

Maternity Care Can't Be Bundled, Right? Another *Red Pill* for You!

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Kylie Mayes
Atlas Billing Company



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2021 FMMA Annual Conference

AUG 5-7, 2021
PLANO, TX

CAPTAIN HERCULES



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Welcome to Atlas!

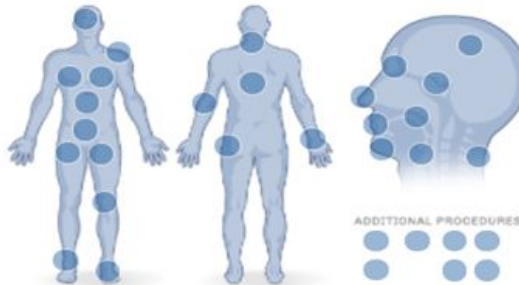
You were directed to this website in order to minimize your out-of-pocket expenses for a necessary surgery. We're happy to provide transparent, bundled pricing for all of our services.

Surgery Pricing

Click on an area of the body where a surgery or procedure is needed.

Use this tool to find a price and request a specialist to contact you.

***New procedures are added to our list each day. If you don't see what you're looking for, please submit [this request form](#) and a specialist will contact you.**



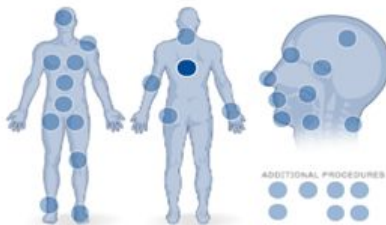
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Surgery Pricing

Click on an area of the body where your procedure is needed. Use the pop-up tool to select your procedure, view pricing and request a specialist to contact you.

*New procedures are added to our list each day. If you don't see what you're looking for, please submit this request form and a specialist will contact you.



Procedures

Spine

[See All](#)

Procedure./Surgery

Cost

Contact

360 Fusion 2 Level ¹

\$80,000.00*

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\$50,836.28*

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\$72,202.00*

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Cesarean Section without
CC/MCC Twins 2 Day Stay
ⁱ

\$16,404.00*

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Cesarean Section without
CC/MCC Twins 3 Day Stay
ⁱ

\$16,604.00*

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Cesarean Section without
CC/MCC Twins 4 Day Stay
ⁱ

\$16,804.00*

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Rhogam Shot ⁱ

\$300.00*

[Request a Specialist](#)

Vaginal Delivery with
Complicating Diagnoses 2
Day Stay ⁱ

\$13,390.00*

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Vaginal Delivery with
Complicating Diagnoses 3
Day Stay ⁱ

\$13,490.00*

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Vaginal Delivery with
Complicating Diagnoses 4
Day Stay ⁱ

\$13,590.00*

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The Free Market Doesn't Work for Emergency Room Services, Right? Another Red Pill for You!

Christion Rice, MD, MBA
Managing Partner Oklahoma ER & Hospital
August 6, 2021



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Even Emergency Rooms Can Bundle Payments, Provide Price Transparency, and Contract Directly



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Agenda

- The Problem
 - US Healthcare Market
 - Emergency Room Services Market
- A Free Market Solution
- Challenges and Difficulties
- Looking Forward



Emergency Physician @ FMMA?

