

Working with Medical Provider Clients

Curt Matlach

6,750 days. From kindergarten to 12th grade, on to undergrad and then medical school, internship, residency, and potentially specialty training, a doctor has spent approximately 25-plus years of educational training—a conservative 6,750 days (at 270 days a year). Some specialties take even longer. Doctors did not go to school and endure sleepless nights, grueling hours of work, stress, and sacrifice to be in the business of managing people.

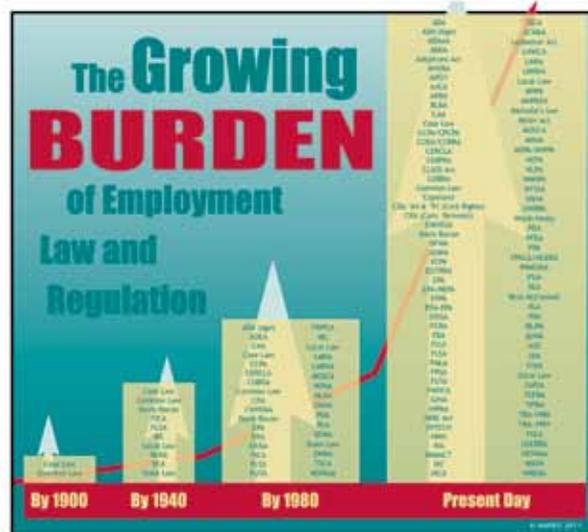
At graduation, 98 percent of all medical schools administer some version of the Hippocratic Oath,¹ through which doctors pledge, in short, to “do no harm.” Doctors take this oath intending to make the lives of patients better. It’s probable that no medical student left school vowing to lay awake at night studying how to stay in compliance with the latest employment labor laws. Physicians want to be a part of improving the lives of patients and growing practices to be proud of.



Image in the public domain, but found at www.pbs.org/wgbh/nova/body/hippocratic-oath-today.html.

Labor Laws and Regulations

On average, and depending on the size of the medical practice or hospital, there are



some 100 and growing federal labor laws and regulations, as shown in NAPEO’s chart, “The Growing Burden of Employment Law and Regulation.” Some laws include updates, amendments, and changes that have occurred over the years. These laws require ongoing maintenance, continuing education, and complete compliance, and consequences of failing to comply include steep fines, up to imprisonment.

This list of 100 core labor laws does not reflect specific medical industry requirements, which vary by state, with licensure needs, additional exams and fees, registration, and continuing medical education (CME) requirements. There are even books to buy and experts to hire just to navigate this maze of compliance requirements.² The list of unique compliance and ongoing continuing education also varies within each specialty (i.e., surgery, internal medicine) and subspecialty (i.e., diagnostics, including pathology and radiology). Some areas of expertise have far greater requirements than can be listed in any one article, as compliance is exhaustively detailed and

changes constantly. These areas of compliance do not include the additional need of obtaining proper credentialing with every insurance carrier for each working relationship with a hospital and/or surgery center, medical malpractice insurance and capital, and perhaps partnerships and/or the proper medical equipment. The time and expertise involved for a doctor, surgeon, or medical professional to create a standing practice, maintain compliance, and grow

revenues requires tremendous focus, effort, and passion.

Recommendation: Remove the Risk

Just as our family doctor would recommend us to see an expert for treatment of methemoglobinemia,³ some physicians, doctors, and surgeons use and recommend a medical industry-specific HR expert, such as a medical niche PEO, for monitoring, treating, and ensuring ongoing health in the areas of HR that directly affect their practices.

Partnering with a PEO allows our physician partners to focus on serving and growing the number of patients they see, while delegating HR-specific areas of their practices (including billing, collections, credentialing, medical malpractice, payroll, and benefits) to a PEO.

1 www.imagemet.com/hippo.ama.html.
 2 https://catalog.ama-assn.org/Catalog/product/product_detail.jsp?productId=prod1680020.
 3 <http://health.nytimes.com/health/guides/disease/methemoglobinemia/overview.html>.

Nueterra (which has been working with ambulatory surgery centers and physician partners since 1997), in addition to reducing administrative workload and potentially reducing costs through economies of scale, mitigates the physician's practice or hospital system's payroll, tax, workers' compensation, and 401(k) risk.

Partnering with a Health Care-Specific PEO has Ongoing Rewards

We help make the everyday life of our physician partners better, creating the opportunity for increased, long-term profitability. Nueterra HR does this through the use of a medical HR toolkit, which includes:

- Continuing education credit management;
- Reports to support the Joint Commission (accreditation/certification organization) and the American Nurses Credentialing Center Magnet Recognition Program;
- Recurring assignments for annual

mandatory subjects required by federal, state, or licensing regulatory requirements for proper credentialing, accreditation, or regulatory compliance;

- License management and verification;
- Certification tracking;
- Affiliation of users with multiple facilities or departments;
- Navigation and usability tested in a health care environment;
- Easy-to-use annotation tool to customize core regulatory courses and designed to meet Joint Commission requirements;
- Transcript summary by contact hours; and
- Support for extended enterprise of physicians, travelers, volunteers, and vendors to accelerate Accountable Care Organization initiatives.

In addition to a strong human resources information system (HRIS), risk management information system (RMIS), and other software as a service (SaaS) solutions, we incorporate health care-specific, technologically savvy partners.

