Are You Your Own Client?

By Charles Mok, Jr., DO

Traditionally, hospitals and larger healthcare facilities have maintained their own employee health departments. These departments maintain records related to employees’ fitness for duty, immunization status, and OSHA logs. Additional responsibilities may include conducting physical examination, injury treatment, surveillance/monitoring, and management of infectious disease exposures (i.e. tuberculosis or pertussis). Employee health departments are often staffed with a nurse, medical assistant, and a healthcare provider (physician, nurse practitioner, or physician assistant). While this has been the “traditional” model, it has its shortcomings.

continued on page 4
Letter from the NAOHP Board President

How time flies when you’re having fun. In 1992, St. Luke’s Regional Medical Center in Sioux City, Iowa opened the first multi-health specialty clinic in South Sioux City, Nebraska. The new clinic model in healthcare was designed to move away from “single source provider locations” to a “one stop shop services model.” Services would include family practice, physical therapy, and occupational medicine.

I was given the task by the Grandview Health Board of Directors (the for-profit arm of St. Luke’s) to research occupational medicine clinics. My first thought was, “What in the world is occupational medicine?”

I did some research, contacted Frank Leone at NAOHP, and invited him to attend the next Grandview Health Board of Director’s meeting.

Frank presented to the Board the “Occupational Medicine Concept,” which meant we could become more engaged with employers and their work injury needs. Frank recommended his team do a market study to determine the need for the Sioux City, Tri-State area of Iowa, Nebraska, and South Dakota. The market study was positive for an occupational medicine clinic, and thus I attended my first Ryan “Sales and Marketing” Conference in the fall of 1993 in Phoenix, Arizona.

Today, we have a comprehensive “one stop one shop” occupational medicine program that includes four clinic locations; 25,000 annual drug and alcohol tests with collection sites in every state except Hawaii and Alaska; mobile testing unit that travels 15,000 miles in the Tri-State area of Iowa, Nebraska, and South Dakota including hearing, respiratory, drug/alcohol testing; and a team of 39 nurses that provide 25,000 hours of nursing on-site to local manufacturing plants, schools, colleges, etc. with annual revenues at $4.5 million.

I was elected by my colleagues to serve on the NAOHP Board in 1998 at the NAOHP Conference in San Diego. As a new board member, I learned there were 1,900 NAOHP members spread across the country in 32 states divided up in five regions: Midwest, Northeast, Northwest, Plans/Rocky Mountain, and Southwest. WOW! I was impressed.

As I reflect back on my beginnings in occupational medicine and the recommendation to contact the NAOHP, this resource and the team were the starting point and the only resource to learn about occupational medicine and trends in this field of healthcare.

Tim and Cindy Ross, their team, and the NAOHP Board of Directors continue to provide the best opportunities and new directions for occupational medicine through the NAOHP/Ryan Associates Conferences, publications, Town Halls, consulting, etc.

Occupational medicine continues to be an exciting healthcare field to work in. I will be attending my 26th NAOHP Conference, and for me this will be a special conference as this was the first place I learned about occupational medicine 26 years ago.

I look forward to seeing all of you at the 33rd NAOHP Conference September 15–18, 2019 at the Waldorf Astoria Biltmore in Phoenix, Arizona.

Mike Schmidt
President
NAOHP Board of Directors
Join us for the Agility Client Summit!
September 15, 2019 | The day before the NAOHP Conference at The Arizona Biltmore | Learn more at bit.ly/AGSummit19
Use code: NAOHP to get 10% off

Agility
Employee Health
Urgent Care
Occ Med

nethealth.com/see-Agility

Drive Complete Occ Med Compliance and Billing
+ Automate Employee Health Documentation
| Conquer employer protocols
| Expert coaching for workflow and compliance
| Integrated with all HIS
The Shortcomings

Depending on the size of the facility, the employee health department often may not have a healthcare provider daily. Employees/patients can only be evaluated on days where a provider is scheduled in the clinic. For this reason, injury evaluations may not occur on the day of injury. Preplacement exams are also subject to provider availability. This does not take into consideration periods of time where a provider is out of the clinic for extended periods (vacations, illness, or continuing education). These situations often incur the additional cost of arranging alternate provider coverage (locums, part-time providers, etc).

The department is subject to ebbs and flows. During slow periods, the staff may be content to complete routine clinic organization and review of charts. During peak periods (hiring, Board of Health inspections, etc.), the department scrambles to find additional assistance to maintain department functionality. Despite the need at peak times, the slow periods do not financially justify increased staffing. This creates alternating periods of “overstaffing” and “understaffing.”

The emergency department (ED) is NOT a reasonable alternative to a provider familiar with occupational medicine. Institutions often rely on the ED to handle work injuries, exposures, and other services that require a provider. While the ED providers are more than capable of providing medical care, they may not be familiar with the nuances of occupational medicine (OSHA, GINA law, ADA, etc.). EDs are not equipped for continuity or follow-up care of work-related injuries and their associated record keeping requirements. While ED care can meet the fundamental needs for medical care, it is not meant to take the place of a provider knowledgeable in occupational medicine.

Additionally, employees may have reservations of being evaluated or treated by a provider solely employed by the same employer. The perception being that the provider is biased toward the needs of the employer and may not be in the best interests of the employee. As a separate entity, the occupational health department cares for the best interests of the employees while still meeting the specific needs of the employer.

The Solution

A solution to this dilemma is to utilize the occupational medicine department as the “employee health” for the institution. In this case, the occupational medicine department treats the institution as a “client company.” All necessary services can be provided (surveillance, medical treatment/examination, record keeping, etc.). To meet the needs of community clients, the department maintains a consistent staffing level (nursing and providers). This staffing level can absorb or redirect the fluctuations of employee health needs. While ultimately employed by the same employer, the providers approach evaluation and treatment of coworkers as “employees of a client company.” This reduces or eliminates the employee perception of a conflict of interest. Finally, occupational medicine professionals incorporate and adapt to the changing regulations and requirements of the workplace. This approach improves quality of care, timely reporting, and compliance with public health requirements of the healthcare workplace. This is something you may want to consider in order to streamline your process and save money.

Charles Mok, Jr., DO
Medical Director, Occupational Medicine/Employee Health
2019 NAOHP 33rd National Conference

SEPT 15-18, 2019

LOCATION • LOCATION • LOCATION

THE DISTINGUISHED *****

WALDORF ASTORIA

BILTMORE • PHOENIX

WHY ATTEND THE NAOHP CONFERENCE?

NAOHP/Ryan Associates is the leader in educating & training occupational health, urgent care, and employee health professionals in the business operations of the occupational health/medicine industry. NAOHP helps you with the key points in understanding, managing, working, and marketing your program to the business communities.

• Educational opportunities. No matter how experienced you are, everyone can learn. Without exposure to a variety of viewpoints and updated instruction, we can miss new ideas and trends impacting results. Attending this conference will energize you and rejuvenate focus and determination. The creativity at this conference is unreal and can greatly improve your productivity. The passion and wealth of information shared by our speakers are the inspiration you need.

• Network with the right people. You will meet experts and mentors face-to-face of the occupational health industry. These professionals will share their ideas, approaches, war stories, and current strategies.

• Encounter new vendors and suppliers. Too often people shy away from the trade show exhibit hall at conferences. These industry suppliers are some of the best people for you to learn more about the current business climate. Discovering innovative products and services for your program is necessary to stay competitive in today’s fast-paced world.

• Position yourself as an expert. When you are active in the occupational health industry, you can develop a reputation as an expert to your peers and your clients. Others like to associate with the experts in any industry.

