



ADVANCING GI PATIENT CARE 2022

Powered by: GI Alliance

APRIL 23–24, 2022
SOUTHLAKE, TEXAS



This activity is supported by an educational grant from Ferring Pharmaceuticals Inc., Janssen Biotech, Inc., administered by Janssen Scientific Affairs, LLC, Madrigal Pharmaceuticals, Merck & Co., Inc., Phathom Pharmaceuticals Inc., Salix Pharmaceuticals, and Takeda Pharmaceuticals U.S.A., Inc.





The NAFLD Ancillary
Mitigating Risks
Enhancing Revenues

Reed B Hogan II, MD

Reed@gi.md

www.gi.md



Disclosures



Consultant: Echosens, Sonic Incyt

Investor: Modiphyhealth

CMO: Hemwell, Hypertargeting, LLC, Metaphyhealth

The NAFLD Ancillary Mitigating Risks

1. Missed colon cancer
2. Perforation
3. Cirrhosis
4. End stage liver disease
5. Liver Transplant
6. Hepatocellular Ca



680
Physicians

1487
providers

807
Advanced level
providers

117
Endoscopy
centers

72
Infusion
centers

166
Office
locations



27
Physicians

40
providers

13
Advanced level
providers

3
Endoscopy
centers

2
Infusion
centers

3
Office
locations



Keep What You Catch Kill, Catch and Keep More Eat What You Kill







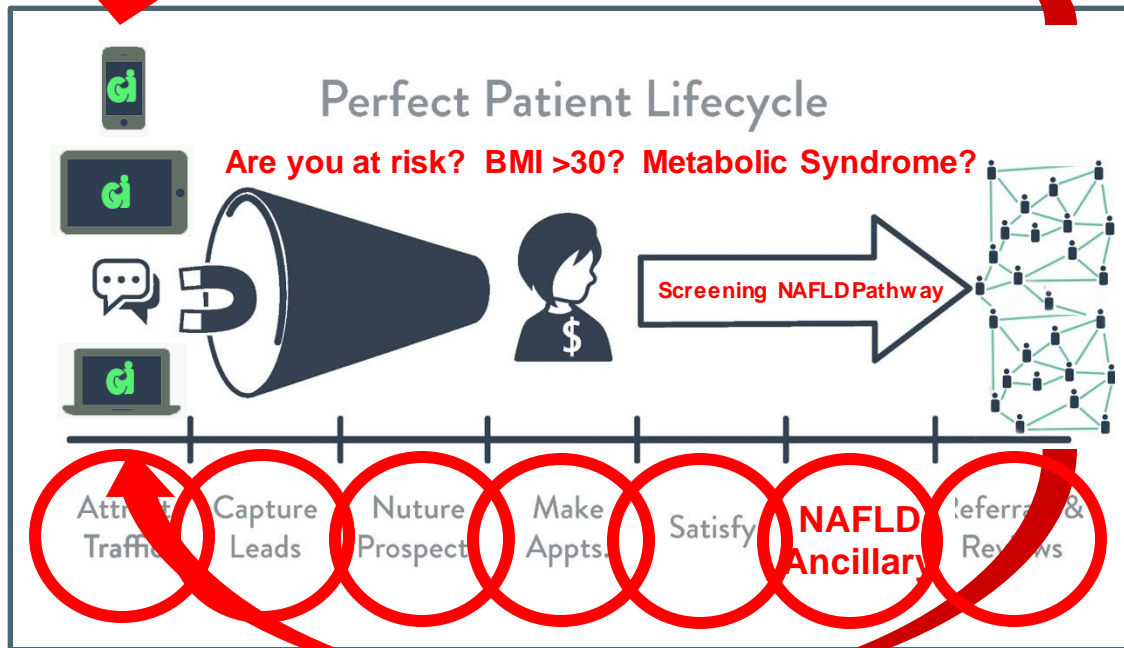


NA | Ancillary Services e

- Endoscopy Center
- Sedation
- Pathology
- Dietary / Weight Loss
- Sponsored Research
- Rx / Tx Development
- Diagnostics
- In House Pharmacy
- Radiology / CT / US
- Infusion
- Clinical Blood Lab
- HyGieacare
- IBD Service Line
- **NAFLD Service Line**

