARE SERVICES IN THE STATE" (This is the primary Senate bill to address counteraction against Federal policies)

SB10 "AN ACT CONCERNING HEALTH INSURANCE AND PATIENT PROTECTION" (Legislation addressing downcoding and other health insurance administrative action)

SB11 " AN ACT CONCERNING PRESCRIPTION DRUG ACCESS AND AFFORDABILITY" (Recommendations of a task force convened last month concluding its work at the end of this month)

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Strategic Priorities - 2025

Government Relations – 2025 Legislative Session



Committees have raised concepts for bills to be drafted which will have a public hearing in February and March. To date they include:

Public Health Committee:

- Certificate of Need
- Private equity ownership of health care facilities
- Hospital financial assistance

Insurance Committee:

- Mandated health insurance benefit review
- Revisions to the cost growth benchmark program

Human Services Committee:

- Medicaid cost savings
- Increases to Medicaid rates

Strategic Communications:

Shaping a brand identity – driving recognition and trust



Your Team - The Sullivan & LeShane Companies



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Population Health Annual Wellness Visits

Tracy Reilly MLS, Manager of Quality & Performance

Jannah Moses BS, AWW Coordinator



Agenda

1. Annual Wellness Visit vs. Physical
2. Value Based Care Benefits
3. Role of an AWW Coordinator
4. Opportunities for 2025
5. Financial Impact
6. Key Takeaways



Annual Wellness Visit vs. Physical

Initial Preventative Physical Exam

- Serves as a “Welcome to Medicare” visit for new Medicare patients within 12 months of starting Part B Coverage.
- Review of Medical and social history and preventative services education
- Patients pay nothing (if provider accepts assignment)

Annual Wellness Visit (AWV)

- Visit to develop or update personalized prevention plan and perform a health risk assessment
- **Standard Part B** Coverage covered once every 12 months
- Patients pay nothing (if provider accepts assignment)



Routine Physical Exam

- Exam performed without relationship to treatment or diagnosis of a specific illness, symptom, complaint, or injury.
- **Standard Part B:** Medicare doesn't cover a routine physical exam
- **Standard Part B:** Patients pay 100% out-of-pocket



Value Based Care Benefits

- ✓ Improve gaps in care closure
- ✓ Increase preventive screens
- ✓ Improve coordination of SIOH needs
- ✓ Optimize coding
- ✓ Maintain active patient panel (Empanelment)
- ✓ Prevent hospitalizations, avoidable Emergency Visits
- ✓ Optimize *Ambulatory Care Sensitive Condition* management
- ✓ Improve Patient Experience and Satisfaction



AWV Coordination

- Compare claims data with practice EMR to provide most updated list of patients in need of an AWV
- With support of practice, coordinate patient appointments (in-office)
- Reminder outreach prior to scheduled appointment
- Review & identify areas of improvement
- Staff education



2025 Opportunities

- Staff Education
 - Provided by aligned Quality Data Coordinator and/or AWW Coordinator
- Schedule next year's AWW at time of the current appointment
- Follow up & reschedule AWW when a patient 'no shows' or cancels appointment
- Accurate, comprehensive, and specific billing & coding
- Improved Workflow



Financial Impact

↘ Attribution:

- Help maintain or increase active Medicare patient panel (empanelment) through Annual Wellness Visits

↘ Payor Incentives:


- Per Member Per Month (PMPM)
- Bonuses
 - AWW Bonus metrics in certain agreements
 - Meet Quality Measures targets

↘ Shared Savings

- Risk Score: Optimize risk adjustment score and HCC recapture
- Lower Cost



Billing & Coding

	Medicare & Medicare Advantage - AWW Billing Grid				
	Aetna MA	Anthem MA	Connecticare MA	United MA	Standard Medicare (Part B)
Welcome to Medicare (IPPE) G0402*	Allowed once per lifetime. Covered only within the first 12 months of enrollment into Medicare Part B or MA plan				
Initial AWW G0438*	Allowed once per lifetime. Covered only after the first 12 months of enrollment into Medicare Part B or MA coverage <u>AND</u> 12 months after Welcome to Medicare IPPE visit (if provided)				
Subsequent AWW G0439*	Allowed once per calendar year, can be < 365 days from last AWW				Allowed once every 12 months
Routine Physical 99381 - 99387 99391 - 99397	Allowed once per calendar year, can be < 365 days from last AWW				NOT COVERED
Covers same day AWW + Routine Physical?	No, single preventive service allowed per day	Yes, add modifier 25 to the physical code	Yes, add modifier 25 to the physical code	Yes, do not add modifier	NOT COVERED
Covers same day AWW + E/M visit?	Yes, add modifier 25 to the E/M code**	Yes, add modifier 25 to the E/M code	Yes, add modifier 25 to the E/M code	Yes, add modifier 25 to the E/M code	Yes, add modifier 25 to the E/M code
Covers same day Routine Physical + E/M visit?	Yes, add modifier 25 to the E/M code*	Yes, add modifier 25 to the E/M code	Yes, add modifier 25 to the E/M code	Yes, add modifier 25 to the E/M code	NOT COVERED

Resource: [CMS AWW Billing and Coding](#)



Key Takeaways

- AWWs are **NOT** the same as Annual Physicals
- An AWW is beneficial to the patient & the practice
- Medicare advantage plans can have an AWW & physical billed on the same day with the proper modifier
- Best practice: Schedule next year's AWW in advance
- Take advantage of resources available through SoNE!