WHO SHOULD ATTEND?

Directors, Managers, Administrators, CEOs, Owners, Medical Directors/Providers, Nurses, and Marketing/Business Development Professionals

$849 NAOHP MEMBERS • $956 NON-MEMBERS

PURCHASE TWO REGISTRATIONS GET 3RD ONE FREE

ONE FLAT PRICE INCLUDES THREE DAYS OF SESSIONS, WORKSHOPS, BREAKFASTS, BREAKS, LUNCHEONS, AND TWO EVENING RECEPTIONS

SPECIAL OFFERING

Obtain your occupational health certification OR get re-certified for FREE by attending the special CORE certification course during this year’s NAOHP National Conference. Regular certification fee of $499 is included in the conference registration fee!

CMEs AND CEUs WILL BE OFFERED

REGISTER TODAY OR GET MORE INFO

NAOHP.COM • 800-666-7926
In the occupational health setting, athletic trainers develop and manage programs designed to keep employees working at full capacity, improving company productivity, and even helping reduce healthcare and insurance costs. The occupational athletic trainer is knowledgeable in the design, implementation, and measurement of injury prevention, injury reduction, and return to work programs.

You can find athletic trainers (ATs) in a variety of settings working with physically active individuals. However, what is an athletic trainer?

According to the National Athletic Trainers’ Association (NATA), ATs are “healthcare professionals who collaborate with physicians to provide preventative services, emergency care, clinical diagnosis, therapeutic intervention, and rehabilitation of injuries and medical conditions.” To become a certified athletic trainer, the individual needs to complete a bachelor’s degree from an accredited athletic training undergraduate program and pass the Board of Certification Exam. As of December 2015, NATA has 35,574 certified members. The three highest percentage job placements include colleges and universities (23.92%), secondary schools (23.67%), and clinics (16.26%). Additional job settings for ATs include professional sports, military, and hospitals, as well as occupational settings. While only a small percentage of ATs work in the occupational setting, ATs are capable of positively impacting companies through improving productivity and increasing employee and employer satisfaction, while reducing injury rates, healthcare costs, workers’ compensation claims, and missed work days.

Injuries in the workplace are inevitable. According to the Bureau of Labor Statistics, private industries reported almost three million nonfatal injuries and illnesses among employees in 2014. These injuries and illnesses sustained in the workplace, such as concussions or musculoskeletal disorders, have the potential to result in missed workdays for employees,
negatively affecting a company's productivity and profitability. Specifically, in 2014, more than 300,000 musculoskeletal injuries were reported within private industries, and the average missed workdays were nine.

ATs are equipped with the skills to manage these common injuries in the workplace using prevention programs, rehabilitation plans, education programs, movement evaluations, emergency response, and first aid expertise, as well as assist with paperwork, referrals, physician communication, and insurance. The implementation of these techniques results in the reduction of injury and injury severity, health care costs, workers’ compensation claims, and missed workdays. A national survey conducted by NATA of industrial companies who employ athletic trainers identified a reduction greater than 25% in workers’ compensation claims for musculoskeletal disorders. Half of the companies surveyed reported a decrease of at least 50% in work related injuries among employees. Not only are the numbers of injuries sustained in the workplace minimized through employing an athletic trainer, but also the severity of injuries sustained decreased by 25% among 94% of the industrial companies surveyed.

When injuries do occur, the presence of ATs allows employees to be progressed back into the demands of work through return-to-work programs, safely and effectively. Approximately 50% of companies that provide an on-site physical rehabilitation program showed a 50% decrease in healthcare costs. The positive impact that ATs have on industrial companies is evident through a 100% favorable return-on-investment (ROI) from companies employing ATs. More than 80% of companies indicated an ROI of at least $3 per $1 invested, with 30% of companies reporting an ROI of $7. While the number of ATs in the occupational setting is minimal when compared to other settings, the importance of an athletic trainer is just as crucial.

Even though the field of athletic training is accepted and relatively well known throughout the United States, it is not as understood in other areas of the world. The mistake of relating athletic trainers to personal trainers or physical therapists still occurs. Education of employers, legislators, and third-party investors who work in the occupational field is essential to increasing the presence of athletic trainers in different occupational settings. It should be the same mind-set as that of general managers of professional teams trying to protect their investment, the professional athlete, through preventative exercise, acute response, and rehabilitation programs. Hence, athletic trainers’ knowledge and skill set will allow companies to protect their investment, the employees. The management of companies and organizations must realize the importance of recognizing employees as occupational athletes. Therefore, industries need to ask themselves if utilizing an athletic trainer would be beneficial for their company. Do companies want to protect their investment?

Reference: National Athletic Trainers’ Association

Athletic trainers offer a great deal of value for employers. Their knowledge of musculoskeletal injuries and injury recovery strategies works nicely with acute patients. Everyone can think about an athletic trainer running out onto the field of play to take care of the injured athlete. The comparison can be said within employers, but in this case, the athlete is one of your employees. Quickly assessing the injury severity, how to decrease that initial response to pain, and communicating with those involved replicate the athletic world. Their knowledge of injury triage fits nicely with preventing OSHA recordability, and their knowledge of head injuries to rule in and out concussions is above many other medical professionals. Athletic trainers also have a higher background in injury prevention than many other medical professionals. Creating programs for departments on best static or dynamic stretching comes very easy. Thoughts on how to strengthen the worker and promote overall health are engrained into their schooling.

The major drawback of using athletic trainers within employers is founded on the basis of the company representative’s idea of who is the best medical professional within employers. It can be enticing to get a doctor of physical therapy or someone with a different master’s degree. We believe the skill of the individual far outweighs the degree in which they achieve. Great athletic trainers can be as much an asset to a company compared to any other medical professional. Having a high-functioning on-site program is by far a better indicator of success, and athletic trainers fit within that model.

Adam Artel, DPT, CKTP, CEES, Cert. DN
Team Facilitator Ergo/Rehab, Bellin Health
QUESTION: Typically, what are occupational health providers paid to take after hours calls on weekends and to be available to come in within 20 minutes?

Here is the feedback from NAOHP programs across the country:

• A call is $3.50 per hour, and if they have to come in, they receive minimum four hours at their hourly rate.
• We typically pay our providers (NP level) $75 per phone call, and if they would have to go in, its $150 per hour.
• We only utilize our exempt providers, so we do not pay extra for them to take the calls. They are rotated each month.
• Holidays and Sundays are $250 plus an additional $100 for each patient that is seen. Week nights is $175.00/night plus $100 per patient that is seen.

According to Becker’s Hospital Review, on-call rates for physicians vary depending on specialty. The data comes from the MGMA Medical Directorship and On-Call Compensation Survey: 2013 Report Based on 2012 Data. Here are seven statistics on physician on-call compensation based on the report.

• The lowest median for daily on-call compensation was $75.
• The highest median for daily on-call compensation was $2,400.
• Roughly 35% of physicians receives on-call pay through daily stipends.
• About 12% of physicians receives annual stipends.
• Hourly stipends make up 7% of physician on-call compensation payments.
• Physicians in surgical specialties earn $1,000 per day in median on-call compensation.
• Primary care physicians earn $150 per day in median on-call pay.

Medical economics is a rapidly changing field. In 2016, 25% of doctors worked in solo practices, compared to 17% today. Doctors are flocking to employment in droves, but with that steady paycheck also come some cutbacks in other physician perks. About 60% of hospitals still offer doctors on-call pay, but an increasingly large number of hospitals are avoiding on-call pay.

