



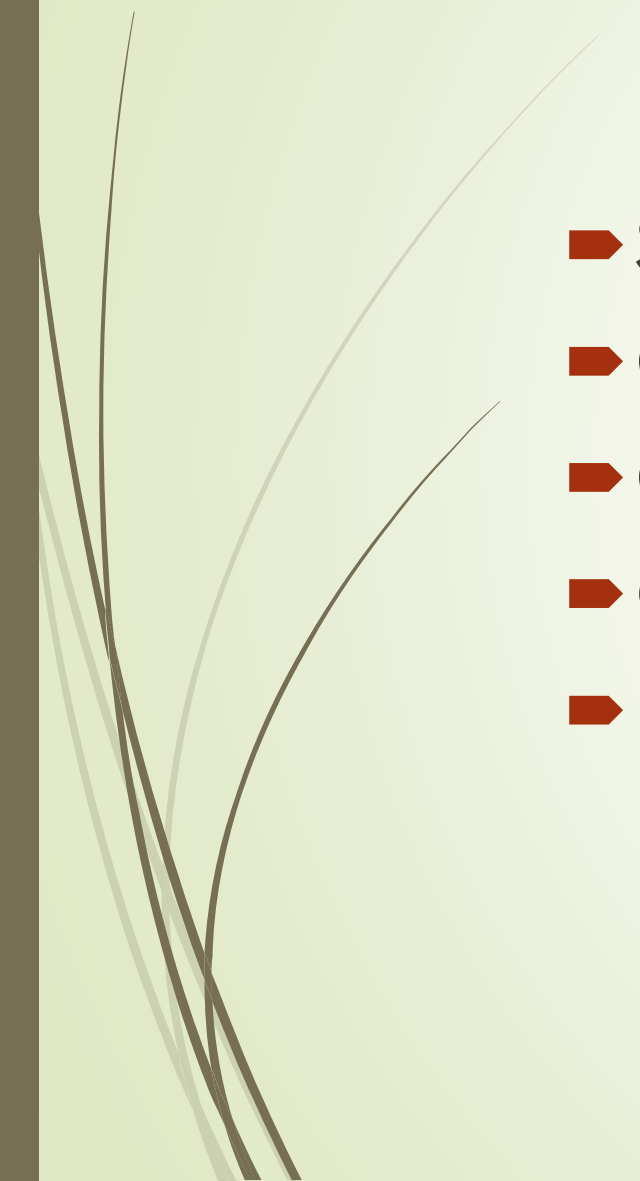
# **SLEEP CENTERS and DME COLLABORATION**


**Wisconsin Sleep Society 2016**

**Becky Appenzeller, RPSGT, CCSH, R. EEG T., CNIM  
Mayo Clinic Health System, Franciscan Healthcare  
La Crosse, WI**



# OBJECTIVES

- Shared goals
  - Clear vision of your sleep program
  - Clear expectations of DME providers
  - Our model
  - Interdisciplinary Approach
- 



The sooner a patient starts on PAP following their PSG, the more likely they are to adapt and have success....

....good compliance and  
good outcome



# THE BIG PICTURE = EXCEPTIONAL PATIENT CARE

- Good compliance =
- Minimizing co-morbid conditions =
- Decreased hospitalizations =
- Increased patient revenue?????



# GOALS

## SLEEP CENTER

- Customer service
- Customer support
- Business/Profitability
- Timely care and results
- Good outcomes

## DME

- Customer service
- Customer support
- Business/Profitability
- Timeliness
- Good outcomes



# **So Why?**

**So often . . . . Sleep Center vs DME**

**With the patient stuck in the middle**



**To be successful – regardless of what your job is within a profession – you need to know how to build and maintain relationships!**

**Too often we get caught up in the details of our own “business” - we forget how critical it is to be attentive to relationships.**

**Without strong relationships, it is impossible to maximize your success.**



**It is no different for the “players” in the sleep profession.**

**When we focus on our own processes and ignore the needs of other entities that provide services to our patients . . . .**

**. . . . It should not be a surprise that our patients are the ones that are hurt.**





# GOALS

## SLEEP CENTER


- Customer service
- Customer support
- Business/Profitability
- Timely care and results
- Good outcomes

## DME

- Customer service
- Customer support
- Business/Profitability
- Timeliness
- Good outcomes

