The NATA Third Party Reimbursement Initiative
Current Status and Future Direction

SCATA Annual Meeting
July 11th, 2019
Columbia, SC

Joe Greene
OrthoVise, LLC
CEO and Owner
1. Introduction: Why Am I Here in at SCATA?
2. Third Party Reimbursement Pilot (TPRP): High Level Review
3. Third Party Reimbursement Initiative (TPRI) Strategic Activity
4. Define Current Priorities
5. Discuss Strategic Considerations and What is Next
6. Questions and Answers
Introduction and Background
The Tipping Point

The NATA Third Party Reimbursement Pilot

A Review
The NATA Third Party Reimbursement Pilot

- October 2014 – September 2017
- Advance Athletic Training Reimbursement in 3 Pilot States
- Payor and Employer Advocacy and Implementation
- Pilot Site Development: Outpatient Rehabilitation Environment
- Advancement of Autonomous Athletic Training Billing
- Identify Barriers, Optimal Processes and Priorities
- Goal: Provide the Best Possible Information and Recommendations
Pilot Results

1657 More ATs have their NPI Number

69 More ATs are Billing

22 More Employers are Billing

143 More Total Payors are Reimbursing
The NATA Third Party Reimbursement Initiative

Activity Review
2018 Strategic Activity

- Establish the NATA Third Party Reimbursement Initiative
- Create National Level Program Leadership and Facilitation
- Establish the NATA Third Party Reimbursement Initiative Grant Program
- Recruit and Identify TPRI Regional Coordinators
- Create and Distribute Billing and Reimbursement Guidance Document in alignment with CMS Policy and Process
- Create and Distribute State Leadership Guide and Call-to-Action
- Establish TPRI Database and Activity Tracking Spreadsheet
2019 Strategic Activity – In Progress

• Secure Claims Database Partner for Reimbursement White Papers
  – Review and Evaluation in Progress
  – PearlDiver is Primary Target: [http://pearldiverinc.com/](http://pearldiverinc.com/)

• Review and Create Novel and Updated NATA Web Presence Content
  – Content Developed: Currently in Review and Layout

• Facilitate Structured and Standardized Efforts at the State Level
  – 42 States have engaged with us
  – 21 Actively Progressing: Rhode Island, Maryland, and South Carolina are Recent Additions

• Promote Advocacy Representatives at the State Level
  – Three Known States are Compensating
  – Most States Have a TPRI Lead
• Prioritize Payor Advocacy Strategy and Efforts
  – Government, Commercial, Workers Compensation
  – Educational Content Platform Development – Webinar, Workshops, etc.

• Promote Proactive Governmental Affairs Activity
  – Remove Barriers when Indicated
  – Promote Anti-Discrimination/Parity Language as Model Language

• Recommend Enhanced Regulatory and Compliance Review
  – Integrated Into All Communications

• Re-structure TPRI Team to Optimize Time and Resources
  – Transition in Progress. Complete by 7/1/2019
  – Team Meeting in Madison, WI: 8/18 – 8/20
What does CMS Alignment Mean?

- Policy and Processes are Philosophically Aligned
- Athletic Trainers Bill when Medical Necessity is Established
- Goals are Established and Progress is Documented
- Athletic Trainers Should Bill for Return to ADL’s
- Billing for Maintenance Therapy or Return to Sport is Discouraged
- Athletic Trainers Must Function Under State Defined Scope of Practice.
Governmental Affairs Considerations

• Enhance Model Language

• First Goal  ➔ Allow for Reimbursable Activity (WI)

• Critical Distinction
  – Scope of Practice
  – Reimbursement

• Optimal Goal  ➔ Parity/Non-Discrimination Language (IN)
  Precedent: Chiropractic, Podiatry, etc.

2014 Indiana: 4 Payors  2014 Wisconsin: 15 Payors
2017 Indiana: 116 Payors  2017 Wisconsin: 52 Payors
# State Engagement

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<thead>
<tr>
<th>Position</th>
<th>State</th>
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<td>1.</td>
<td>Alabama</td>
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<td>41.</td>
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**Remaining States**

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<td>8.</td>
<td>West Virginia</td>
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<td>9.</td>
<td>Wyoming</td>
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*Red States: Most Engaged*
State Activity Spreadsheet

Data Elements:

- Date
- Name of Advisor
- Name of Contacts(s)
- Employer
- Employment Setting
- State
- Purpose of Call

Volume: 360 Teleconferences/Meetings since TPRI Initiative Inception in January, 2018
# State Activity

## Top 25 States By Volume

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<tr>
<th>State</th>
<th>Count</th>
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<td>Idaho</td>
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<tr>
<td>Georgia</td>
<td>5</td>
</tr>
</tbody>
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TPRI Grant Activity

• 2017/2018 TPRI Grants Approved/Awarded
  – Florida: $4238.92
  – Indiana: $5000.00
  – Ohio: $5000.00
  – Wisconsin: $10,000.00

2017/2018 Total: 4 States and $23,750.00

Budget: $50,000.00
TPRI Grant Activity

- 2018/2019 TPRI Grants Approved/Awarded
  - Connecticut: $3750.00
  - Florida: $488.92
  - Michigan: $2500.00
  - Missouri: $1987.65
  - Ohio: $10,000.00
  - Pennsylvania: $1875.00
  - Virginia: $3750.00
  - Wisconsin: $10,000.00

2018/2019 Total: 8 States and $34,351.57

Budget: $50,000.00
Claims Data and Payor Outcome Manuscript Status
Claims Database Due Diligence

- PearlDiver is Primary Target
- Evaluation Stage
- Dataset Migration on July 1
- Planning Proof of Concept Study in July
Payor Outcome Study ... Why???

