

THE BUSINESS OF MIH: SECURING SUSTAINABLE FUNDING STREAMS

R. FARNSWORTH B.S., CP-C, CCP-C

CLINICAL/OPERATIONAL COORDINATOR

DELTA COUNTY AMBULANCE DISTRICT

WHAT IS YOUR WHY?

“The goal is not simply for you to cross the finish line, but to see how many people you can inspire to run with you.”~ Simon Sinek

YOU KNOW WHAT THEY SAY...

- If you've seen one Mobile Integrated Healthcare Program...
- You've seen one Mobile Integrated Healthcare Program!

WHO ARE YOUR CUSTOMERS?

- Internal
- External

WHO ARE YOUR COMMUNITY PARTNERS?



WHAT WILL YOUR TEAM FOCUS ON?

- Clinical
- Social
- Addiction
- Behavioral Health

HOW WILL YOU FUND IT?

- **Grants**
- **Internal Payors**
- **External Payors**
- **Billing**
- **AO998**
- **Contractual agreements**

WHAT ARE YOUR COSTS?

- **Its not just hourly wages!**
 - **Know your cost multiplier**
- **Equipment**
- **Vehicles**
- **Don't forget your admin cost**

UNDERSTANDING COST CALCULATIONS

- **What is an FTE?**
 - **If your personnel are working 50 hours/week, how many FTE is that?**
- **Do you need 24 hour coverage?**
- **Do you need weekend coverage?**
- **Are you budgeting for unanticipated overtime?**
- **How much start-up capital do you need?**
- **How long until you can reach desired income goals?**

WHAT IS YOUR VALUE PROPOSITION?

- Do you propose to...
 - Generate Revenue?
 - Save Money?
 - Alter patient pathways?
 - Provide other value?



WHAT IS YOUR ECONOMIC PARADIGM?

- **Cost Center vs Revenue Center**

COORDINATOR... KNOW THY REVENUE STREAMS

- **Understand how billing works... your biller likely won't!**
- **Understand your costs relative to what clients will pay.**
- **Can you generate a cash pay clientele?**

STAFFING?

- **What provider types do you need?**
- **Does your state or JHA have restrictions?**
- **Your economic goals may dictate your provider types.**
- **Your clinical goals may influence provider types as well.**
- **What does the local hiring pool look like?**



INCENTIVE ALIGNMENT

- **Are your objectives aligned with other stakeholders?**
- **Failure to align objectives will result in significant challenges!**

Contradictions do not exist. Whenever you think that you are facing a contradiction, check your premises. You will find that one of them is wrong.”— Ayn Rand, Atlas Shrugged

—Ayn Rand—

IDENTIFY YOUR CHAMPIONS EARLY

- **Who are your champions?**
- **Make sure you take care of them and strengthen the relationship.**
- **Help your champions shine and they will promote you.**

CREATING VALUE FOR PAYERS

- **Talk to payors about their KPI's**
- **Talk to the state Medicaid contractor about their KPI's**
- **Go back to your community needs assessment....Where are the gaps in your community?**
- **ACO's?**
- **Local hospitals?**
- **PCP offices?**
- **RPM and hospital-at-home**

WHO DO YOU TALK TO?

- **Consider titles such as:**
 - _____ **Innovation**
 - _____ **Special Projects**
- **Try to reach high level decision makers;VP, CEO, etc.**
- **Don't be afraid to utilize LinkedIn or other professional networking paradigms.**

RULE # 1: STAY THE COURSE

Stay the course. When thwarted try again; harder; smarter. Persevere relentlessly.

John Wooden

“ quote fancy

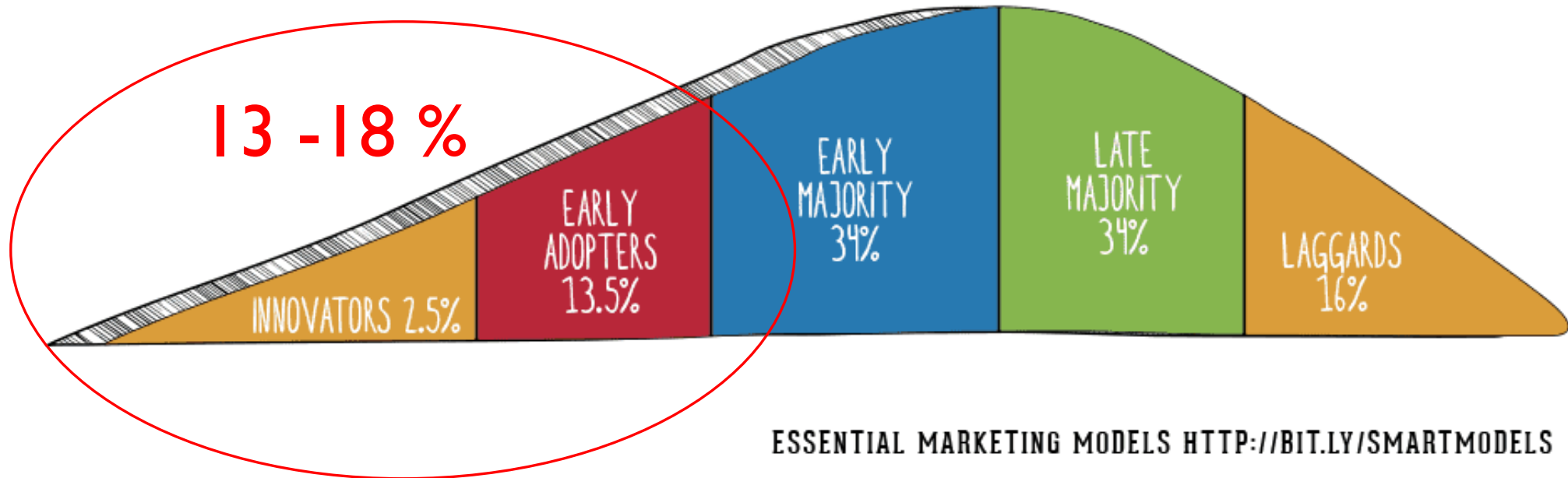
RULE # 2: DON'T BE AFRAID TO PIVOT

- Innovation requires capitalizing on opportunities.
- Don't be afraid to recognize an unplanned opportunity.



LAW OF DIFFUSION OF INNOVATION

DIFFUSION OF INNOVATION MODEL



EVERYONE IS AN EXPERT...



BE WARY OF MIH CONSULTANTS

- Have they run a program?
- Have they built a program?
- Are they proposing solutions from afar?
- Do they have knowledge of and understand your system?
- Remember, there are not as many successful programs as there are alleged experts!

SUMMARY

- **Know your WHY!**
 - **Know your community.**
 - **Understand your goals.**
 - **Don't be afraid to pivot.**
 - **Make sure that your program is aligned to necessary reference points.**
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ANY
QUESTIONS
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R.Farnsworth B.S., CCP-C, CP-C, President
RockStar Education
rockstareducation@gmail.com
www.rockstareducation.net