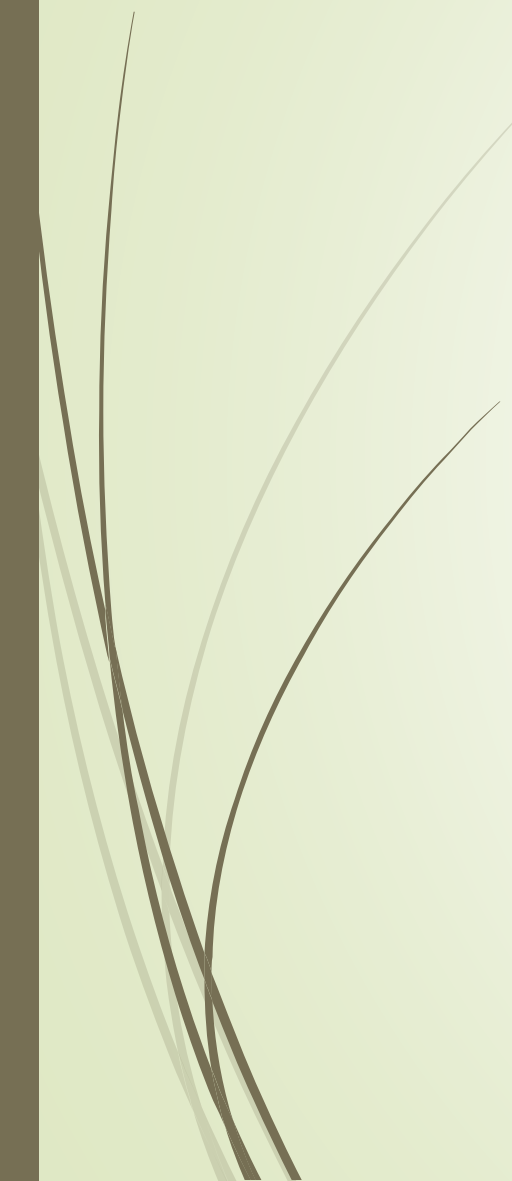


# CUSTOMER SERVICE

- ▶ Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation.“
  - ▶ Customer service plays an important role in an organization's ability to generate income and revenue.
- 




# CUSTOMER SUPPORT

- ▶ Assist customers in making cost effective and correct use of a product. It includes assistance in planning, installation, training, troubleshooting, maintenance, and upgrading a product.
  - ▶ The path to successful products depends on having a team that completely understands the ins and outs - and features and benefits of that product.
- 




# BUSINESS and PROFITABILITY

- ▶ The success of a small business depends on its ability to continually earn profits
  - ▶ A business does not have to make a profit if the business owner does not mind operating the business with funds from other sources and losing money on it over the course of time.
- 