- Gap in Our Available Evidence
- Commercial Payors: United Healthcare Example
- Legislators
- Employers
- Tracking

- Government Payors: Establishes Groundwork and Evidence
  - Medicaid
  - Medicare

We should now have the ability to pull episodes of care with an anchor event of an Athletic Training Evaluation.
Manuscript Development Initiation: Fall, 2019 Target

Stephanie Kliethermes, Principal Investigator
• AMSSM Research Director
• Assistant Professor, University of Wisconsin Department of Orthopedics

Abstract Title:
Health Care Utilization Cost Outcomes for Athletic Training Episodes of Care

Co-Investigators:
Joe Greene MS, ATC
Kyle Scharer MS, ATC
Steve Alison ATC
Web Presence Development
Web Presence Content Development

• Web Content Outline
• Introduction to Third Party Reimbursement
• The NATA Third Party Reimbursement Initiative
• TPRI Matching Grant Program Overview
• TPRI Matching Grant Program Application
• Billing and Reimbursement Guidance
• 2019 NATA Coding Overview and Commonly Used Codes
• Athletic Training Evaluation Coding
Web Presence Content Development

- Checklist and Roadmap for Athletic Training Reimbursement
- Third Party Reimbursement FAQ’s
- Athletic Training Mentor Competency Training
- Athletic Training Mentor Preceptor Checklist
- Dealing with a Denial of Services
- State Leadership Call to Action and Guide
- Questions to Consider When Getting Started
- 7 Previously Developed Supporting Media Documents
The Initiative Team

“If you want to go fast, go alone, if you want to go far, go with others”

Author Unknown
TPRI Project Team

Joe Greene

• Initiative Leader
• NATA Coordination
• Third Party Payor Advocacy
• Employer Advocacy
Kyle Scharer

- Operational Lead (Transitioning)
- Payor Advocacy
- District 4 and 5
TPRI Project Team

Steve Allison

- Implementation Lead
- Payor Advocacy
- District 4 and 5
TPRI Project Team

Courtney Havens
- Operational Lead
- Grant Program
TPRI Project Team

Chris Young

- East Regional Coordinator
- Districts 1, 2, and 3
TPRI Project Team

Erik Nason

- South Regional Coordinator
- District 6 and 9
TPRI Project Team

Stephanie Kliethermes

• Payor Outcome Study Facilitator
The NATA Third Party Reimbursement Initiative

2019/2020 Goals and Objectives
What’s Next!

- Increasingly Shift Priorities and Resources to:
  - Payor Advocacy
  - Employer Advocacy
  - Payor and Employer Implementation
  - State Autonomy

- Create Training Module and Educational Platforms Designed for Effective Payor Advocacy

- Secure Claims Database Partner for the Peer Reviewed Payor Cost Outcome Manuscript: Retrospective Analysis or Demonstration Project
  - Commercial
  - Workers Compensation
  - Government
What’s Next!

• Maintain and Refine State Database
  – Reimbursement and Leadership Contacts
  – Payors
  – Employers

• Refine and Promote the NATA TPRI Grant Program

• Fully Develop and Enhance NATA Website Content

• Optimize Roles of TPRI Independent Contractors

• Assist the NATA in Determining a Sustainable Long-term Solution to Facilitate the NATA Third Party Reimbursement Initiative
WATA Reimbursement Symposium

- November 15th and 16th, 2019
- Potawatomi Hotel, Milwaukee, WI

Programming
- Early Bird Networking
- WATA Conduit Event
- The NATA Third Party Reimbursement Initiative
- Wisconsin and Federal Governmental Affairs Update
- State Governmental Affairs Strategy Optimization
- From Payor Approval to Implementation: The Payor Perspective
- The Role of the State Insurance Commissioner and State Government
- Networking Social and Dinner
- Best Practices in Approaching Payors
- Employer Implementation Considerations: Large Employers, Health Systems and Individual Practices
In support of the NATA’s Third Party Reimbursement Initiative (TPRI), the Wisconsin Athletic Trainers’ Association is proud to announce that it will be hosting the 2019 Third Party Reimbursement Symposium. It will feature NATA leaders, state leaders, third party payer representatives, lobbyists, and others who are leading the way in securing successful third party reimbursement for athletic training services around the country. Athletic trainers interested in third party reimbursement, state association leaders, state governmental affairs and third party reimbursement advocates, as well as athletic training educators are encouraged to attend. Detailed information on the programming will follow in the coming months. Registration will open this summer.

**PROGRAMMING WILL INCLUDE:**

- Early Bird Networking and WATA Conduct Event
- The NATA Third Party Reimbursement Initiative: Status Update
- Wisconsin and Federal Governmental Affairs Update
- State Governmental Affairs Strategy Optimization
- From Payer Approval to Implementation: The Payer Perspective
- The Role of the State Insurance Commissioner and State Government
- Networking Social and Dinner - Best Practices in Approaching Payers
- Employer Implementation Considerations: Large Employers, Health Systems and Individual Practices

We hope that you will join us for this important CEU opportunity!

**JOIN US for a Networking Event!**

**November 14**

**@ 7:00 PM**

The Mecca Sports Bar & Grill
1134 N. Vel R. Phillips Ave
Milwaukee, WI 53203

Receive 2 FREE drinks & food

For more information go to: www.watainc.org
QUESTIONS?

Student: “Dr. Einstein, Aren’t these the same questions as last year’s physics final exam?”

Dr. Einstein: “Yes, but this year the answers are different.”