Emergency Physician

Managing Partner –

Oklahoma ER & Hospital

Tulsa ER & Hospital

Ally Medical ER

Central Austin

Round Rock

Bastrop

Spring

South Austin

Physicians Premier ER Cibolo

Access Medical Care Urgent Care

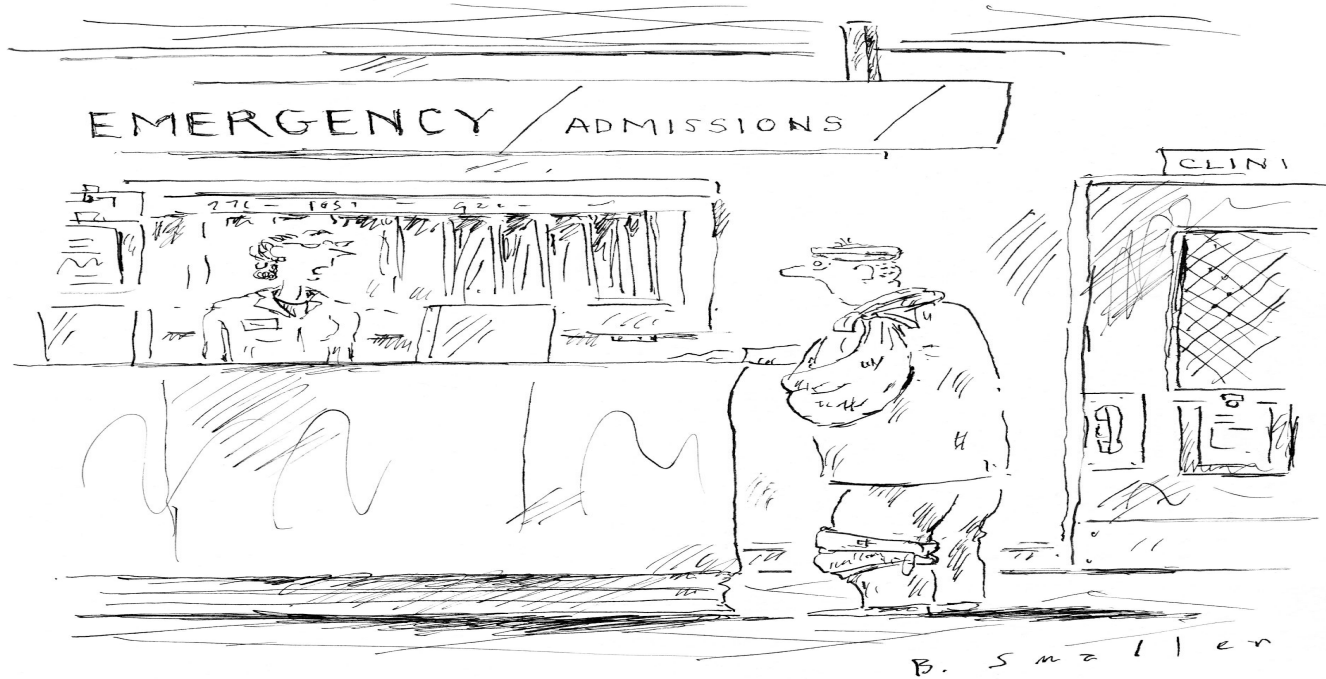
Total Care Urgent Cares

RICETX Consulting



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THE PROBLEM



"There will be a bit of a wait while we figure out a market solution to your problem."

CartoonStock.com

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The Free Market Problem with Emergency Room Services

The Claim:

Free market principles are not possible with ER services

- Distorted market
- Charge vs pricing discrepancy



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- Professional and institutional ER services uncoupled
- Out of Network, Balance Billing, Surprised Billing Issues
- Unpredictable utilization of services
- Emergent service prior to payment



US Healthcare Market

“A Perpetual Absurdity”

- Employee benefit model with a non-fiduciary middle-man
- CMS rate-setting and regulation untethered to a fair market
- Unaccountable bureaucracy
- Regulatory and legislative power
AHA, BACUs



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- ERISA
- Control of the Media Narrative
- Federal Legislation > Government Control > Market Distortion
- Self-employed ASO plans



Emergency Room Market

- CMS rate setting
- Unfunded regulatory obligation (EMTALA)
- Patient Responsibility Levels
- Obligation to charge prevailing regional rate
- Variation in reimbursement rates



- Institutional E/M level coding
- Staffing Companies > Balance Billing > Surprise Billing
- Affordable Care Act
- No Surprise Bills Act (2022)




Oklahoma ER & Hospital

- Bundled pricing for tiered prompt payment
- Direct contracting with employers
- Referenced based pricing for TPAs



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- Direct Primary Care referrals
- Transparent outpatient services