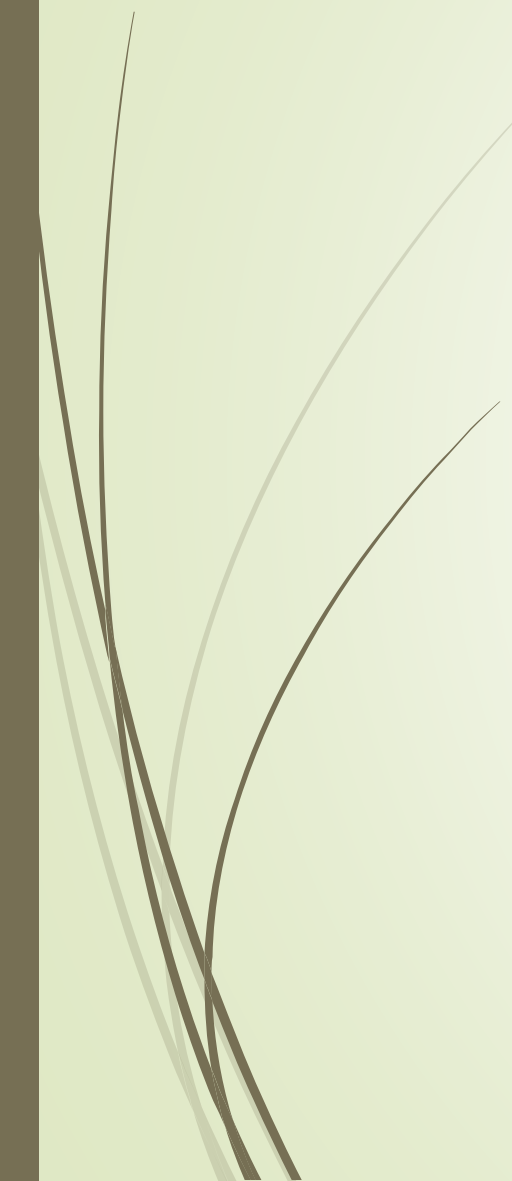


# TIMELY SERVICE

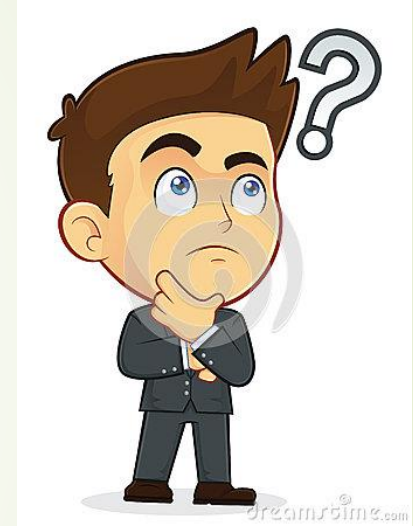
- The actual time frame in which you must respond to keep customers happy varies by format and other factors.
  - This includes establishing standards, training and motivating employees to reach that level of performance.
  - First impressions are typically determined by how the business approaches its customer service. When a customer walks into a retail business just about anywhere in the world, that customer expects prompt and personal service.
- 



# GOOD OUTCOMES

- Measuring tangible events experienced by the patient. It should incorporate the broader definition of health and include how a patient feels, as well as their awareness of risk factors.
  - Measuring patient outcomes related to the intervention as experienced by the patient to assess quality of care
- 

**Where do you start?**





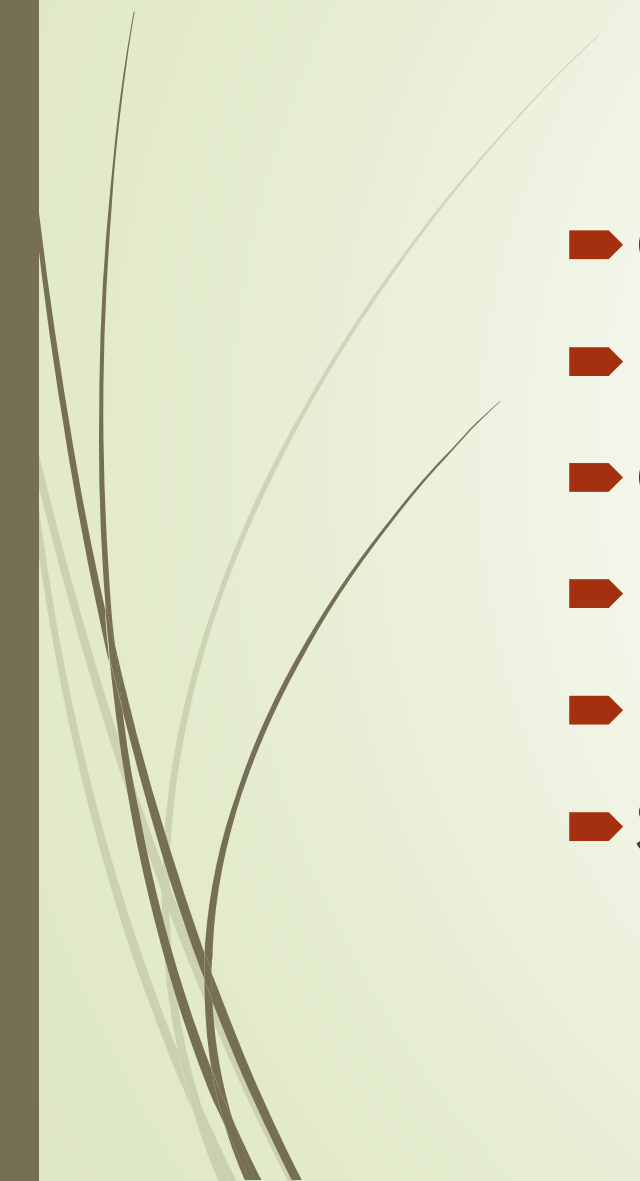
# CLEAR VISION and EXPECTATIONS OF YOUR PROGRAM

- Improve patient's lives! Let everyone know that patient's are your first priority!
- Engage in open discussion with DME(s) - understand that a DME is insurance driven and can only provide services within Medicare and insurance guidelines
- Develop a way to get the DME **ALL** the information needed for patient set-up as soon as possible following the PSG