NAFLD Project

Go Viral

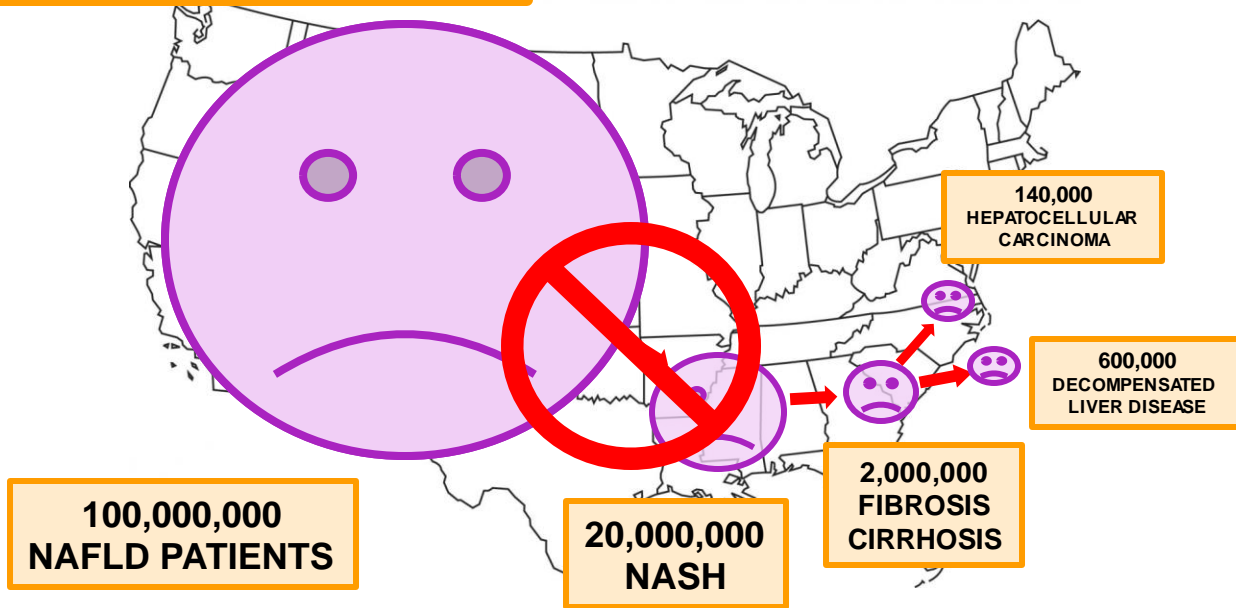


COVID PANDEMIC

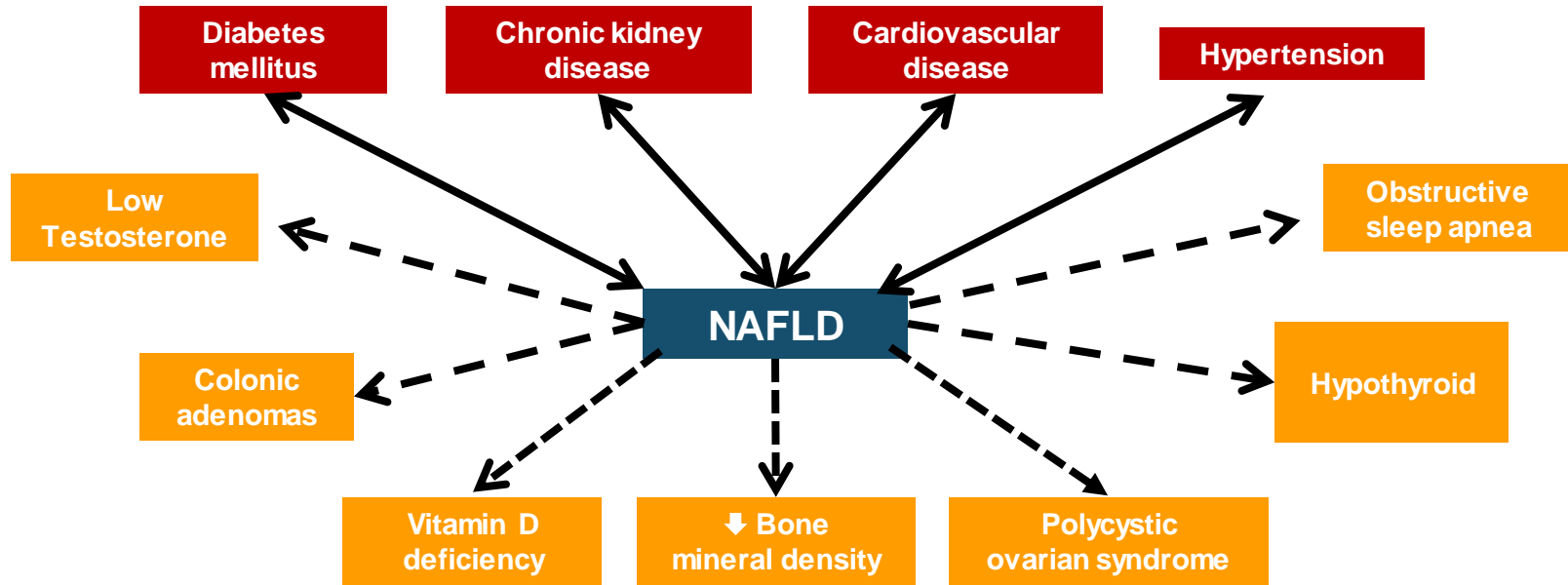


The NAFLD Tsunami

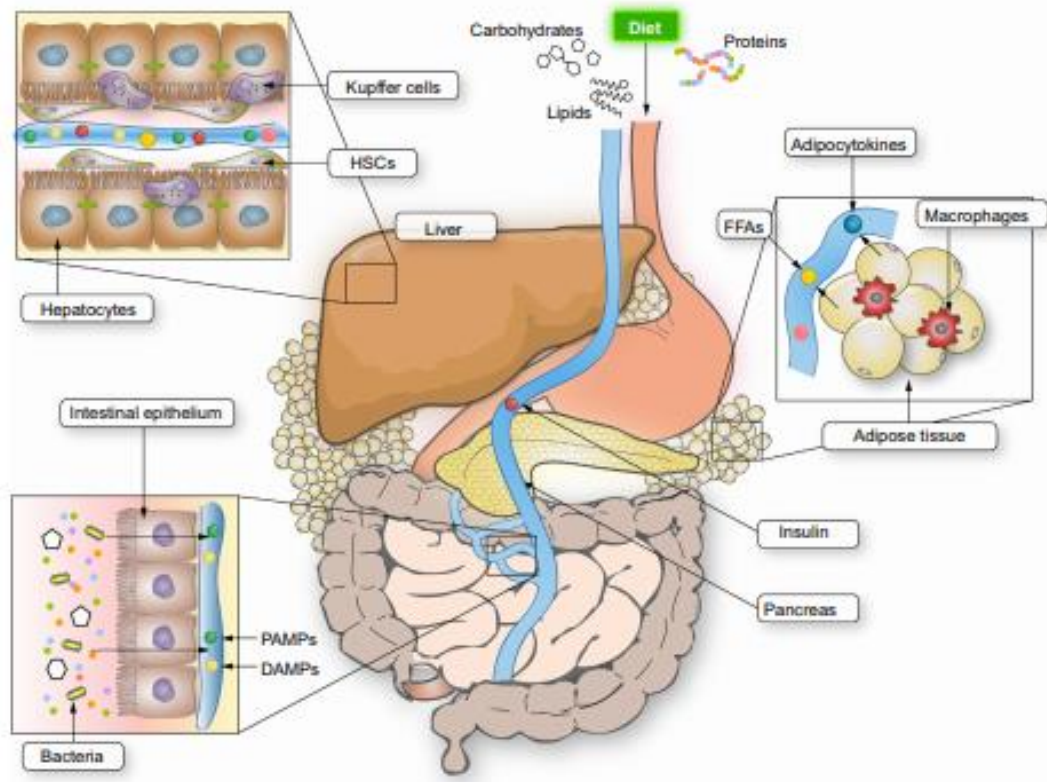
Population USA	315,000,000
Metabolic Syndrome:	100,000,000
Obesity:	75,000,000
Hyperlipidemia:	25,000,000
Type II Diabetes:	25,000,000