QUESTION: What is customary pay range of occupational health physicians?

According to Salary.com and as of May 15, 2019, the average annual pay for an occupational medicine physician in the United States is $193,941 a year, but the range typically falls between $188,049 and $254,052. Salary ranges can vary widely depending on many important factors, including education, certifications, additional skills, and the number of years you have spent in the profession.

While ZipRecruiter is seeing annual salaries as high as $230,000 and as low as $109,000, the majority of occupational medicine physician salaries currently range between $192,500 (25th percentile) to $209,500 (75th percentile) across the United States. On the next page are the results of the NAOHP 2017 Benchmarking Survey relating to staff physician’s and medical director’s total compensations.
AVERAGE STAFF PHYSICIAN COMPENSATION (SALARY PLUS INCENTIVES)

- Less than $150,000: 16.39%
- $150,000 - $174,999: 4.92%
- $175,000 - $199,999: 14.75%
- $200,000 - $250,000: 13.11%
- $250,000 - $300,000: 11.48%
- More than $300,000: 4.92%

MEDICAL DIRECTOR COMPENSATION (SALARY PLUS INCENTIVES)

- Less than $175,000: 32.35%
- $175,000 - $199,999: 10.29%
- $200,000 - $250,000: 16.18%
- $250,000 - $300,000: 29.41%
- $300,000 - $350,000: 5.88%
- More than $350,000: 5.88%

Results from NAOHP 2017 Benchmarking Survey
OSHA in 2019

By Donna Lee Gardner

Electronic Submission of Injury and Illness Records (How the New Rules Benefit Employees and Employers)

Occupational Safety and Health Administration’s (OSHA) decision to modify its recordkeeping rules has three tangible benefits for you and your employees.

1. Personal Information Privacy for Workers
   Injured workers will no longer have to worry about their personal information being publicly disclosed because an illness or injury was reported to OSHA. This significantly reduces the chances of identity theft and prioritizes your employees’ privacy rights.

2. Less Required Documentation for Employers
   OSHA recognized the reporting burden on employers was too heavy considering the uncertain benefits of collecting the information in the first place. Submitting multiple forms electronically takes time and effort. This will allow you to focus on the health and safety of your employees instead of the tedious task of filling out digital submission forms.

3. New Safety Programs
   OSHA realized its existing, rigorous recordkeeping rules were not cost-effective as they diverted the agency’s resources away from important workplace safety initiatives. This rule amendment will create a net economic cost savings of $8.75 million per year. This cost savings will be reinvested toward expanding OSHA’s safety education and outreach programs.

A Safe Workplace Is Sound Business

OSHA has recently updated the Guidelines for Safety and Health Programs it released 30 years ago to reflect changes in the economy, workplaces, and evolving safety and health issues. The new recommended practices have been well received by a wide variety of stakeholders and are designed to be used in a wide variety of small and medium-sized business settings. The recommended practices present a step-by-step approach to implementing a safety and health program built around seven core elements that make up a successful program.

The main goal of safety and health programs is to prevent workplace injuries, illnesses, and deaths, as well as the suffering and financial hardship these events can cause for workers, their families, and employers. The recommended practices use a proactive approach to managing workplace safety and health. Traditional approaches are often reactive: problems are addressed only after a worker is injured or becomes sick, a new standard or regulation is published, or an outside inspection finds a problem that must be fixed. These recommended practices recognize finding and fixing hazards before they cause injury or illness is a far more effective approach.

The idea is to begin with a basic program and simple goals and grow from there. If you focus on achieving goals, monitoring performance, and evaluating outcomes, your workplace can progress along the path to higher levels of safety and health achievement.

Employers will find implementing these practices brings other benefits. Safety and health programs help businesses:

- Prevent workplace injuries and illnesses
- Improve compliance with laws and regulations
- Reduce costs, including significant reductions in workers' compensation premiums
- Engage workers
- Enhance their social responsibility goals
- Increase productivity and enhance operations

U.S. Department of Labor’s OSHA Issues Rule to Revise Requirements in Safety and Health Standards

OSHA issued a final rule that revises 14 provisions in the recordkeeping, general industry, maritime, and construction standards that may be confusing, outdated, or unnecessary. The revisions are expected to increase understanding and compliance with the provisions, improve employee safety and health, and save employers an estimated $6.1 million per year.

OSHA proposed the changes in October 2016. This is the fourth final rule under OSHA’s Standards Improvement Project, which began in 1995 in response to a presidential memorandum to improve government regulations. Other revisions were issued in 1998, 2005, and 2011.

Under the Occupational Safety and Health Act of 1970, employers are responsible for providing safe and healthful workplaces for employees. OSHA’s role is to help ensure these conditions for working men and women by setting and enforcing standards and providing training, education, and assistance. For more information, visit osha.gov.
LOOKING FOR HELP WITH OCCUPATIONAL HEALTH SERVICES?
ALLOW US TO HELP YOU IMPROVE BUSINESS GROWTH AND EFFICIENCY

Sample of Just Some of Our Many Consulting Services:

- Integrating Occupational Health/Urgent Care/Employee Health
- Provide start-up programs
- Sales/Marketing Training in Occ Health
- Program Performance Turnaround
- Staffing Protocols and Job Descriptions
- Policies/Procedures Manuals/Handbooks
- Job Descriptions and Performance Standards
- Survey Research Market Analysis
- Documentation and Coding
- Charting and Billing Processes
- Provider and Staff Orientation/Training
- Onsite Employer Visits
- Program Certification for Best Practices

CONSULTING SERVICES CUSTOMIZED SPECIFIC TO YOUR NEEDS

CONTACT US FOR A FREE CONSULTATION!

MORE INFORMATION
800-666-7926 • info@NAOHP.com
NAOHP Surveyor Donna Lee Gardner, a specialized occupational health consultant who was instrumental in developing the national standards applied during the certification process, said she was “extremely impressed with both ATI Worksite Solutions Occupational Health Program and Sanford OccMed Program. They each did a superior job preparing for the evaluation and provided exceptional, well-organized, and comprehensive documentation for compliance to the NAOHP standards!”

NAOHP has awarded ATI Worksite Solutions and Sanford OccMed Program a three-year Quality Certification in Occupational Health Services!

MORE CERTIFICATION INFO
NAOHP.COM/CERTIFICATION
innovative, flexible, and turnkey solutions for total worker health. Backed by evidence-based strategies, our programs effectively reduce workplace injuries, accelerate return-to-work, and increase productivity.

We strive to provide the most effective onsite healthcare service for our clients and their employees. Being nationally recognized as a company with Outstanding Certification in our service lines and delivery of these services validates not only to our current clients, but to all organizations our model as we continue to lead this journey as the program of choice.

Sanford OccMed • Bismarck, ND

Sanford OccMed is a unique approach to healthcare, that is simple, convenient, comprehensive and, most importantly, high in quality. We are committed to providing the employer/employee with occupational medicine services that makes sense, saving time and money. We offer workplace wellness, preventative illness and injury screenings, employment exams and surveillance programs. Our goal is to ensure employees are healthy and productive.

In the event of illness or industrial injury, we extend the highest level of care to keep employees at work, or return them to work, as quickly as possible. We ensure your employees are in the proper condition to perform their job safely with a job risk assessment and workplace safety programs.

With several Sanford OccMed clinic locations throughout the Midwest region and an additional 22 CONNECT Clinic locations, finding quick access to our occupational medicine services is simple, no matter where your business is located.

Help employers get at-risk workers safely and rapidly back on the job. Make an Annual SportGait Brain Physical™ and Concussion Management part of your OCCMED offering.