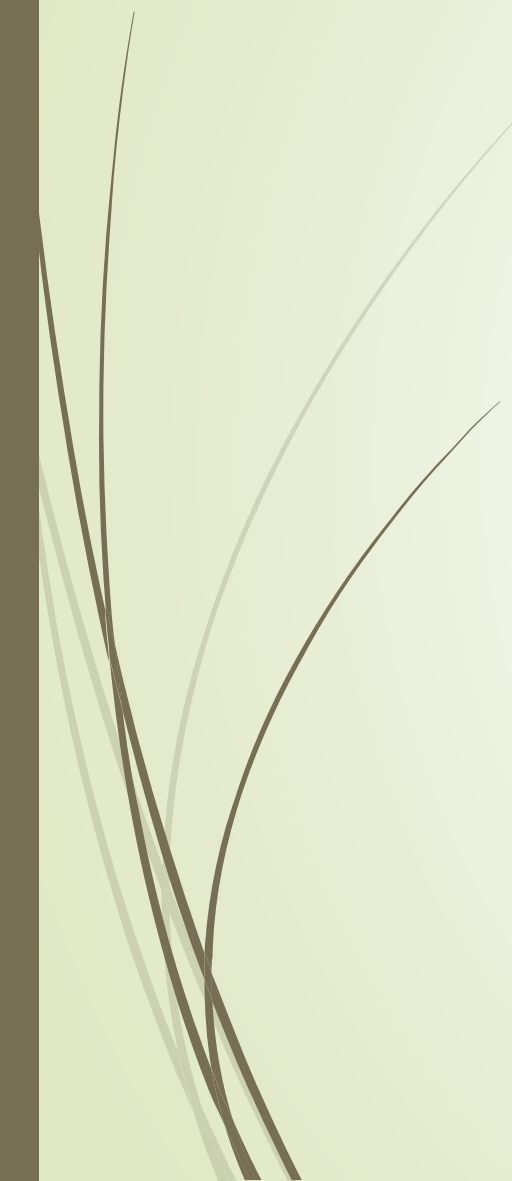


# CLEAR EXPECTATIONS OF DME

- Clear expectations
  - **Understand the challenges**
  - Clear communication
  - Be honest
  - Don't bargain
  - **Set the bar and stay with it**
- 





# INTER-DISCIPLINARY APPROACH

- Patient
  - Physician
  - Nurse
  - Clinical Sleep Educator
  - Technologist
  - DME provider
- 



# OUR PROGRAM – A WORKS IN PROGRESS

- Referral to sleep physician for consult – no direct referrals
- Schedule in-house PSG or portable monitoring as appropriate
- **Prior authorization**
  - Insurance verification for PSG **and DME** (if possible)

- 
- 
- Sleep study performed
  - Clearly defined standard work related to responsibility of night staff, morning staff transition and patient handoff - **pivotal to success**
    - Day technologist to finish report - and scoring if needed
    - **CSE to meet with patient to triage order of physician review and begin discussion with patient about PAP, review list of DME providers**



- **CSE and physician review of study/results**

- prescription if appropriate



- **CSE conferences with patient and provides preliminary results; assures appropriate follow-up is in place**

- Preliminary results includes discussion of impact of sleep apnea on health and the importance of therapy

- Related to the patient's symptoms/conditions

- Discussion of prescription

- Follow-up appointment confirmed/adjusted

- 
- 
- Patient chooses DME provider from list provided
  - Patient set up on PAP same morning or leaves with an appointment to a DME whenever possible
    - **Our staff (CSE or day technologist) makes appointment with DME of choice**
    - Our staff (CSE or day technologist) verifies or modifies that physician follow-up meets appropriate timeline



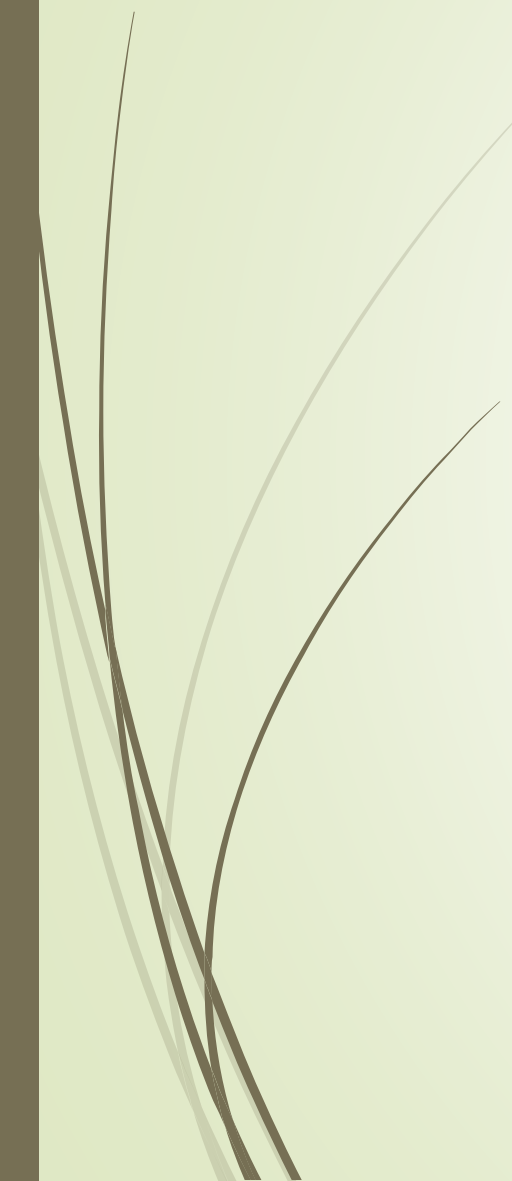
# MULTIPLE LEARNING OPPORTUNITIES FOR THE PATIENT **EARLY** . . .