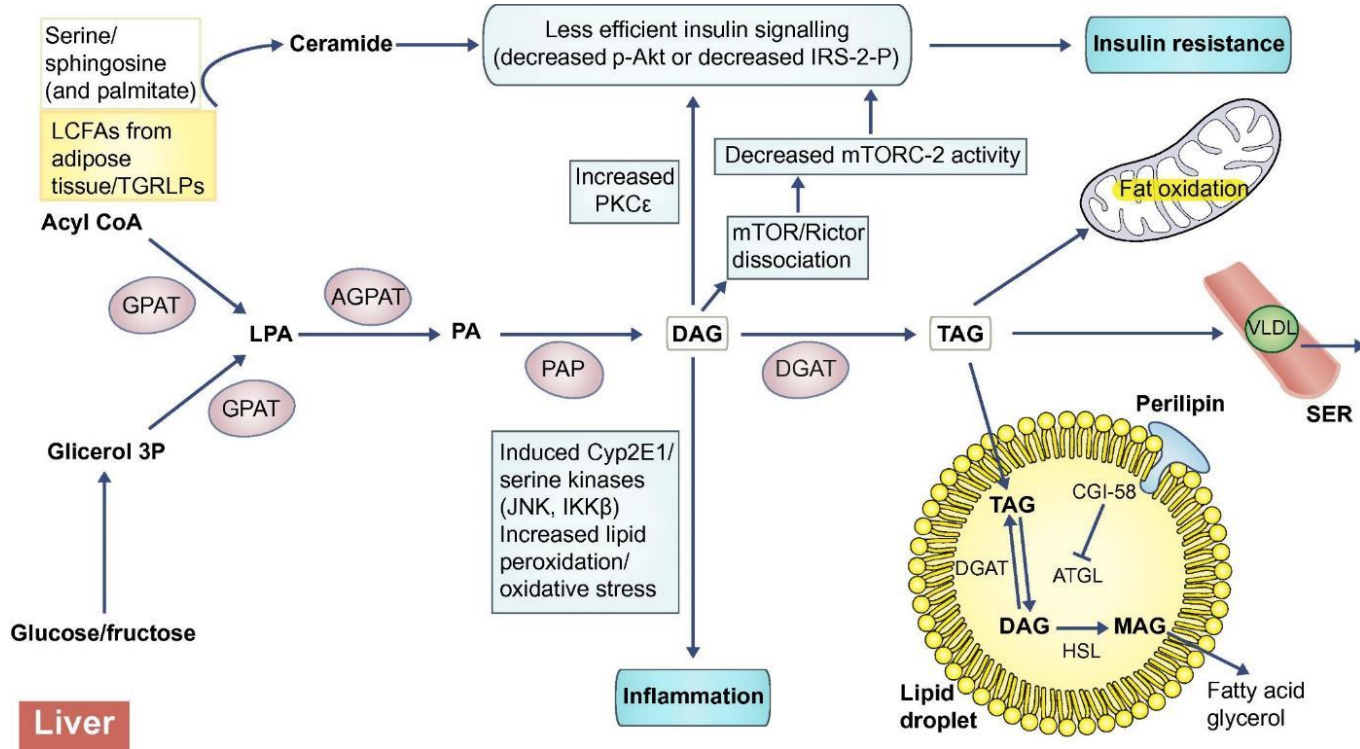
NAFLD: Epidemiology



NAFLD: Epidemiology



NAFLD: Epidemiology



NAFLD: Epidemiology

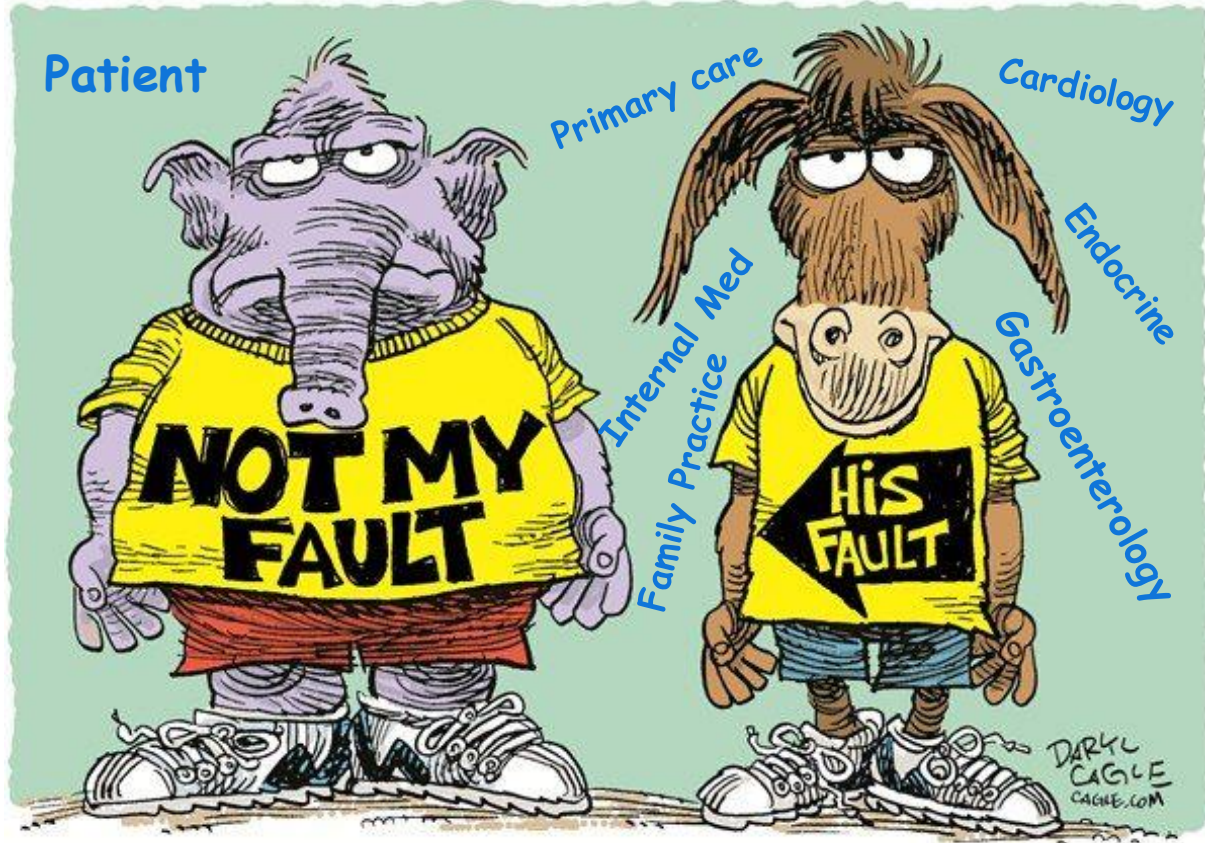
100 million Americans have NAFLD:

- Gigantic Maturing Pandemic
 - U.S. healthcare system \$32 billion annually.

Overwhelming healthcare delivery issue for providers.

Overwhelming economic issue for the US.