 About Us Services COVID-19 Check In Resources Reviews Contact Us Blog		
LABORATORY TEST (Single)	CPT CODE	PRICE
PCR COVID-19 TESTING	N/A	\$250
Regeneron (casirivimab and imdevimab)	N/A	\$900
Phlebotomy & Handling	36415	\$20
Complete Blood Count (CBC)	85027	\$55
Basic Metabolic Panel (BMP)	80048	\$45
Comprehensive Metabolic Panel (CMP)	80053	\$55
Hepatic Panel (LFT)	80076	\$55
Urinalysis-Routine (UA)	81001	\$35
Urinalysis-Culture (UAC)	87088	\$75
Urine Pregnancy Test -Qualitative (HCG)	81025	\$35
Serum Pregnancy Qualitative	84703	\$30
D-Dimer	85379	\$45
Lactate Level (CG4)	82803/83605	\$35
Lipase	83690	\$60
Lipid Panel	83960	\$55
Cholesterol	82465	\$25
Triglycerides	84478	\$25
HA1C	83036	\$55
Fe & TIBC	83540/83550	\$55
TSH	84443	\$55
T3	84480	\$50
Free T4	84439	\$50
Thyroid Screen (FT4 & TSH)	84439/84443	\$90
PT	85610	\$30
PTT	85730	\$30

Name of Panel	Included	Price
Nutrition Lab Panel	CMP, CBC, Iron, Thiamine, Vitamin B12, Folate, Vitamin D, Vitamin C, Zinc	\$175
Pre-Operative Lab Panel	CBC, CMP, RH Factor, PT INR, aPTT.	\$140
STD Panel 1 (NAAT)	GC, Chlamydia, Trich.	\$650
STD Panel 2 (NAAT)	GC, Chlamydia, Trich, Herpes	\$750
Thyroid Panel	TSH, FT3, FT4, T3 Uptake	\$115

TEST	WHY	PRICE
Echocardiogram	Echocardiogram-or echo-is an ultrasound of the heart. Your doctor uses it to look at heart size, structure and function or how well it pumps blood. Your doctor may order an echo to see if the symptoms you're having, such as chest pain or shortness of breath might be related to your heart.	\$800

Outpatient Radiology Test

Study	Price
X-ray Any Single Extremity or Joint, 2 views/3 views	\$75
Chest X-ray, 1 View	\$115
Chest X-ray PA & LAT, 2 Views	\$150
CT Any Body Part Without Contrast	\$225
CT Any Body Part with Contrast	\$375, labs & IV included
CT Angiogram Any Body Part	\$425, labs and IV included
Ultrasound Any Body Part	\$300
Ultrasound Pregnancy with Labs	\$450
MRI Any Body Part Without Contrast	\$325
MRI Any Body Part with Contrast	\$475, labs and IV included



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SELF PAY PRICING SHEET

Level 1 **\$250.00**

Physician evaluation, prescriptions

Level 2 **\$550.00**

Tier 1 + EKG, Point of Care testing, PO Meds

Level 3 **\$1050.00**

Tier 2 + Basic lab testing, Injectable medications, basic plain film x-ray, ortho devices

Level 4 **\$1250.00**

Tier 3 + IV Therapy, Ultrasound, Multiple X-rays, Invasive procedures, complicated laceration repair, complicated fracture

Level 5 **\$1500.00**

Tier 4 + any CT exam and or transfer to inpatient hospital

Level 6 **\$2750.00**

Level 5 + Observation Care



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Challenges

- Traditional pathway
- Revenue Cycle Management team
- Uncompensated care
- Unnecessary utilization concerns



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- Federal and State regulations
 - Hostile Market
 - Additional Services
 - Special interest power



Looking Forward

- Bundled pricing first, traditional insurance second
- Free Market patient population > 70% of volume
- Complete price transparency
- Additional regional facilities



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Looking Forward

- Bundle payments for TPAs
- Expanding services
- Integrating urgent care



Is This Solution Reproducible?



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Questions?

crice@okerhospital.com



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