. . . and all along the way

- Physician
- Nurse
- CSE
- Technologist
- DME provider



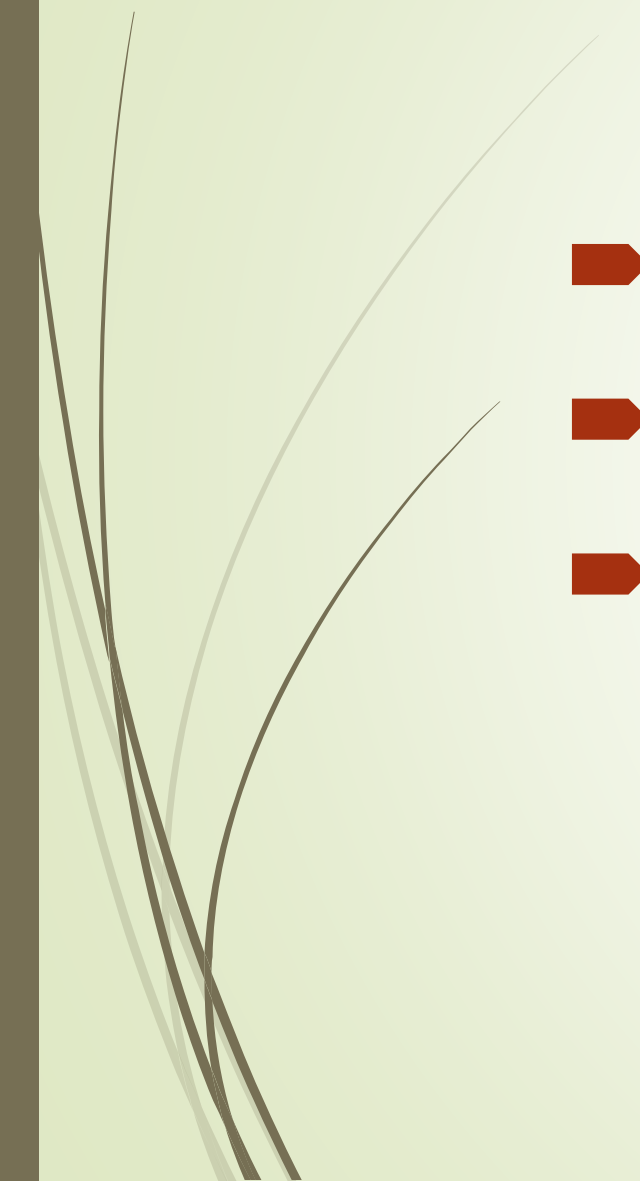
# OUR OUTCOMES

- We now have 3 local DME providers that will typically set up patients following PSG
  - About 65 – 75% of our patients needing CPAP get set up on CPAP the morning following their sleep study
  - Preliminary results indicate that early intervention and systematic coaching from our CSE have resulted in significantly higher compliance
  - The “one-stop-shopping” is a significant patient satisfier
- 





# INTERVIEWS WITH DMEs

- Patient satisfaction
  - Collaborative care
  - Revenue
- 



# IN SUMMARY

- Communicate clear expectations to DME
- Share the why
- Encourage partnership
- Acknowledge challenges specific to DME providers
- Ask what you can do to help them . . . .

➤ **... help your patients!**



# References

- ▶ Woidtke, Robyn, Adult Obstructive Sleep Apnea: Taking a Patient Centered Approach, July 2013
  - ▶ Canadian Respiratory Journal, Oct 2008
- 