No One Owns the Problem





**Chronic Care
Management**

2017

CLDF
Chronic Liver Disease Foundation

FibroScan®
by echosens

**Not
addressing
basic
NAFLD**

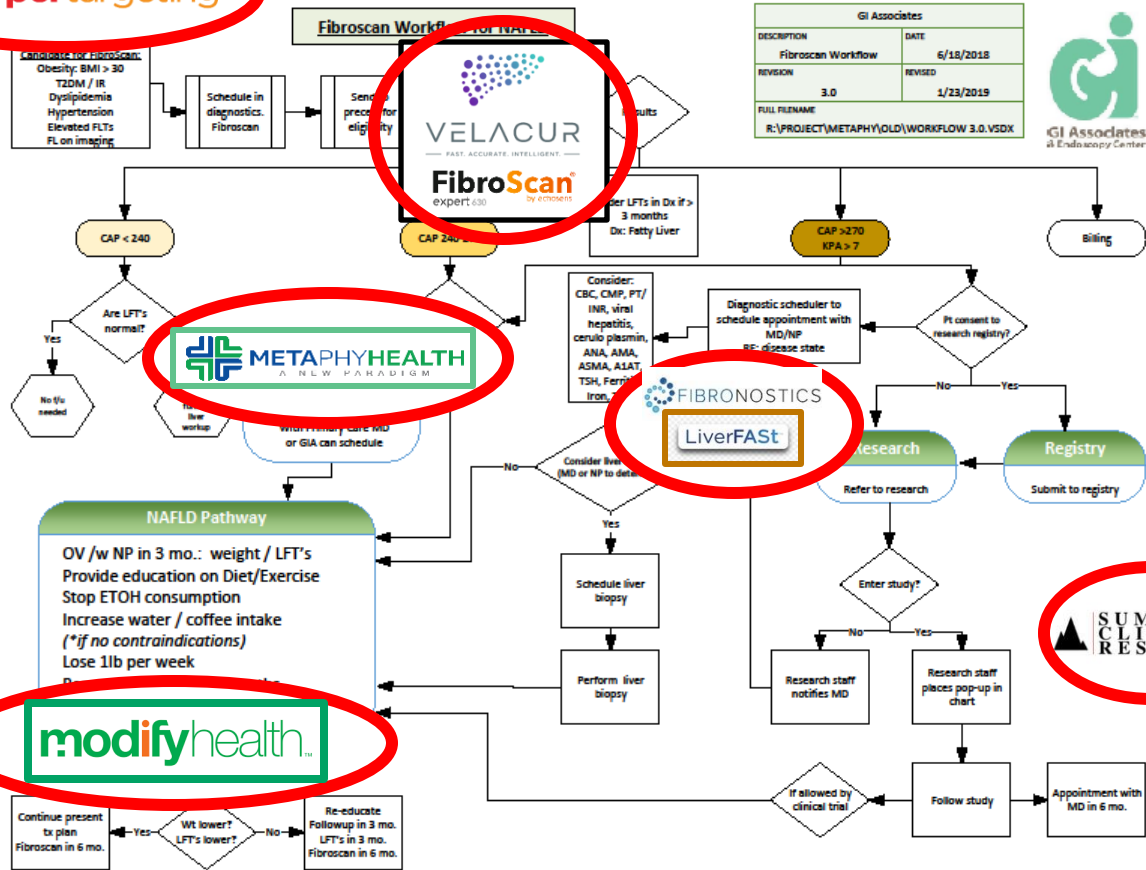
 **SUMMIT
CLINICAL
RESEARCH**



**Commercial
Research**

4 beta sites to address NAFLD and NASH screening high risk patients with Fibroscans for commercial research studies / registries.

hypertargeting

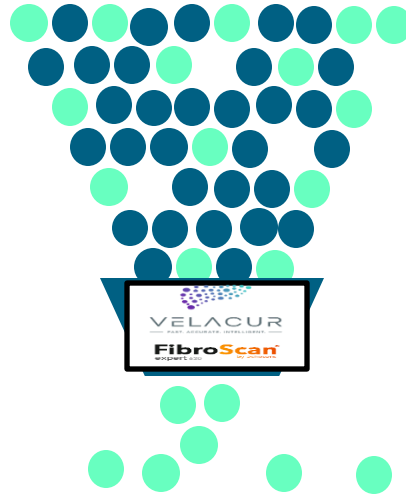
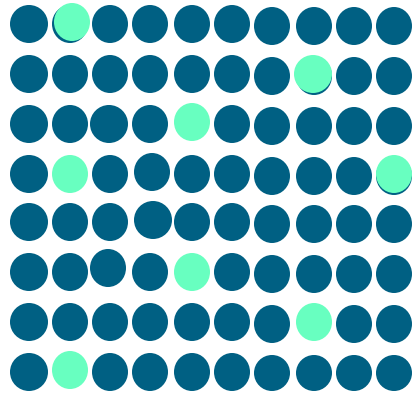


NAFLD: Screening

- Arguments for and against screening the general population
- High risk groups: METs, obesity, T2DM...
- AMA and ACP are pushing screening and treatment
- The CLDF is pushing screening in Primary Care, Diabetes, and obesity clinics. Utilizing Fibroscan

LFTs can be normal. LFTs cannot serve as screening test for NAFLD

NAFLD: Screening



COST
EFFECTIVE



TARGETED



MEASURABLE

NAFLD: Screening



HyperTargeting Team at IDD

1. **Datamine existing patient database** for patients with 30+ BMI who are scheduled for a visit in the next 90 days.
2. **Using PDA, we educate and inform them** on the existence of and problems with Fatty Liver.

