

On-site Physician Advisor



The challenges of a physician advisor program

Most hospitals and health systems today see the value of employing physicians on-site to facilitate utilization review (UR) and clinical documentation improvement (CDI) efforts. A physician advisor (PA) serves as a critical bridge between the medical and administrative staffs. But executing on this vision by sourcing a PA internally has its challenges, including:

- Lack of training and tools needed to effectively impact provider organizations' key goals
- Coverage gaps, especially nights, weekends and holidays
- Difficulty staying up-to-date with latest regulations and evidence-based research
- Lack of consistent procedures and practices across facilities within a health system
- Unclear financial integrity and accountability of physician advisor role

Optum On-site Physician Advisor Service

Optum® On-site Physician Advisor Service (On-site PA) helps to support appropriate reimbursement and accurate quality reporting by effectively resolving UR and CDI issues. A well-resourced, highly trained, on-premises expert integrates with your culture and team to offer highly responsive concurrent reviews, deliver peer-to-peer collaboration, and support through quality-driven processes.

Training Deficiencies



Insufficient training cited as key factor.

ACDIS Physician Advisor Survey*

The On-site PA allows hospitals to:

- Realize appropriate financial return based on improved utilization review and clinical documentation
- Create more collaborative and productive relationships between physicians and UR/CDI staff
- Enjoy more complete PA coverage of hospital operating hours, including nights, weekends and holidays
- Receive recommendations for improved clinical documentation with the goal of more accurate quality reporting
- Continually enhance PA effectiveness through ongoing training and updating of reference material archives
- Monitor program performance and pinpoint areas for improvement with Optum data and analytics

Recruiting and training top talent

Properly trained physician advisors are difficult to find, recruit and retain. The Optum Executive Health Resources On-site Physician Advisor undergoes an extensive screening and training program. All of our On-site PAs are afforded the following training and resources to improve their effectiveness:

- Completion of more than 120 computer-based training courses
- Four weeks of initial classroom training
- Several weeks of mentoring as they transition on-site
- Additional training throughout the year
- Random quality audits
- Access to an on-line archive of more than 20,000 evidence-based curated assessment references to validate and defend medical necessity determinations

Optum On-Site PA responsibilities

This customizable program provides a licensed medical doctor or doctor of osteopathy at your facility. We will work with you to design the On-Site PA's role to be as broad or focused as your hospital requires, which can include, but is not limited to:

- On-site presence/staff support
- Medical necessity reviews
- Payer liaison
- Clinical documentation improvement
- Length of stay analysis
- Support of clinical documentation improvement
- Plan of care audits

Optum Executive Health Resources provides you with a well-resourced, highly trained on-site physician advisor to help advance UR, CDI and other functions. Our 20 years of physician advisory service, 13 million medical necessity case reviews, and one million denial appeals provide unmatched experience to drive better financial and quality outcomes.

*Association of Clinical Documentation Improvement Specialists 2016 Physician Advisor Survey



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Optum On-site PA success

900-bed academic health system achieves results with Optum On-site PA Service:

- Helped recover **\$7 million** in revenue previously lost from commercial payers due to inappropriate denials
- **16:1** return on investment
- Improved hospital staff effectiveness and satisfaction

“When our On-site Physician Advisor started handling peer-to-peer appeals with payers, he immediately identified the administrative roadblocks hampering our efforts.”

- Utilization review director
