



Establishing Your First On-site Health Clinic

**Building the Foundation of a Successful
Program**

Kate Stemle

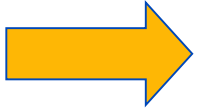
Manager, Employee Health & Well-Being

June 28, 2018

Agenda

- **Determine support and financial impact**
- **Identify Services, Staffing and Hours**
- **Identify Space Needs or Availability**
- **Incentives for Utilization**
- **Privacy and Confidentiality**
- **Comprehensive Communication/Marketing Plan**
- **Have the Right Clinicians**
- **Closing & Questions**

Agenda



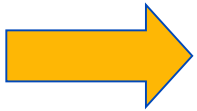
- **Determine support and financial impact**
- Identify Services, Staffing and Hours
- Identify Space Needs or Availability
- Incentives for Utilization
- Privacy and Confidentiality
- Comprehensive Communication/Marketing Plan
- Have the Right Clinicians
- Closing & Questions

Senior leadership support is critical to the success of your onsite clinic

Determine support and financial impact

- Do you have the support from leadership
- Have you assessed the employees needs and interest
- What is the financial impact
 - Construction fees
 - Implementation fees
 - Vendor fees
 - Ongoing fees
- Who will manage your clinic
 - Onsite, near site, concierge

Agenda



- Determine support and financial impact
- **Identify Services, Staffing and Hours**
- Identify Space Needs or Availability
- Incentives for Utilization
- Privacy and Confidentiality
- Comprehensive Communication/Marketing Plan
- Have the Right Clinicians
- Closing & Questions

What are the hours, staffing and services you need for an effective clinic

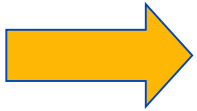
Identify Services, Staffing and Hours

- **Identify needed services**
 - Urgent Care only
 - Primary Care
 - Chronic Condition Management
 - Physical Therapy
 - Nutrition Services
 - X-Ray
- **Staffing**
 - MD onsite full-time
 - ARNP/PA onsite full-time
 - Ancillary Staff
 - Reception Staff
- **Hours**
 - Before/after “normal” work hours
 - Weekend hours



Agenda

- Determine support and financial impact
- Identify Services, Staffing and Hours
- **Identify Space Needs or Availability**
- Incentives for Utilization
- Privacy and Confidentiality
- Comprehensive Communication/Marketing Plan
- Have the Right Clinicians
- Closing & Questions



What are the “must have” and “nice to have” with your available space

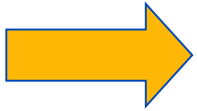
Identify Space Needs or Availability



- Lab
- Employee Access
- Number of Exam Rooms
- Waiting Area
- Provider Offices/Cubicle Area
- Storage

Agenda

- Determine support and financial impact
- Identify Services, Staffing and Hours
- Identify Space Needs or Availability
- **Incentives for Utilization**
- Privacy and Confidentiality
- Comprehensive Communication/Marketing Plan
- Have the Right Clinicians
- Closing & Questions



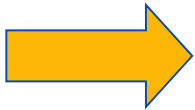
The natural draw for employees is the convenience of onsite care

Incentives for Utilization

- What is the value of the onsite clinic to your employees
- Are you offering the right services to ensure the clinic is meeting the needs of the majority
- Structure the fee schedule to ensure that the clinic is now more cost effective for treatment than going offsite
- Ensure you have the right staff in your front office
- Make it easy to schedule and appointments are available in a timely fashion

Agenda

- Determine support and financial impact
- Identify Services, Staffing and Hours
- Identify Space Needs or Availability
- Incentives for Utilization
- **Privacy and Confidentiality**
- Comprehensive Communication/Marketing Plan
- Have the Right Clinicians
- Closing & Questions



Employees have a fear their employer will have access to their medical records

Privacy and Confidentiality

- From the beginning and throughout the clinic's lifecycle, remind employees of HIPAA
- Remind employees the medical provider will be the only individuals having access to their medical records
 - legally and ethically obligated to keep this confidential
- Ensure the privacy notices are in a high traffic area to be viewed at anytime by patients

THIS NOTICE DESCRIBES HOW HEALTH INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY.

Premise Health Holding Corp. is required by law to maintain the privacy of Protected Health Information ("PHI") and to provide you with notice of our legal duties and privacy practices with respect to PHI. References to "Premise Health Holding Corp.", "we", "us", and "our" include the employees and workforce members of Premise Health Holding Corp. who are involved in providing and coordinating health care. We are all bound to follow the terms of this Notice of Privacy Practices ("Notice").

PHI is information that may identify you and that relates to your past, present, or future physical or mental health or condition, the provision of health care products and services to you or payment for such services. This Notice describes how we may use and disclose PHI about you, as well as how you obtain access to such PHI. This Notice also describes your rights with respect to your PHI. We are required by the Health Insurance Portability and Accountability Act (HIPAA) to provide this Notice to you.