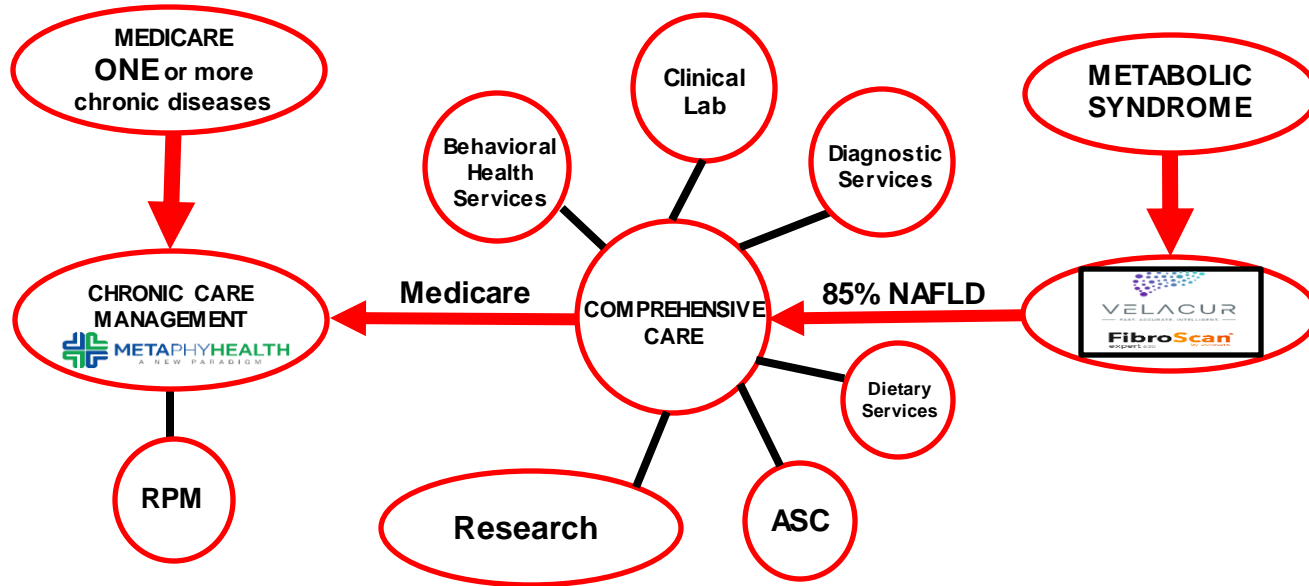


Handled at Practice Level

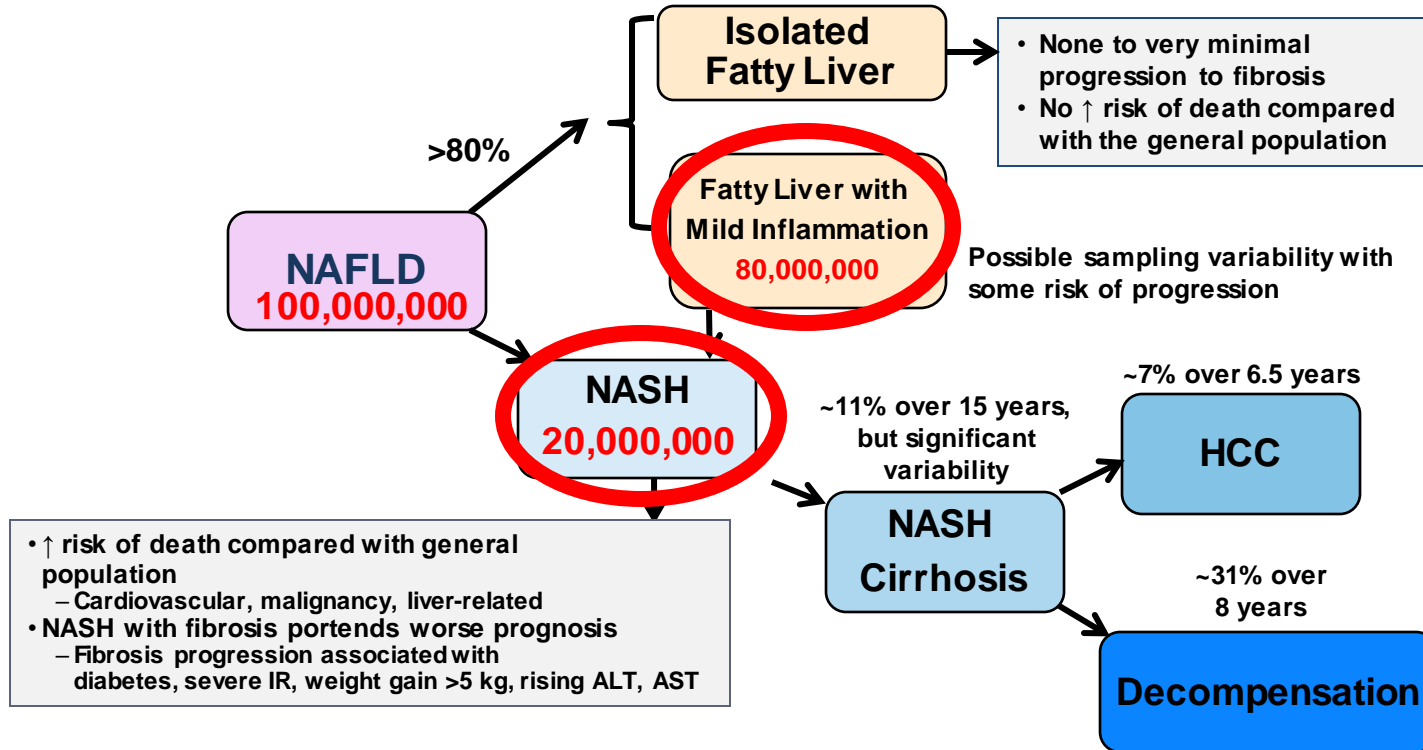
1. **Signage is posted in prominent locations**, reminding doctors of the best practices for patients with a 30+ BMI.
2. **When they arrive for an appointment and the staff notices a 30+ BMI, the possibility of Fatty Liver is discussed.** The patient is given a Fatty Liver Disease brochure for further education. This will not be the first time they've heard of the condition.
3. **Patient is referred to The Liver Center** for further testing and put into CCM or ongoing care from staff, depending on Medicare enrollment.