One such partner offers Nueterra health care clients integrated medical malpractice underwriting with credentialing, which is a more precise, in-depth data gathering tool ultimately leading to not just a streamlined credentialing process, but also reducing medical malpractice premium costs, typically below market.

Other unique technological offerings include a strong learning enterprise system. We offer a unique learning center with specific industry benefits that have a positive impact on three key areas of a medical facility:

- Complying with required training, including Joint Commission/Occupational Safety and Health Administration (OSHA) mandates. Physicians seek a scalable enterprise learning infrastructure that can improve the effectiveness and efficiency of regulatory training programs through advanced functionality to assign, deliver, track, report, and analyze. In addition, health care providers need to manage other required training, such as: contact hours

generate. sign. close.

PEO proposal software

"Sales is my top priority. I needed my sales team focused on selling and closing deals - not writing copy, preparing spreadsheets, word documents or searching for clip art. I now have PropGEN."

- Rick Godard, VP ESG republic

Since 2004, PropGEN has helped PEO's streamline their proposal process. No more Word or Excel to use. Cut, copy and paste is a thing of the past.

Learn how Rick and his team used PropGEN to increase their close rate. Visit PropGENPro.com to learn more

Or call (888) 543-0054 for more info.

 **PROPGEN**
Your Proposal's Next Generation

for nurses, allied health professionals, and pharmacists; CME for physicians; required certifications, including basic life support, advanced cardiac life support, pediatric advanced life support, and others; required training for billers and coders, including ICD-10 (International Statistical Classification of Diseases and Related Health Problems, 10th Revision) training; and Centers for Medicare and Medicaid Services, and Centers for Disease Control (health care-associated infections), and Federal Emergency Management Agency National Incident Management System requirements.

- Accelerating safety and quality initiatives. For all health care providers, improving patient safety and clinical outcomes are key organizational objectives. Our physician partners are enabled to deliver evidence-based training programs that improve patient outcomes and are aligned with initiatives from the Agency for Healthcare Research and Quality, the Institute for



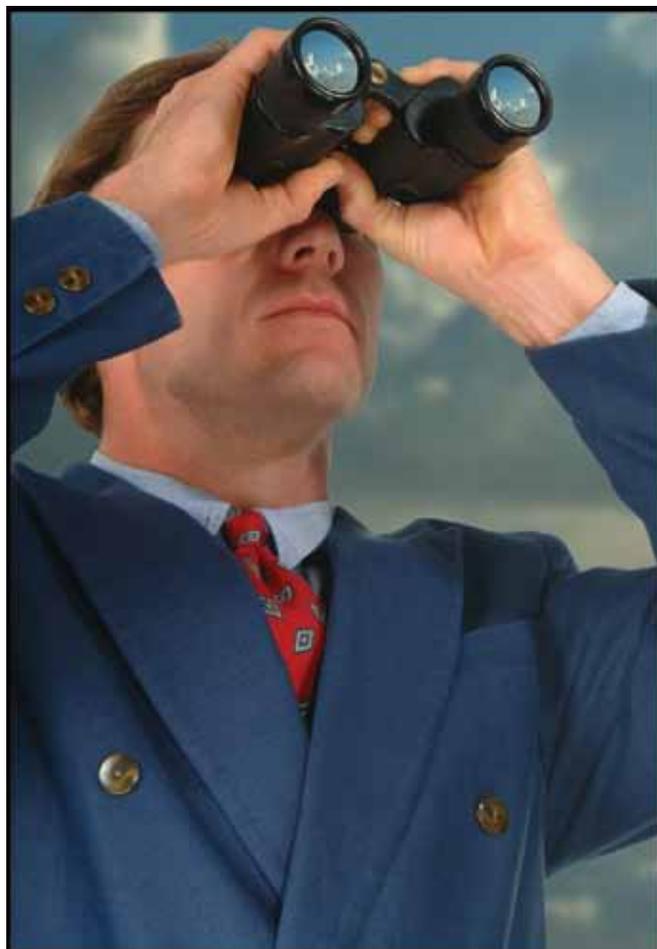
- Healthcare Improvement, and others.
- Optimizing meaningful use incentives. The Medicare and Medicaid Electronic Health Records (EHR) Incentive Programs provide incentive payments to eligible professionals, eligible hospitals, and critical access hospitals (CAHs) as they adopt, implement, upgrade, or demonstrate meaningful use of certified EHR technology. We provide the infrastructure that enables health care providers to author, deliver, and track

EMR implementation, end user adoption, and meaningful use training programs.

From time to time, doctors also request and benefit from introductions to affiliated Nueterra companies. These are vital relationship tools that we extend to our physician partners, including introduction to affiliated companies that provide expertise in health care management, medical billing and collection services, and medical real estate development. We work daily with our health care providers as true partners. We strive to meet their unique needs, protect them from an ever-increasing litigious environment, and help ensure ongoing compliance.

Do our doctors use their time focused on helping heal the sick, or do they use valuable time managing various HR and compliance related headaches? Through partnering with the right PEO, physicians, surgeons, and medical professionals across the country can successfully do both.●

Curt Matlach is SVP, sales and marketing, for Nueterra HR Solutions, Jenks, Oklahoma.



Looking for INCREASED PROFITABILITY and QUALITY CLIENTS?

**Increase your visibility with
ESAC accreditation.**

Employer Services Assurance Corporation
Established by NAPEO in 1994 to serve the PEO industry

For more information:
info@ESACorp.org
(501) 219-2045
www.ESACorp.org