Find out more at sportgait.com/bettercare
We are at a tipping point where our healthcare system is demanding improved efficiency in care delivery including improved access and less cost. Technology is clearly ahead of adoption. A recent Deloitte survey in 2018 found 57% of consumers would be willing to try a virtual visit and 18% of physicians are planning on implementing telemedicine in the next two years. From a hospital or clinic perspective, there are a number of proven benefits including:

- Extend care services to patients who live in rural or remote areas including occupational health
- Minimize hospital admissions and readmissions by triage and addressing non-emergency concerns
- Monitor and manage long-term and post-hospital patient care at home
- Increase the number of patients who can be seen and treated by staff
- Coordinate care delivery with multiple specialties, primary care, and trans-disciplinary care
- Provide new streams of revenue in the form of virtual consultations and assessments

There are various types of telemedicine and connect care digital health including:

1. Live Video (Synchronous)
2. Store and Forward (Asynchronous)
3. Remote Patient Monitoring (RPM)
4. Mobile Health (mHealth)
5. Electronic Consultants – (Provider to provider)

Comprehensive telemedicine solutions usually require the development of a telemedicine clinic, kiosk, or a mobile cart. These telemedicine platforms including technology that gives providers a mobile frame and storage system to carry cameras, computers monitors, keyboards, computers, and mobile medical devices. Carts look similar to standing work desks with computer monitors instruments and wheels at the bottom for easy moving.

Digital Cameras

In order to do video conferencing, you will need a webcam. Some telemedicine providers offer high-end, high-resolution digital cameras for crystal-clear video capture. Others offer specialized medical examination tools with integrated cameras that allow healthcare professionals to take detailed
medical images (e.g. the inside of a patient’s ear) and then share them with a specialist at another location.

**Telemedicine Kit**

Healthcare providers who are routinely providing frontline care in remote areas need portable, durable telemedicine kits. Telemedicine equipment kits often look like a sturdy briefcase or large medical kit. Inside, these kits may include a small computer with an integrated screen, camera, and simple mobile medical devices.

**Mobile Medical Devices and Remote Patient Monitoring**

Mobile medical devices are often used by either healthcare professionals or patients to capture medical data and send it to a medical professional at another location. Some telemedicine providers offer packages with basic instruments or even require purchase of a patient monitoring system. Devices include instruments that can track patient’s responses to questions and then sends the data to a physician. Other digital mobile medical devices might include a glucose monitors or an ECG device.

In the case of store-and-forward telemedicine solutions where a healthcare provider is examining a patient at one location and needs to share visual medical information with a doctor at another location, the equipment is more sophisticated. Telemedicine device companies offer a range of medical scopes that have integrated visual and audio recording devices. Some scopes allow the provider to capture images of the exam and then share with other devices via a USB port. Digital stethoscopes let physicians record and share a patient’s heart and lung sounds.

**Software**

Telemedicine solutions are moving to the cloud. However, some telemedicine providers still require the purchase of a software system that needs to be installed on a medical practice’s computers. These software solutions may require data storage hardware or servers. All software should be checked for compatibility against a healthcare provider’s computer operating systems. It’s best to look for an integrated solution to implement one software program for live video conferencing, another for store-and-forward telemedicine, and another for collecting and monitoring patient medical data remotely.

**Fail to Plan – Plan to Fail**

There’s a lot of innovative, sophisticated digital health equipment out there. However, it’s most important to start by developing a population health plan including financials for your patients first. There are new reimbursement models in place with Medicare, carriers, and employers that encourage use of telemedicine. Also, states regulate telemedicine and approve types of providers and reimbursement, so get all of your “ducks in a row” first before you purchase the first piece of equipment.

**Fees and Reimbursement**

Here are a few questions to ask when determining how to charge for this service:

- Which CPT and HCPCS codes can be completed via telemedicine?
- Are there any restrictions on the location of the patient or provider?
- Do I need to use a modifier (GT)?
- Does the reimbursement rate match the in-person rate?
- Which providers are eligible (physician, NP, PA, etc.)?
- Are there any specific notes that need to be included in the visit documentation?

---

**Stewart Levy, R.Ph., MBA**

CEO, HealthWell Solutions and HealthWell Advisors
What is the Weight Cutoff?

By Dr. Lawrence Earl

Obesity is epidemic in commercial drivers. As a group, they are also getting older, are sedentary, smoke, have poor eating habits, have multiple medical problems including cardiovascular disease and obstructive sleep apnea, and are unhealthier than the general population.

You are responsible for ensuring only a driver who meets the federal physical qualification requirements is issued a medical examiner’s certificate. When you issue a medical examiner’s certificate, you are certifying the driver is medically fit for duty and can perform the driver role that is described in the medical examination form.

Case Example

“We have a patient that weighs 594 pounds. I’m trying to find documentation about specific requirements before this patient can be cleared to drive.

I know he needs a sleep apnea workup. Also, since he weighed 460 pounds last year and now weighs 594 pounds, our MD wants an ECHO for cardiac function. Is there anything else?”

Operating a commercial vehicle is considered a heavy duty job. Although there is no specific “cutoff” for weight or BMI, the medical examiner does need to evaluate the driver for conditions that would affect fitness for duty and safe operation of the vehicle.

Consider whether the patient is able to climb into and exit from the cab: climbing steps much as one would climb a ladder, maintaining three points of contact gripping the handrails, and stepping up/down several times a day. Hip angle and knee flexion may both have to exceed 90 degrees.

Other strenuous tasks include coupling and uncoupling the trailers, raising and lowering trailer supports, connecting cables with physically demanding grip strength, upper body strength, range of motion, and balance.

Physical demands of commercial driving are equivalent to six METS upon stress testing. We know extreme obesity carries risks for many other diseases, including cardiovascular disease, diabetes, and sleep apnea.

The medical examiner is responsible for evaluating drivers at risk for certain conditions and requiring the driver to obtain further evaluation to the examiner’s satisfaction.

At the very least, I would want to see a full cardiac evaluation, sleep apnea workup, and physical agilities testing to ascertain fitness for performing the tasks outlined above.

Lawrence Earl, MD
National Academy of DOT Medical Examiners
SMART SOLUTIONS THAT LEAD TO MEASURABLE RESULTS

A more effective way to manage patients during flu season

Companies and health care providers use PureOHS™ for their vaccination management to eliminate the hassles and delays of scanning or manually entering and storing consent forms and signatures. PureOHS is a web-based application that can be used on mobile devices such as iPads or Android tablets to manage employee immunizations on the go.

Interested in simplifying your vaccination program?
Visit ulehssustainability.com/pureohs-flu to get started.
Early worksite health programs were developed to provide first aid and emergency care to employees working in remote or dangerous locations. Over time, many employers, particularly manufacturers, offered a company nurse or doctor to provide occupational health services to comply with federal and state workplace requirements, manage absences and disability, prepare employees for foreign travel, physical therapy, and acute (non-emergent) medical triage.

Today, the services provided by employers at the worksite run the entire spectrum of health care from first aid to primary care medical homes, as well as offering pharmacy, dental, vision, chiropractic, acupuncture, behavioral health, and other services. Leading employers realize to manage the cost and health of their covered populations, they need to develop a strategy that integrates and analyzes the data from all of their vendor and employer-sponsored health-related programs and activities. This type of population health approach can effectively be done through an onsite “health and wellness center” that identifies gaps in care, as well as opportunities for savings, productivity, and quality improvements.