NAFLD Project

Coordinated Patient Care NEW revenue sources for GI

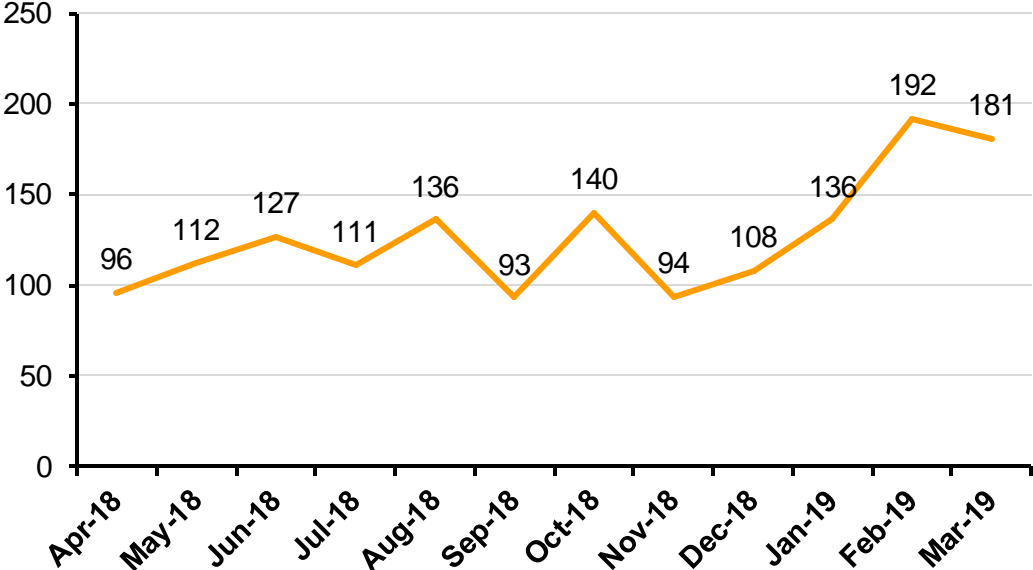


NAFLD: Disease Progression





Fibroscans per Month



2020 FibroScans

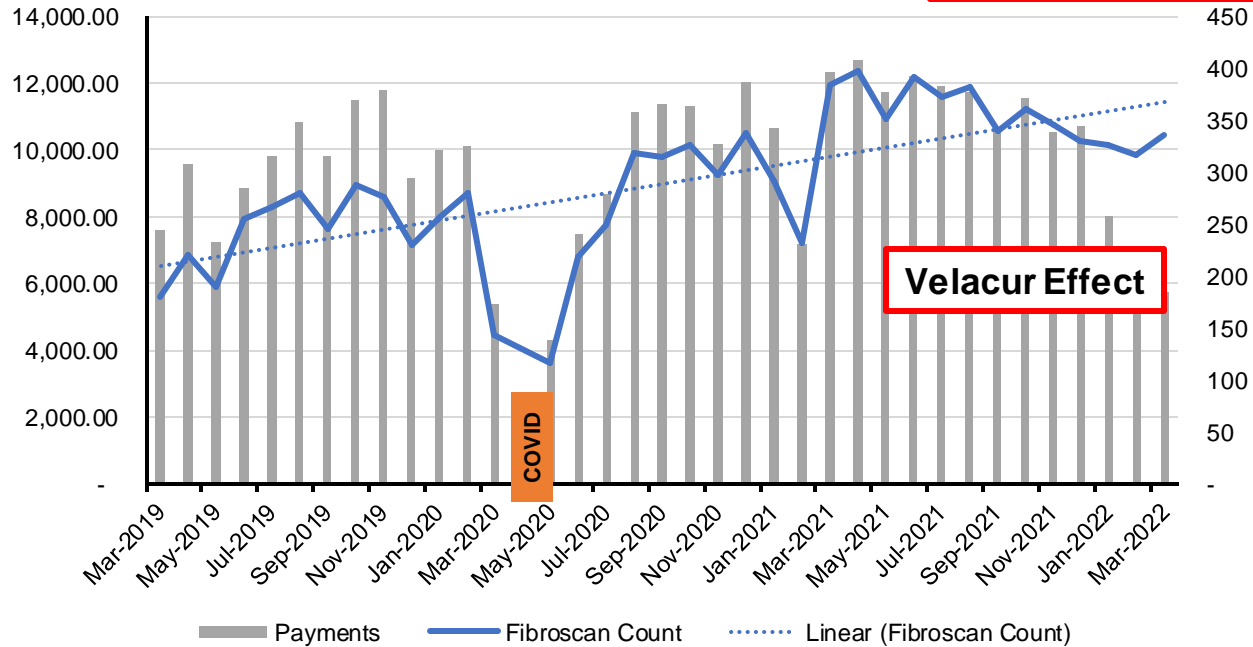
2021 Goal: 4500 screening exams



3 yr total 10,444

Total Fibroscans and Collections

3 yr \$332,057



Velacur Effect

2021 - 4176 fibroscans

Opinions Letters

FEBRUARY 5, 2019

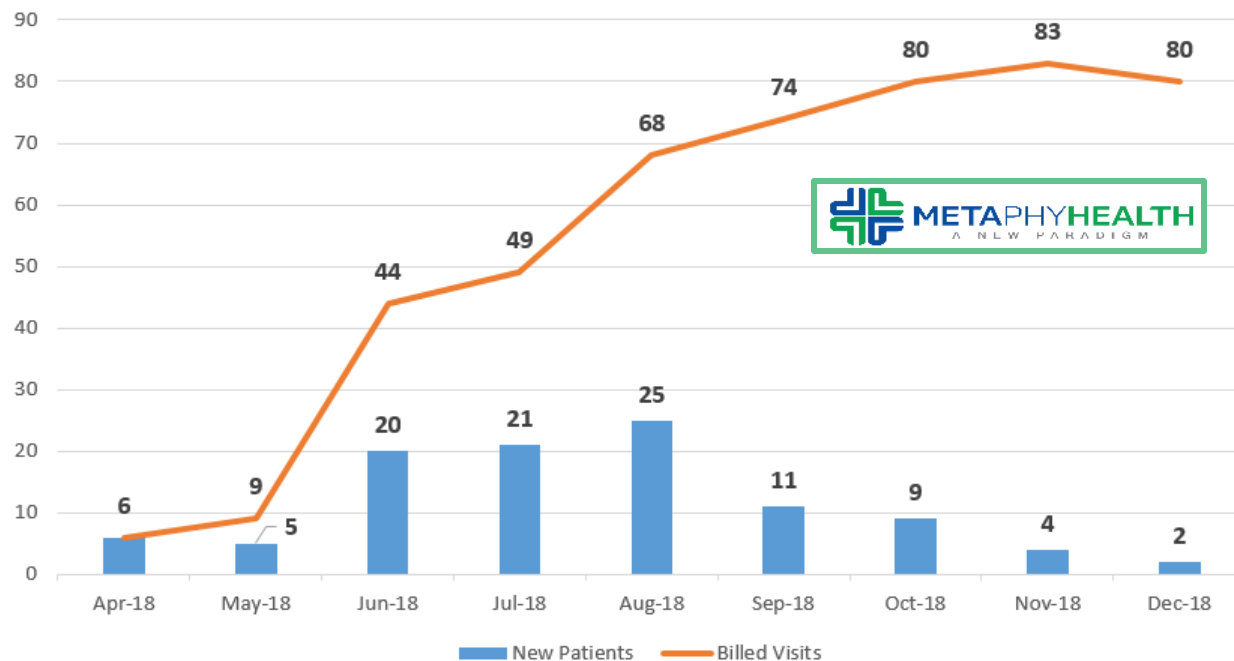
Code Green: Chronic Care Management

Glenn Littenberg, MD

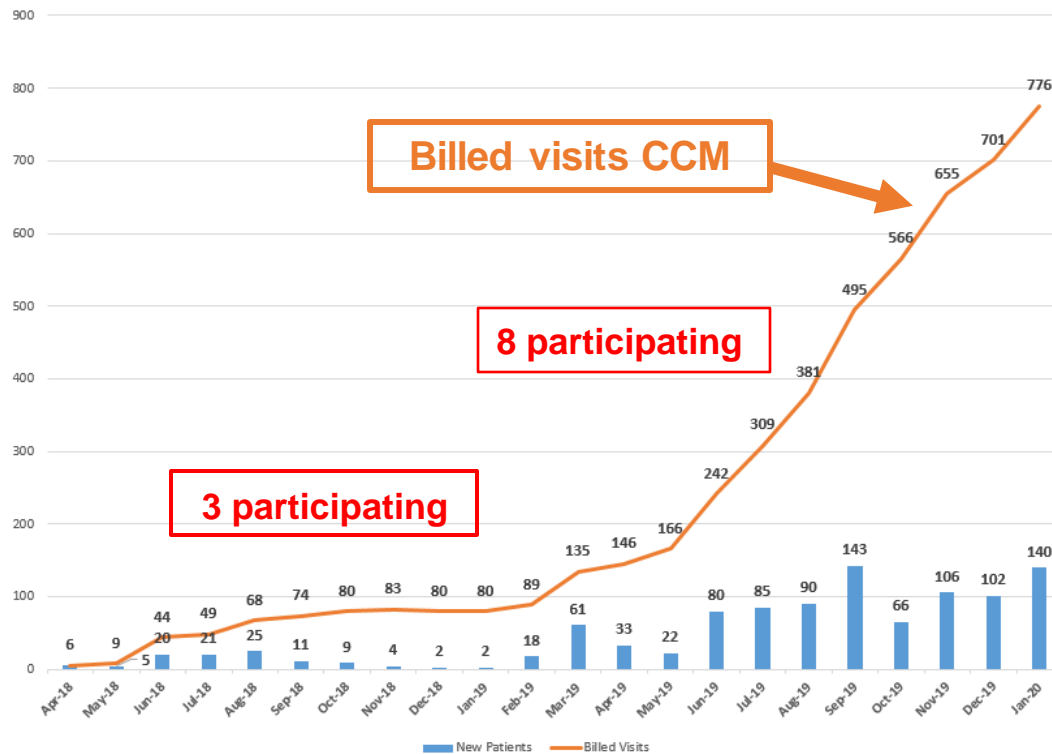


Can you get paid more for what you're already doing? If you're like many gastroenterologists, you may be missing out on legitimate opportunities for reimbursement. This column takes a periodic look at frequently missed opportunities in billing and coding for GI specialists: how practices can pocket a bit more reimbursement for things they already do, and possibly make up for other areas where reimbursement is being cut.