Contact Information

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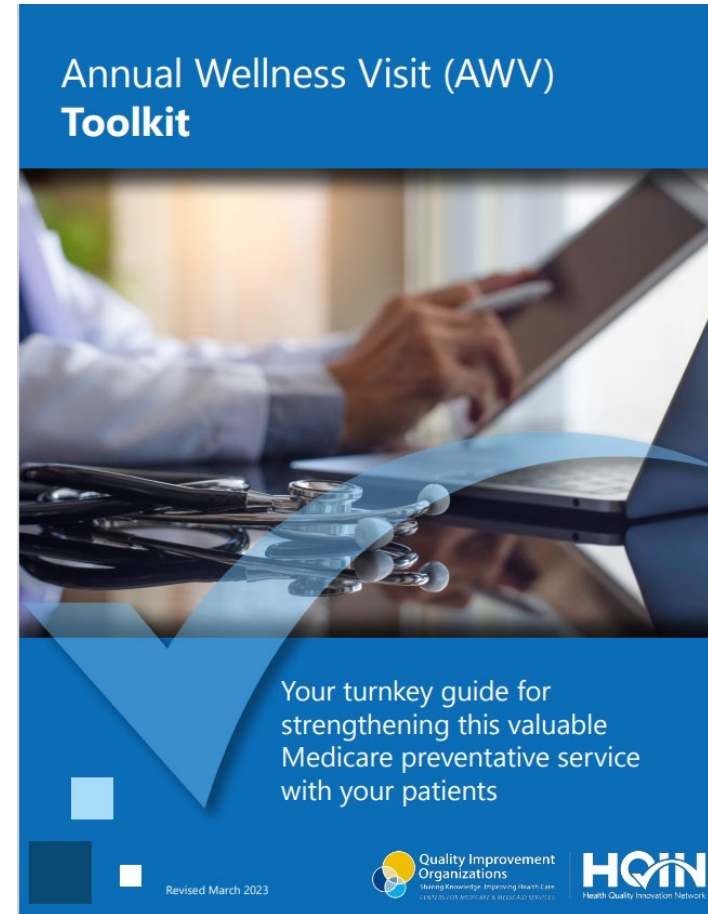


Addendum/Resources



AWV Toolkit

Annual Wellness Visit (AWV) Toolkit



Studies

↘ “Patients attending an AWW are more likely to receive mammograms, pap smears, bone density measurements, prostate cancer screenings, colorectal cancer screenings, and vaccinations compared to those who do not attend.”

- Jiang, Miao, Danny R. Hughes, and Wenyi Wang. "The effect of Medicare's Annual Wellness Visit on preventive care for the elderly." *Preventive Medicine* 116 (2018): 126-133.

↘ “AWVs allow time for the provider to focus solely on wellness rather than a chronic disease, enhancing the clinician-patient relationship.”

- Hamer MK, DeCamp M, Bradley CJ, Nease DE Jr, Perrailon MC. Adoption and Value of the Medicare Annual Wellness Visit: A Mixed-Methods Study. *Med Care Res Rev.* 2023 Aug;80(4):433-443. doi: 10.1177/10775587231166037. Epub 2023 Apr 26. PMID: 37098854; PMCID: PMC11520687.



Marketing & Communications

Lisa Farren, PCM | Director, Marketing & Communications



SoNE In the News

- Hartford Courant, January 12
 - SoNE Puts Freedom in the Hands of Doctors
- Hartford Business Journal, January 13
 - Healthcare Economic Forecast
- News12, January 16
 - Physician-Owned Health Network Says It Has Something Different to Offer
- Press Releases



Podcasts & Blogs

- New podcasts and blogs posted regularly
 - Website, Pulse enewsletter, LinkedIn
- Encourage network participation
 - Share topics
 - SoNE members to author blogs
 - Providers interested in podcasting
 - Contact marketing
 - Marketing@sonehealthcare.com



Save the Date

↳ Pulse LIVE

- Wednesday, February 19 | Virtual
- Wednesday, March 19 | SoNE Office | Windsor, CT

↳ Networking@Night

- Thursday, April 3 | Marriott | Windsor, CT



Questions & Discussion



Questions? Email:

ProviderRelations@sonehealthcare.com