Recent surveys by the National Association of Worksite Health Centers indicate over a third of employers of all sizes and industries are offering some form of onsite or near-site centers, with over 50% of large employers having such benefits and intending to increase that number in the next two years.

Employer-sponsored onsite and near-site clinics are effectively becoming the hub and integrator of all worksite activities. Rather than adding another fragmentation of health care to the medical marketplace, the onsite health center offers the ability to be an extension of a patient’s physician’s office into the worksite. It also offers a source of primary and acute care for those 40-60% of employees who don’t have a personal physician.

Providers of occupational health services to employers can expand their value by evolving into worksite health and wellness centers, but merely adding
services or changing the name of the clinic is insufficient for a variety of reasons.

An occupational health clinic’s services are typically focused on triaging and treating work-related injuries and conditions under a fee-for-service relationship with one or more employers. Many employers may contract to have a company nurse or doctor onsite. These providers are commonly tasked with addressing the issues presented, determining the patient’s ability to return to work, and informing the employer or supervisor of the patient’s status.

Today’s worksite health and wellness center is intended to address problems with workers’ access and cost of medical services, lower employer medical spend, improve productivity and clinical outcomes, and support recruitment and retention. The center is not intended to be a revenue center, so services are typically not billed to health plans. Over half of employers don’t charge for any of the services provided through the clinic.

Vendors and providers managing centers do so primarily under a cost-plus or a per member per month flat fee that covers all administrative and clinical services offered to the eligible population, which not only includes the active employees, but often their dependents.

Under state workers comp laws, occupational health providers are to provide an individual’s medical report to the patient’s employer and make recommendations on return to work. However, workers in an acute or primary care health center need to trust their personal information will be confidential and not shared with supervisors or used in employment decisions. Medical record systems in health and wellness centers need to comply with HIPAA and state confidentiality laws.

Staffing is also an area needing attention when moving into the health and wellness arena. Not all occupational health providers are interested in or good at delivering primary care or communicating with patients on an ongoing basis. A primary care health center needs staff who are trained and comfortable in providing holistic, integrated care, often delivered not just in the clinic office, but on the work floor, call center, or local ball field. These providers need to understand the culture and demographics of the population, not only the tasks required.

To address the differences in recordkeeping and staffing, many vendors will offer integrated or separate services based on employer requests. Some employers use separate vendors/providers, clinical staff, and buildings for occupational health and non-occupational health services.

Employers who have a good relationship and experience with an occupational health provider will often be receptive to proposals to expand the services into acute, primary care, chronic disease, and wellness areas. To make this shift in focus, you may have to change your business model, systems, staff, and perceptions of medical settings to be successful.

Larry S. Boress
Executive Director,
National Association of Worksite Health Center

---

**JOB OPPORTUNITIES**

**Occupational Medicine Manager**
Memorial Care • Fountain Valley, CA
careers.memorialcare.org

**Recuriter**
Southern Ohio Medical Center • Portsmouth, OH
martinji@somc.org

**Medical Director – Occupational Medicine**
Hurley Health Services • Flint, MI
jbutera1@hurleymc.com

**Medical Director – Occupational Medicine**
Atlanti Care • Egg Harbor Township, NJ
Christine Carson
609-383-6462
christine.carson@atlanticare.org

**Occupational Health Physician**
Carilion Clinic • Roanoke, VA
Amy Marsh
540-224-5187
amsilcox@carilionclinic.org

NAOHP members can post job openings for FREE on NAOHP.com - a benefit of a NAOHP membership! Go to NAOHP.com for details of these and other positions.
Client Satisfaction
More Than a Measure of Success

By Stephanie Murdock, MSN, MBA, COHM

Progressive occupational health programs have a method to assess its success as seen by clients. By moving beyond satisfaction scores, client assessments will provide clear direction on operational improvement and growth opportunities for strategic planning.

An annual survey of all clients, contracted or episodic users, should include standard satisfaction questions (e.g. “please rate your overall satisfaction with the occupational health services you receive”) with options such as poor, fair, good, very good, and excellent. It is typical to report the satisfaction score as the percentage of respondents that provided an excellent or very good rating. This question can be used year over year to gauge general satisfaction trends.

Obtaining the program’s net promoter score (NPS) is a key piece in any survey. NPS is an industry standard method of measuring customer loyalty; higher the NPS scores indicate potential for faster growth over competitors. The survey question is simple “On a scale of 1-10 how likely would you be to recommend [brand/company] to a friend or colleague?” The percentage of promoters (level 9 or 10 scores) minus the percentage of detractors (those that provided a score of 6 and below) is the NPS. Promoters are loyal and will keep buying. It is key to review this group for vertical sales opportunities. The detractors are unhappy and can cause damage to the brand through negative

<table>
<thead>
<tr>
<th>WHAT IS A GOOD NET PROMOTER SCORE (NPS) SCORE?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEEDS IMPROVEMENT</strong></td>
</tr>
<tr>
<td>(-100 - 0)</td>
</tr>
</tbody>
</table>


word of mouth; efforts must be made
toward service and perception recovery.
Passives (those who give a 7-8 score) are vulnerable to competition.

Beyond satisfaction, the real benefit
to an annual client assessment is to evaluate what clients value — why do they choose one program over another. Options to this question may include convenience, easy to work with, corporate selection, access, quality, communication, and cost.

Next line of inquiry should focus on satisfaction of performance against those measures. For example, if the majority of clients value access, the program should inquire about the execution of the program in that area (e.g. rate your overall satisfaction of program in the areas of assess, convenience, etc.). Program administrators should view this as one of the most central subjects within the assessment. If clients rate specific areas as important to them when choosing a program, but provide an indifferent rating for the programs performance in that area, leakage will occur. Competitors that perform better within that space will gain advantage. Understanding what companies value when selecting a provider can focus operational priorities.

Finally assess core customer service. “How well does the program meet expectations in the following areas: professional, fast and efficient, personal attention, knowledge about industry/business needs?” This line of questioning allows the program to understand performance against universal customer service standards. Clients may report positively about actual services provided, but may not be as affirmative toward how it was provided.

The objective of a useful assessment tool is to gain insight into what companies think and most importantly value when making decisions and how the program measures up to those values. Extending surveys beyond traditional satisfaction ratings and working to improve performance in the areas clients place value is a competitive edge.

Stephanie Murdock, MSN, MBA, COHM
Sr. Executive Director, Sanford Health Occ. Medicine & Employee Health

Sanford’s survey revealed Sanford is chosen to quick service and ease, improving access and wait times are improvement priorities, and convenience and speed of communication is valued.

Tools Used by Sanford:
- Annual client survey
- Patient satisfaction annual surveys
- ‘Let’s Talk’ in-person or webinar evaluation
- Customer relations management (CRM) software activity reports
- Client to staff feedback trackers

the electronic occ health for healthcare employee health record

Enterprise Health manages requirements for hospital and healthcare employees — health surveillance, case management of worksite illness and injury, and reporting to OSHA — on a single solution, separate from patient data. Proving hospital employee health doesn’t have to be an epic undertaking.

Learn more at enterprisehealth.com
NAOHP MEMBERSHIP OPTIONS

NAOHP is the best resource for occupational health operations, management, marketing, and more. As an NAOHP member, you’ll join a network of occ health/urgent care professionals who work in the industry and have a wealth of knowledge you can’t find anywhere else you’ll need to have a successful program.