2018 Chronic Care Management - MetaPhy



2018-2020 Chronic Care Management - MetaPhy by billed date

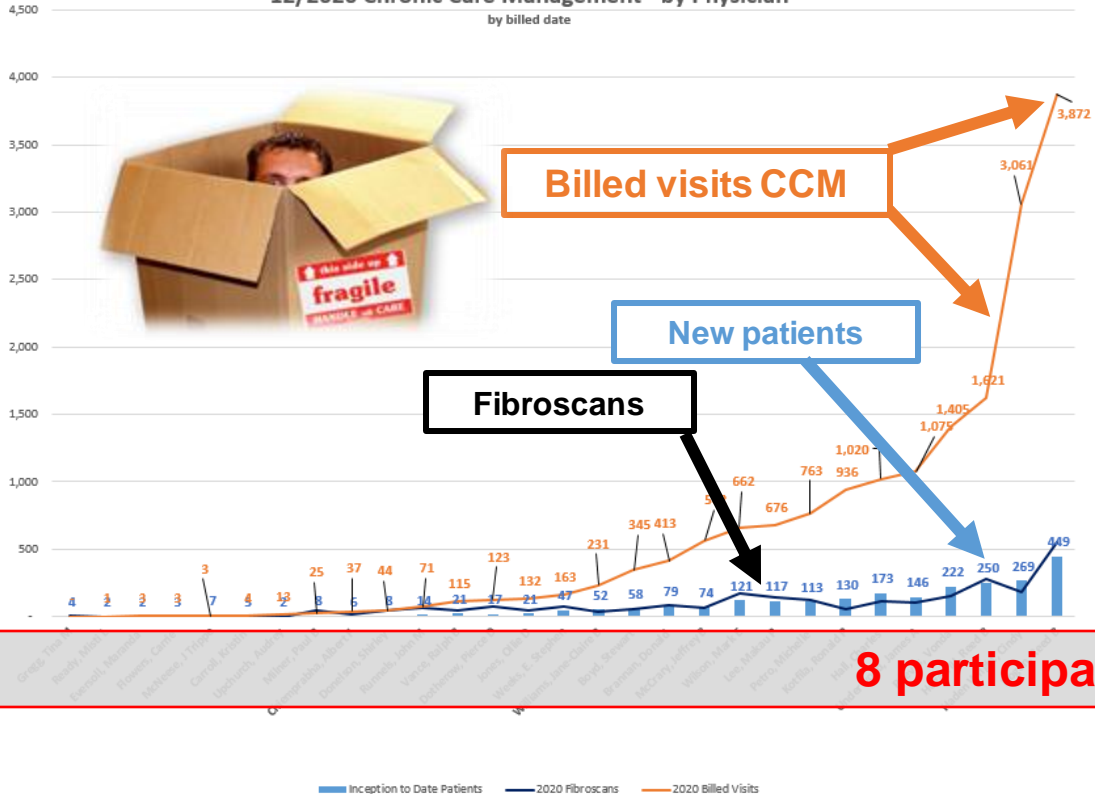




YTD

12/2020 Chronic Care Management - by Physician

by billed date



Billed visits CCM

New patients

Fibroscans

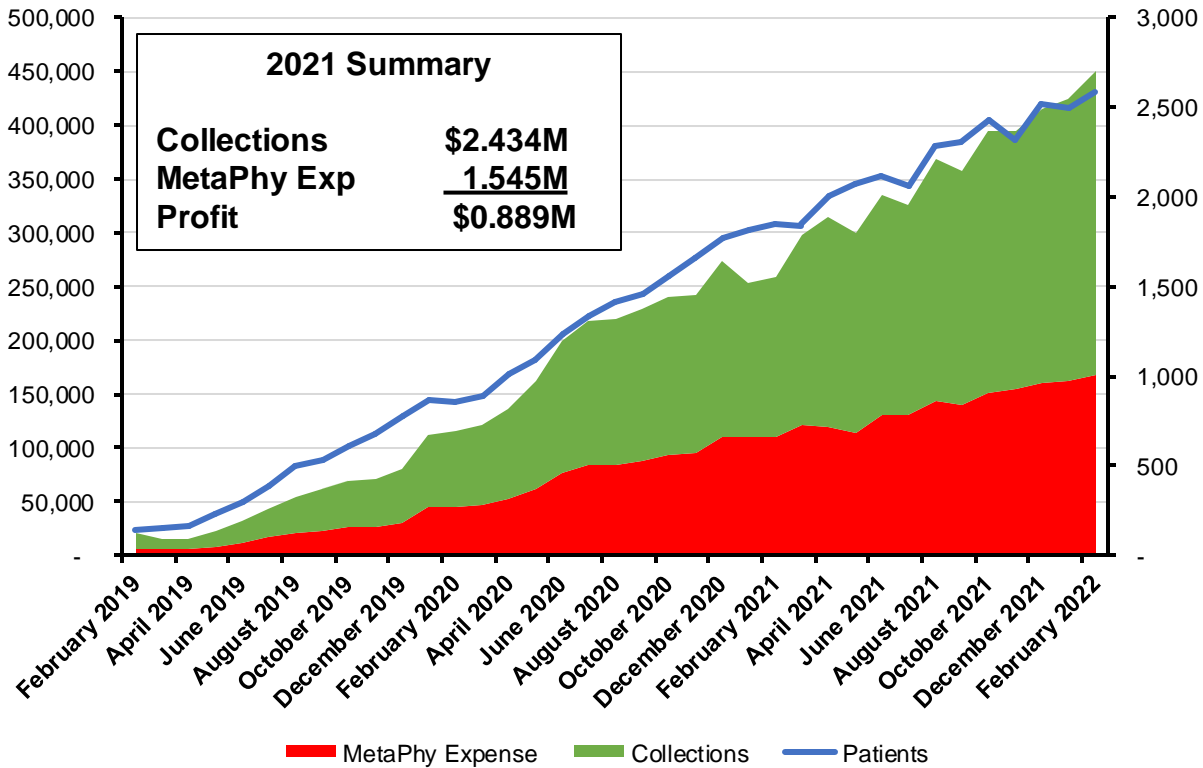
8 participating

YTD 12/2020 Chronic Care Management - Collections by Physician



8 participating

CCM Profitability



Call my office with any questions

test123

  **Macros**

NAFLD / NASH / FATTY LIVER

Resuming home meds

ORDERS after COLONOSCOPY

ORDERS after EGD

GERD Order set

Myriad Hereditary Cancer Testing Set

Normal colon screening order set

Diverticulosis order set

Post Hep C cure info - with cirrhosis

U/S with HIDA +CCK if U/S is normal

ORDERS after Hemorrhoid Banding

Hemorrhoid Banding

  GIA Clinic Order Sets

Vaccines / Immunizations

  Other Clinic Order Sets

  Hep C



NAFLD / NASH / FATTY LIVER

- |
- Fibroscan Screening in Diagnostic Center
- Fibroscan NAFLD Registry in Research
- TeleCounsel NASH CCM (diet/exercise) Referral (MEDICARE ONLY)
- NAFLD Handout
- Liver Ultrasound with Elastography
- Liver Ultrasound
- Liver biopsy - US guided
- CT guided Liver Biopsy
- CMP
- LFT's
- GGT
- CBC w/auto diff
- PT/INR
- PTT
- Acute Hepatitis Profile
- Ferritin
- Iron panel with ferritin (iron, TIBC, %sat, ferritin)
- ANA
- AMA
- Anti Smooth-Muscle Ab
- Alpha 1 Antitrypsin Level
- Ceruloplasmin
- AFP Tumor Marker
- TSH
- T4 Free
- Alcohol cessation counseling
- Endocrinology Referral
- Refer patient for NASH study
- Ideal Protein Referral

RISK FACTORS



Nonalcoholic Fatty Liver Disease (NAFLD)

- Obesity
- Type 2 diabetes or insulin resistance
- High blood pressure
- High lipids / cholesterol
- Metabolic syndrome
- Older age
- Heavy alcohol usage

Less Common Factors:

- Rapid weight loss
- Infections, such as hepatitis C
- Gallbladder removal
- Some medications

Nonalcoholic Steatohepatitis (NASH)

- Affects women more than men
- Occurs most frequently between ages 40 – 65

The doctors and staff at GI Associates are committed to find fatty liver disease during its early stages and work with you to minimize its damaging effects and improve your quality of life.