We are required to follow the terms of this Notice or any change to it that is in effect. We reserve the right to change our practices and this Notice and to make the new Notice effective for all PHI we maintain. If we do so, the updated Notice will be posted on our website and will be available at our facilities and locations where you receive health care products and services from us. Upon request, we will provide any revised Notice to you.

How We May Use and Disclose Your PHI

The following categories describe different ways that we use and disclose your PHI. We have provided you with examples in certain categories; however, not every permissible use or disclosure will be listed in this Notice. Note that some types of PHI, such as HIV information, genetic information, alcohol and/or substance abuse records, and mental health records may be subject to special confidentiality protections under applicable state or federal law and we will abide by these special protections.

I. Uses and Disclosures Of PHI That Do Not Require Your Prior Authorization.

Except where prohibited by federal or state laws that require special privacy protections, we may use and disclose your PHI for treatment, payment and healthcare operations without your prior authorization as follows:

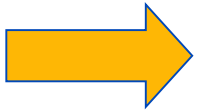
Treatment. We may use and disclose your PHI to provide and coordinate the treatment, medications and services you receive. For example, we may use your PHI to diagnose your health condition and to provide you with health care services. We may disclose your PHI to pharmacists, doctors, nurses, technicians and other personnel involved in your health care. We may also disclose your PHI with other third parties, such as hospitals, pharmacies and other health care facilities and agencies to facilitate the provision of health care services, medications, equipment and supplies you may need. This helps to coordinate your care and make sure that everyone who is involved in your care has the information that they need about you to meet your health care needs.

Payment. We may use and disclose your PHI in order to obtain payment for the health care products and services that we provide to you and for other payment activities related to the services that we provide. For example, we may contact your insurer, pharmacy benefit manager or other health care payor to determine whether it will pay for health care products and services you need and to determine the amount of your co-payment. We will bill you or a third-party payor for the cost of health care products and services we provide to you. The information on or accompanying the bill may include information that identifies you, as well as information about the services that were provided to you or the medications you are taking. We may also disclose your PHI to other third party health care providers or HIPAA covered entities who may need it for their payment activities.

Health Care Operations. We may use and disclose your PHI for our health care operations. Health care operations are activities necessary for us to operate our health care business. For example, we may use your PHI to monitor the performance of the health care providers and staff providing treatment to you. We may use your PHI as part of our efforts to continually improve the quality and effectiveness of the health care products and services we provide. We may also analyze PHI to improve the quality and efficiency of health care, for example, to assess and improve outcomes for health care conditions. We may disclose your PHI to other HIPAA covered entities that have provided services to you so that they can improve the quality and effectiveness of the health care services that they provide. We may use your PHI to create de-identified data, which is stripped of your identifiable data and no longer identifies you.

Agenda

- Determine support and financial impact
- Identify Services, Staffing and Hours
- Identify Space Needs or Availability
- Incentives for Utilization
- Privacy and Confidentiality
- **Comprehensive Communication/Marketing Plan**
- Have the Right Clinicians
- Closing & Questions



Communicate seven times, seven ways, but not seven months apart to ensure the message is heard

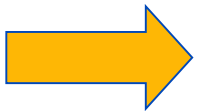
Comprehensive Communication/Marketing Plan

- **Utilize all communication channels**
 - Paper, digital screens, email
- **Be clear, compelling and responsible**
- **Ask for feedback and involve others**
- **Don't forget the power of personal experience/word of mouth**
- **Who can you partner/integrate with to help support the message**



Agenda

- Determine support and financial impact
- Identify Services, Staffing and Hours
- Identify Space Needs or Availability
- Incentives for Utilization
- Privacy and Confidentiality
- Comprehensive Communication/Marketing Plan
- **Have the Right Clinicians**
- Closing & Questions



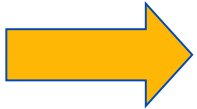
Partnering with the right vendor partner will help to ensure the right clinicians are in place

Have the Right Clinicians

- **Ensure that the clinicians will work well and appeal to your demographic profile**
- **Ensure you take the time and have culture training**
 - Repeat the training every few years based on the tenure of the staff
- **Ensure your clinic goals and their goals (or the management company) goals are the same**

Agenda

- Determine support and financial impact
- Identify Services, Staffing and Hours
- Identify Space Needs or Availability
- Incentives for Utilization
- Privacy and Confidentiality
- Comprehensive Communication/Marketing Plan
- Have the Right Clinicians
- **Closing & Questions**





Thank you for your time!

Kate Stemle

Manager, Employee Health & Well-Being

Katherine.Stemle@fpl.com

561-694-4747