<table>
<thead>
<tr>
<th>Membership Option</th>
<th>Single $299</th>
<th>Corporate/Institutional $599</th>
<th>Vendor $799</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Memberships</td>
<td>1</td>
<td>Up to 10</td>
<td>Up to 20</td>
</tr>
<tr>
<td>Weekly Town Hall Forums</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Catch the latest occupational health updates 30 minutes each week with some of the industry’s leaders</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to Occupational Health Benchmarking Results</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Learn how your program measures up in the industry</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free Online Job Posting on the NAOHP Website</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allowing members to post jobs free and reach a larger audience effectively</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VISIONS Quarterly (print and online of current and past issues)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Filled with tips and articles on having successful occupational health and blended programs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NAOHP National Conference</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SUBSTANTIAL MEMBER DISCOUNT</strong> to the three-day NAOHP Conference held each fall offering CME and CEU hours. This is one of the fastest growing annual conferences providing a wide range of in-depth professional development specially designed by and for occupational health and related professionals.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Savings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional discounts on publications, educational courses, consulting, and webinars</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newsletter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bi-monthly articles on occupational health and the six pillars related to this industry</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education and Resources</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discounts to NAOHP University courses for providers, managers, and business professionals, including the exclusive “Occmed Market Analyzer”, sales and marketing classes, program manuals and guidebooks (top “Must Have” resources to operating a successful program), and more</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to NAOHP Consultants and Board Members for Advice</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Connect and Network with Other Occupational Health Professionals Around the Country</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to Full NAOHP Membership Directory</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Logo and Company Summary in Each VISIONS Publication</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Logo and Company Summary on NAOHP Website</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibitor Booth Discount at NAOHP National Conference</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promoting Your Business in Social Media and Eblasts to All NAOHP Members and Non-Members</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SIGN UP OR RENEW YOUR MEMBERSHIP!
800-666-7926 · NAOHP.COM/MEMBERSHIP
Helping to Meet Your Occupational Health Needs

3bExam - Total Exam Management to simplify and streamline your physical exam process and forms. Focused on delivering industry leading solutions to Certified Medical Examiners, Urgent Care Clinics, Occupational Health Practices, and Third Party Systems. 3bExam includes: Intelligent Data Collection, Document Management, a Company Portal and Automatic Reporting to the FMCSA for DOT Exams. Thousands of users and over 1 million exams to date! SIMPLE. ACCURATE. COMPLIANT. 844-222-3926 • 3bExam.com

Abbott is the global leader in point-of-care diagnostics. With the acquisition of Alere, Abbott’s offering of industry-leading services is unmatched across key health areas. Our eScreen systems provide next-generation employment screening solutions for drug testing and occupational health services, equipping you with a fully digital workflow. Alere is now Abbott. 800-881-0722 • escreen.com

ATI Worksite Solutions offers a wide array of onsite occupational services, offering a comprehensive approach to injury care, prevention, and early intervention. Our focus is being remarkably efficient at preventing injuries, but you can also feel confident that if an injury does occur, we will expedite recovery and return to work.

Benson Medical Instruments Co. designs and manufactures audiometers, earplug fit testers, spirometers, and software to manage hearing conservation and occupational spirometry programs. Benson instruments are widely used in military, industrial and government safety and health applications. 612-827-2222 • bensonmedical.com

Bill Dunbar and Associates (BDA) provides revenue growth strategies to clinics and hospitals throughout the United States. BDA’s team of professionals and certified coders increase the reimbursement to its clients by improving documentation, coding, and billing. BDA offers a comprehensive, customized, budget-neutral program focusing on improving compliance along with net revenue per patient encounter. Additionally, BDA Health Informatics (BDA-HI) provides actionable healthcare information and decision-making tools for populations, providers, and patient-specific health, treatment, and cost challenges. BDA-HI works with clients to deliver information and intelligence for deeper insights and better decision-making. 317-247-8014 • billdunbar.com

Bizmatics Inc. is a healthcare technology company serving the needs of ambulatory medical practices of all sizes and specialties. PrognoCIS – their cloud-based EHR Software provides physicians with tools that promote quality and value-based care for their patients. PrognoCIS helps boost a practice’s efficiency by seamlessly integrating workflows like patient scheduling, documentation, billing and patient engagement. Some of the features of PrognoCIS that help achieve this herculean task include Practice Management, Medical Billing and Revenue Cycle Management, Telemedicine, Patient Portal, and e-prescription. Bizmatics clients include physician practices, specialty medical centers, community health clinics, diagnostic laboratories, medical imaging centers, and virtual clinics (telemedicine). 1-877-693-6748 • sales@bizmaticsinc.com

Carosh Compliance Solutions offers privacy and security services and support specifically designed for the unique needs of small and mid-sized healthcare organizations. We assist you design, implement and manage privacy and security programs that minimize your risk of having a breach and help you pass regulatory compliance. Services range from standard risk assessments and privacy officer training to breach investigation and remediation to the required audits of your privacy and security programs to customized services that include serving as your Chief Security and/or Chief Privacy Officer. Our goal is to demystify and simplify HIPAA compliance for you and your staff… so you can focus on what you’re best at: Taking exceptional care of your patients. Carosh.com • Info@Carosh.com
ChartBase is an award-winning software solution tailored to the operational and business needs of occupational healthcare providers, empowering you with the information-management tools needed to provide excellent service to your clients. ChartBase maintains company-specific testing, treatment and billing protocols while bringing paperless efficiency to the process of assessing, treating and reporting work-related injuries. Give your clients the flexibility they demand with the ChartBase Employer Web Portal. Get reimbursed as quickly as possible with integrated electronic billing. Contact us for more information or to schedule a demo.

info@ChartBaseMedical.com • ChartBaseMedical.com

Clinical Reference Laboratory is one of the largest privately held certified laboratories in the country. We have a passion for better outcomes powered by greater insights and are committed to progressing in ways that help our customers achieve success. Discover how our commitment to quality, innovation, analytics and service excellence create an advantage for our customers.

800-445-6917 x5427 • Brenda.Wilson@crlcorp.com

DHS Group specializes in health and wellness applications and integration for employers, health plans, hospitals, health providers, and consultants. With unique expertise and technology, DHS Group helps clients gain greater control over their healthcare analytics and reporting, employee benefits, wellness and administration.

dhsgroup.com • 423-335-9454

Everflex

93% of people who have muscle and joint pain never receive the care they need. This can lead to invasive surgery, time off work, and potential opioid addiction. To counter this, our Everflex team has designed a software solution that will guide individuals with common muscle and joint pain to the right care at the right time. Everflex creates individualized recovery programs that are designed to meet the unique needs of each individual. We have created a 24/7, self-service website that puts the science of musculoskeletal clinical practice at your fingertips, enabling you to match your symptoms to common muscle and joint disorders. Everflex makes lives better by delivering specific treatment exercises that are full-length and narrated by a physical therapist in the privacy of your own home and on your schedule.

805-250-3265 • everflexhealth.com

Immuware is the award-winning employee and occupational health compliance web-based software designed to quickly enable a connected online enterprise community to achieve faster compliance. Immuware captures, tracks, stores, reports and analyzes all your compliance data and fully automates the compliance process. With Immuware’s employee portal, employees can take ownership of their compliance. Employees, from any location with any tablet or smartphone, can instantly upload, consent, electronically sign, complete questionnaires, view and print their own records via the Immuware Employee Portal. Enable management to help achieve compliance with real-time information via easy to navigate dashboards and automated alerts. You protect your patients. Immuware protects you and your employee community.