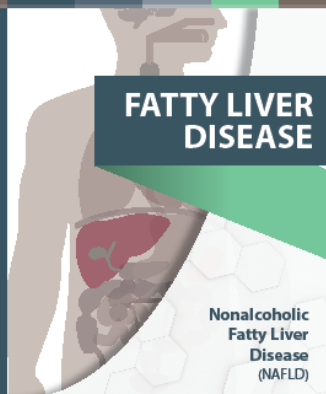
2510 Lakeland Drive
Flowood, MS 39232
601-355-1234

1815 Mission 66
Vicksburg, MS 39180
601-638-8801

106 Highland Way
Madison, MS 39110
601-355-1234

 /GIAssociates

FATTY LIVER DISEASE



Nonalcoholic Fatty Liver Disease (NAFLD)

Nonalcoholic Steatohepatitis (NASH)



**GI Associates
& Endoscopy Center**

*Your Chronic GI Conditions
are the Focus of the*

**GI ASSOCIATES
CHRONIC CARE
MANAGEMENT PLAN**

**THE CHRONIC CARE
MANAGEMENT PLAN**
is covered under Medicare for patients who
suffer from two or more chronic conditions.

Your GI Associates physician has determined
that the Fatty Liver diagnosis and another chronic
GI illness make you eligible for this plan.

**We encourage you to call Paula,
our Care Coordinator, at 601-580-4217.**

*You are qualified to
participate in the Chronic
Care Management plan!*

Frequently Asked Questions:

What will Chronic Care Management cost me?
Apite niati quiditinimus apelenet voluptatinti commodit aut exerciae velit
fuga. Obis aut ab lunductaqui dolenia aut ut apistrum ea cone doleucus,
solecae. Nequam assumtutur?

What will Chronic Care Management cost me?
Apite niati quiditinimus apelenet voluptatinti commodit aut exerciae velit
fuga. Obis aut ab lunductaqui dolenia aut ut apistrum ea cone doleucus,
solecae. Nequam assumtutur?

What will Chronic Care Management cost me?
Apite niati quiditinimus apelenet voluptatinti commodit aut exerciae velit
fuga. Obis aut ab lunductaqui dolenia aut ut apistrum ea cone doleucus,
solecae. Nequam assumtutur?

THE CHRONIC CARE
MANAGEMENT PLAN

**Closely Monitored
Chronic Health Issues**

Along with Fatty Live Disease, you have another chronic condition that
makes you eligible to be covered in the GI Associates Chronic Care
Management plan. You're not alone! As many as 3 out of 4 persons over 65
have multiple conditions and coordinated care is critical. As the number of
chronic conditions increase, so does the risk of death and avoidable
hospitalizations. Your physician at GI Associates can now better monitor the
progress of your conditions.

**Your GI Associates physician will develop a care plan that can
be monitored through regular phone calls.** There's no need to come to the
office every month! We will be checking on your progress with a dedicated
Care Manager. Since you have at least two chronic conditions this plan is a
good resource. Your conditions can improve with careful management.

With the **GI Associates Chronic Care Management Plan** you will have:

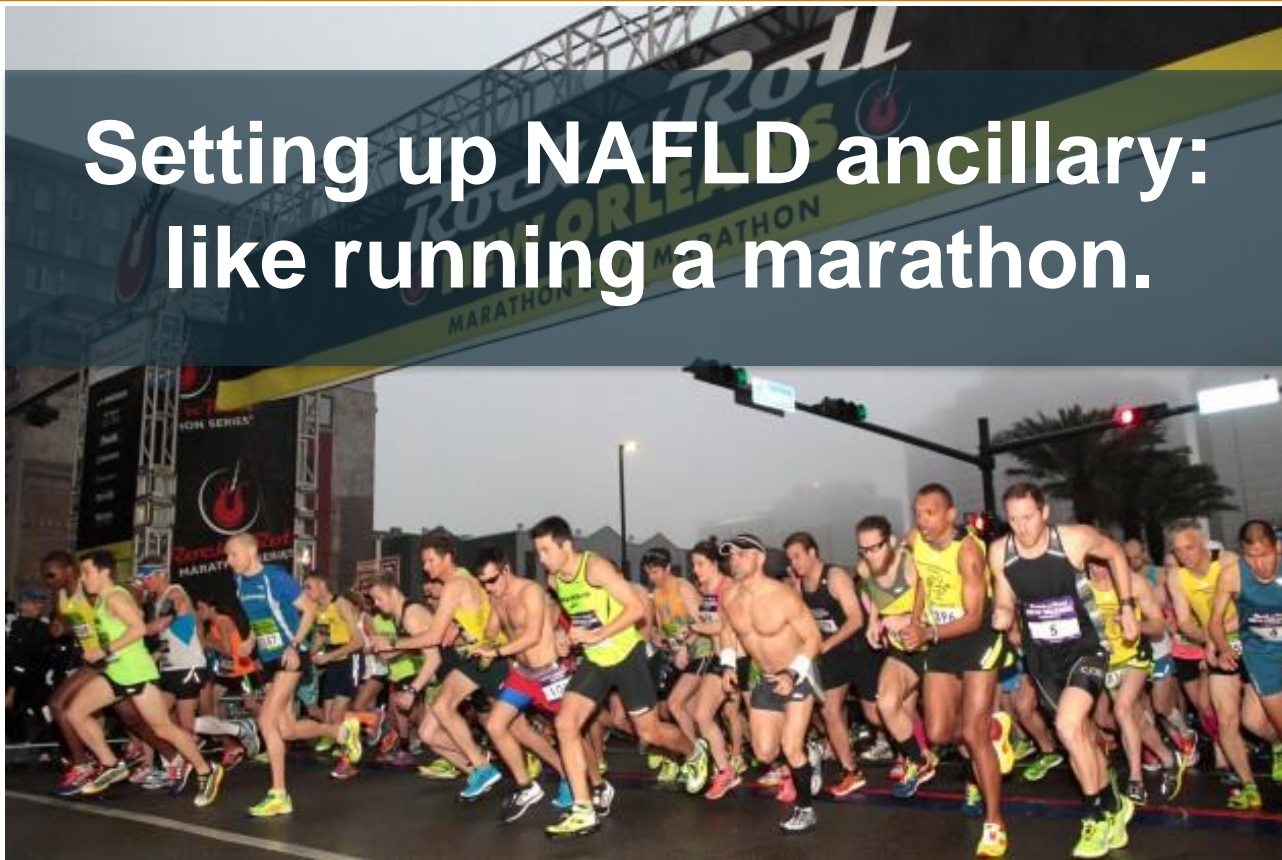
- Dedicated Care Manager
- Comprehensive Care Plan
- Medication Management
- Integration of Providers
- Regular Phone Calls to Check on You
- 24/7 Access
- Mostly From Your Own Home

NAFLD: Revenue

NAFLD Spinoff	2020	2021	2022
Fibroscan	\$76,207	\$ 126,042	\$225,000
CCM	\$423,049	\$ 940,083	\$2,000,000
NAFLD Clinic, labs:	\$226,100	\$ 453,923	\$450,000
NAFLD Research	\$400,000	\$ 350,000	\$350,000
New Profit	\$1,125,356	\$1,870,048	\$3,025,000



Setting up NAFLD ancillary:
like running a marathon.



Reed B Hogan II
Reed@gi.md
www.gi.md



QUESTIONS?

Reed B Hogan II
Reed@gi.md
www.gi.md