Immuware.com

Industrial Physical Capability Services offers multiple physical strength evaluations allowing an employer to evaluate their workforce and lower healthcare cost. These evaluations can determine if a candidate is physically capable for a specific position, if an employee is physically capable to return to work, and the risk for disease among their current employees. When we compare today’s workforce to 2008, individuals are 13lbs heavier, have 23% less absolute knee strength, and 18% less absolute shoulder strength. With over 20 years of business and nationally spread, our clients experience ROI’s up to $15 for every $1 invested. IPCS prevents employers from HIRING THE CLAIM!

330-463-5757 • TGilliam@ipcs-inc.com

Jellyfish Health helps care facilities gain consumer loyalty through the delivery of great digital experiences. What’s unique about the Jellyfish Health platform is its ability to enhance the way employers offer healthcare services to their employees. Participants are able to conveniently schedule onsite services IN REAL-TIME by location and event such as: flu shot vaccinations, health fairs/screenings, and education training classes. Jellyfish Health’s extensive platform addresses many participant touchpoints—including online appointment scheduling, pre-appointment form submission, text and email
reminders and self-check-in. Jellyfish Health removes more of the friction and improves the overall experience, ultimately building consumer loyalty.

jellfishhealth.com

**Jopari Solutions, Inc.** is a healthcare information technology company supplying innovative healthcare Attachment management, integrated eBill compliance and flexible medical payments for Workers’ Compensation and Auto Medical markets. Jopari has established an extensive connectivity network linking payers, providers, practice management systems and clearinghouses, and offers innovative solutions to assist with the management of attachments. Jopari enhances Payers’ ability to manage medical bills and disbursements, allowing reductions in associated expenses in addition to compliance with applicable federal rules and jurisdiction eBill/ePay regulatory requirements. Jopari maintains best practice SSAE 16 Type II attested internal controls.

800-630-6030 x5700 • jopari.com

The **Kinum Complete System** includes 2 phases: Connect and Collect. Our methods of collecting accounts receivables is designed to assist you in faster debt recovery while keeping your costs to a minimum (an average of $10 per debtor for NAOHP MEMBERS). We accomplish this by first connecting with your patients with carefully timed and consistent payment reminders. Then we seamlessly recover the remaining debts through our superior collection agency, as well as, legal intervention when needed. Besides helping you with Patient Pay, we also assist with Insurance Resolution and OCC MED/COMMERCIAL claims. We also interface with major PMS systems.

800-850-5150 • vito.mazza@kinum.com

**Net Health** is the leader in software solutions for specialized outpatient care. Known for being Experts in The Art of the Right Fit®, our fully interoperable EHR solutions serve five medical specialty markets offering clients an end-to-end solution that includes practice management tools, clinical workflow documentation, revenue cycle management, and analytics. Agility’s occupational medicine EHR has a fully integrated practice management solution that is designed to meet the needs of both independent providers and hospital-owned facilities. Conquer employer protocols, billing complexity, and compliance.

800-411-6281 • Nethealth.com/see-Agility

**One Call** is the nation’s leading Workers Compensation network for diagnostics, physical therapy, durable medical equipment, transportation and translation. One Call provides a unique solution that allows Physicians to leverage our adjuster and provider relationships to obtain authorizations and/or schedule patients quickly. A partnership with One Call enables faster, more efficient, cost-effective claims resolution with a focus on injured workers’ care.

877-970-1188 • authrequests@onecallcm.com

**Proficient Rx** is the premier provider of prepackaged medications for Occupational Health Clinics, Urgent Cares and On-Site/Near Site Employee Health Clinics nationwide. Our experienced team will help you implement a fully compliant prepackaged medication program that will significantly reduce costs and pharmaceutical spend while enhancing employee convenience and satisfaction while resulting in faster return to work times. We provide an easy to use web based software for medication dispensing and monitoring, customizable formulary, a large selection of medications, injectables, creams and ointments so you can provide prompt treatment for employees. Immediate treatment of illnesses and injuries creates increased work consistency and enhances employee care.

(800) 787-7824 • info@proficientrx.com

**Rapid Rad** is committed to upholding the highest ethical standards in the industry and maintains long lasting relationships with our customers. By working with our customers based on your unique needs, we are able to build partnerships that foster trust, enhance communication and deliver results. Rapid Rad is dedicated to moving teleradiology forward by delivering forward thinking technologies and services. By offering custom technology and intelligent workflows, we are able to help our customers streamline process, lower cost and improve patient care.

rapidrad.com

**SCP WellnessWorks** is committed to being the premier source for linking the healthcare needs of a community with local healthcare providers. We also form partnerships between local healthcare organizations and employers to deliver integrated healthcare solutions, medical services, care coordination and wellness programs to an insured captive audience. SCP WellnessWorks is committed to helping healthcare organizations to become the provider of choice in their community.

337-609-8468

---

**PREMIER SPONSOR**

---

---
SHOEBOX is the first automated iPad audiometer optimized, and validated for use outside of a sound booth. Conforming to current ANSI S3.6 standards of a diagnostic audiometer, it is a complete solution for Occupational Hearing Conservation Programs. Used as part of an OSHA-compliant workflow to help meet specific reporting needs, SHOEBOX Audiometry is changing audiometric testing.  
shoebox.md • info@shoebox.md

Splashlight Telehealth, a subsidiary of Splashlight Solutions, is a technology solutions organization influencing the quality of care through telehealth, eliminating gaps in the current process, and challenging issues head on. Splashlight Telehealth is committed to market-disrupting solutions that continuously improve healthcare delivery. Our determination and drive will significantly impact the health of businesses and patients. splashlighttelehealth.com

SportGait provides a medical app for qualified physicians using validated decision support software in an easy to use Platform-as-a-Service. This ensures that sport and employment head injuries are treated with the same rigor as any other injury, by a doctor in the American medical system, not on the sidelines or in the workplace. Providers looking to offer a Safe-to-Safe continuum of care to an underserved market can learn more by contacting us at info@sportgait.com or visiting www.sportgait.com

Teleradiology Specialists is a virtual group practice specializing in Urgent Care, Occupational Health, and Primary Care radiology, currently providing reads in 50 states and expanding rapidly. We are focused on establishing and maintaining positive communication with the facilities we serve. Our team takes pride in providing excellent customer service and exceeding expectations for turnaround time. We are physician-owned, and we understand our highest priority is to provide quality reads promptly and consistently. Our commitment to excellent quality has been a determining factor in our growth. teleradiologyspecialists.com

UL EHS Sustainability empowers organizations to protect the well-being of workers, reduce risk, improve productivity, enhance compliance, and drive measurable business improvement through its EHS, occupational health, environmental, supply chain, sustainability, and corporate social responsibility platforms.  
615-367-4404 • ulehss.com

WebForDoctors specialize in inbound and outbound lead development and patient acquisition for occupational medicine practices. Our outsourced occupational medicine sales program combines telemarketing, email campaigns, search-engine marketing, social media, and medical-content development to connect you with new patients and corporate clients. With our fully integrated package of traditional and online marketing, we help you nurture relationships, attract HR personnel and obtain warm leads, maximizing the return on your marketing investment.  
312-298-9742 • webfordoctors.com

Being part of NAOHP’s Premier Sponsor and Preferred Vendor Membership Programs, comes with many great benefits! Gain visibility from a highly targeted group of perspective customers, the NAOHP members.

NAOHP
SIGN UP TODAY!
800-666-7926
CROSS@NAOHP.COM
Ways to Find New Leads and Being Your Own Client

Easy Prospecting

Here are three easy ways to find prospective customers for your occupational health program. First, if your organization offers an Employee Assistance Program (EAP) to local employers, cross-reference the EAP’s client list with your occupational health clients to identify leads. Second, follow up with your hospital fundraising director to review any business donations from companies that are not your clients. Third, work with your accounts payable department to request a list of all hospital/clinic vendors from the last couple of years. If a vendor is doing significant business with your hospital/clinics, it should be using your occupational health program.

Generate New Leads by Working with the Entire Staff

Discovering new sales leads is not something unique to the sales/marketing representative at your facility. Think of all the businesses that are known by your staff. Where do your employees’ spouses work? What businesses do your employees drive by on the way to work? What company provides services for them (garbage pick-up, lawn service, daycare, auto dealers, etc). Get other staff members involved by creating a lead contest. For every qualified lead someone brings to the sales professional, an employee gets an award ($10 or free lunch, for example). Run the contest for a quarter and provide updates in the break room and at staff meetings. Make a big deal about leads provided and more of your staff will take an active role in helping to identify new business opportunities.

Be Your Own Best Client

Whenever an occupational health program goes out to sell a service, its parent organization needs to have adopted it first. When a prospect asks, “How has it worked for you?” the last thing you want to say is, “We haven’t gotten there yet.” Service rollout needs to be done, not on a wholesale basis, but in small steps, starting with executive leadership, branching out to middle management and transitioning to the departmental level for implementation. Once a service is implemented internally and you have measured your success, you can look that prospect in the eye and say, “This is what we are doing for ourselves.”
Function as the supervising physician for the nurse practitioner/physician assistant and on an as needed basis review all cases seen as part of the occupational health program (OHP), including:

a. Injury Care—Take the history of the injury/medical problem(s) or the findings, diagnoses, treatment plan, any limitations or restrictions, discharge, and follow-up. Open cases will be tagged and followed.

b. Exams and Screenings—Administer appropriate testing to meet the individual company needs for functional tasks of the candidate, OSHA guidelines, and the drug-free workplace criteria of the company.

Assume responsibility for the medical direction of physicians conducting examinations, disability evaluations, return-to-work exams, etc. for the occupational health service and monitor the progress of employees referred to physicians. Hold referring physicians accountable for adhering to occupational health protocol and for their evaluation/treatment plans and ultimate outcomes.

Monitor referrals for appropriateness concerning both job-related and non-job related injuries and illnesses identified as a result of the OHP to physicians on the medical staff of the hospital who are participating in the occupational health service referral panels.

Assist in the recruitment of physicians interested in participating in and promoting the OHP.

If part of the OHP program is to support the employee health service, then participate in case review of all hospital employees out of work as a result of a work related injury.

Assume a leadership role in preventive medicine and support the encouragement of employees to seek care from their personal physicians for non-job related medical problems to facilitate a healthy lifestyle.
Supervise staff providers regarding the use of the following guidelines as competency standards:

a. Provider performance criteria for physical exams for client company employees

b. Each provider shall provide and document:

• Review patients medical history.
  • Perform history and physical exams on each client requiring a MD exam.
• Review abnormal findings and make recommendations regarding the same.
• Act as a resource for patient questions and concerns.
• Act as a medical consultant/advisor regarding the medical status of the clients presenting for physical examinations for the staff.
• Provide work restrictions for those clients examined for return to work.
• Provide medical evaluations for initial injury evaluations for employees as requested.
  • Complete the initial report of injury for all client companies requesting this for their employees seen.
  • Identify causality for all injuries treated.
  • Coordinate evaluations for temporary and permanent disability when requested.
• Direct referrals for job-related injuries and illnesses identified as a result of the OHP to physicians on the medical staff of the hospital who are participating in the Occupational Health Service referral panels.

Provide regular contact with key company representatives and make presentations to company executives in coordination with occupational health staff.

Maintain open communication between occupational health staff, administration, and the medical staff. Provide an annual physician education program on occupational health including the OHP.

Advise occupational health staff on the content of physical exams and health screening programs appropriate to the industry setting. Assist in design of medical surveillance programs based on MSDS sheets and other company protocols. Assist in the design of company health programs and strategies for promotion of wellness of employees.

Meet regularly (minimum weekly) with the occupational health staff.

Review and approve clinical outcome parameters for the injury management and return to work program.

Email info@NAOHP.com to order these resources!

ADDITIONAL RESOURCES AVAILABLE
Job Descriptions Manual, Staffing Configurations, Relationships, and Responsibilities Manual (including Sample Productivity Standards)
Occupational Health Service Metrics

How is Your Patient Turn-Around Time?

Patient turn around time is important to clients. Forty-five minutes in and out is the standard. The following metrics are used by occupational health programs across the country for providers and staff.

Quality Metrics
- Identify your standards and what your compliance to standard should be.
  - Patient length of stay in the clinic for occupational health is 45 minutes.
  - Patient wait times are not to exceed 10 minutes before processing.
  - Phone calls are responded within three rings.
  - Answer calls at 95% of received.
  - Respond to complaints same day with a written letter in two days to address enhancements.
  - Performance expectations include high level of competency and customer service.
    - Quarterly staff performance reviews
    - Ongoing competency review
    - Monitor customer service via patient satisfaction surveys and peer review

Finance Standards
- Accounts receivables of 45 days
- WC bills out within three days
- Employer billing out in end of month format
- Identify your market share is in compliance with projections.
- Maintain a minimal profit margin of 15% across all aggregated product lines.
- Annual cost analysis to reflect appropriate charges are above cost by 15%.
- Sales growth is 3% or better per year.

Treatment Standards
- Identify your top five diagnosis and have standards of care with metrics to address
  - Number of provider visits
  - Number of lost work days
  - Number of temporary alternate days
  - Functional ability outcomes
  - Same job, same shift, same employer

Customer Service
- Patient satisfaction survey response at 85%
- On a scale of one being poor and five being outstanding, you maintain a 4.5 or better
- Client company satisfaction survey responses at 85%
- On a scale of one being poor and five being outstanding, you maintain a 4.5 or better
- Client retention is set at 95%
- Client testimonies are the foundation of marketing, so they are utilized for each of your product lines annually in your marketing campaign.
The U.S Bureau of Labor Statistics report shows several very interesting statistics about the American worker.

- Approximately 10,000 workers each day turn 55-years old. This will happen each day for the next 5 years. That is more than 3 million workers each year.
- Fatalities increased 10% for the 55-64 age group. This will only get worse. Slips and falls are the most common cause of fatality for this age group.
- By 2022, there will be 17% more men and 33% more women working past 65.
- Musculo-skeletal injuries continue to be the number one injury across all age groups.
- Musculo-skeletal injuries will get worse because the workforce is about 20% weaker today than 10 years ago across all age groups.
  - Clinics can expect more soft tissue injuries.
  - Many slips and falls are caused by loss of balance due to loss of muscular strength.
  - Older workers take longer to rehab.
  - There has been a decrease in the percentage of high school boys and girls who meet the minimum daily physical activity requirement.

Numerous research studies show maintaining strength or improving strength as one ages is achievable.

- When strength is improved, there is an increase in performance, functionality, and safety.
- This leads to fewer injuries and claims for your industrial clients.

How do occupational medicine clinics prepare for the dramatic increase of workers 55 and older? IPCS enhances your clinic’s industrial client offerings by providing programs designed to prevent soft tissue injuries through musculo-skeletal wellness programs.

MORE INFORMATION
tgilliam@ipcs-inc.com  ▶  234-284-8301
NAOHP 2019 SPONSORS

PREMIER SPONSORS

EHS SUSTAINABILITY

net health.

CHOICE SPONSOR

enterprise health

ASSOCIATE SPONSORS

SPORTGAIT

Teleradiology SPECIALISTS