**Pediatric Practice Managers Alliance Update**
American Academy of Pediatrics (AAP) | January 2014

Welcome to the January 2014 issue of the American Academy of Pediatrics (AAP) Pediatric Practice Managers Alliance (PPMA) monthly newsletter! All PPMA members are encouraged to submit articles. Articles should focus on some aspect of pediatric practice or clinic management and be between 300-900 words in length. The newsletter is not possible without the excellent articles written by PPMA members so please consider submitting an article by sending it to Jose Lopez, Manager, Practice Management, at jlopez@aap.org.

---

**PPMA LEADERSHIP TEAM CALL FOR NOMINATIONS**
The PPMA Leadership Team is accepting nominations for one Open Position on the Leadership Team to represent AAP District VII (States of TX, OK, AR, LA, MS). For more information and to apply, please complete and return the attached Nomination Form along with a 250-word bio-sketch to Jose Lopez, Manager, Practice Management, at jlopez@aap.org by Friday, January 31, 2014.

---

**PPMA MEMBERSHIP DUES**
Currently, the PPMA has two tiers of membership dues:

- Basic $60: access to PPMA Listserv® only
- Platinum $80: access to PPMA and Section on Administration and Practice Management (SOAPM) Listserv®

In order to simplify the Dues process and to grant all PPMA members access to the SOAPM Listserv® (if they choose to access it), the PPMA Leadership Team has voted to set PPMA Dues at a flat rate of $75 per year. This new Dues rate will take effect on February 1, 2014. If you would like access to the SOAPM Listserv®, e-mail Jose Lopez, Manager, Practice Management, at jlopez@aap.org. As a reminder, you have the option of utilizing the Online Archive to access the SOAPM Listserv® without receiving individual e-mails.

---

**SOAPM CHAPTER/DISTRICT PRACTICE MANAGEMENT GRANT**
The SOAPM recognizes the need for Chapters and/or Districts to address local practice management issues, as well as to provide practice management related education and resources in a format that encourages dialogue and collaboration among members. SOAPM is pleased to support this need by offering one Chapter/District grant in the amount of $5,000 to conduct local practice management educational
programs or to support a project that will address a relevant practice management issue. All applications for this grant are due by February 28, 2014, with the recipient announced in April, 2014. For more information and to apply, visit the SOAPM Chapter/District Practice Management Grant Web page.

JOINING PPMA
For those of you with friends and colleagues, who are Practice/Clinic Managers or staff heavily involved with the practice management aspects of practice, consider encouraging them to join PPMA. Now is a good time to for them to join PPMA as the current dues of $60 annually will increase to $75 as of February 1, 2014. As a reminder, besides all of the activities and programs that PPMA and SOAPM sponsor, members of PPMA are given an AAP ID# which gives them PPMA rates for AAP activities (such as the AAP National Convention), access to resources on aap.org, and a subscription to AAP News. A great deal for their dues! If you would like to send them more information on PPMA including information on how to join, they can visit the PPMA Web page.

SMOOTHING OUT THE WRINKLES
Lynn Cramer, RN, PPMA Leadership Team Member
The position of Pediatric Practice Manager/Pediatric Practice Administrator continues to grow in responsibilities and complexities. We are charged with ensuring the smooth blending of business operations, clinical practice, patient engagement, human resources, team building, and quality management. Throw in Web site management, marketing, and social media. Pediatric Practice Managers/Administrators must anticipate, embrace and mobilize changes, reasonably providing a transition period, into the culture of the practice. Why is this process important to your practice?

Pediatricians and staff need to be informed and prepared to develop the care delivery team. Moving from managing a practice to meeting the needs of the new care delivery team and systems requires strong and purposeful efforts to acquire new knowledge and make it an integral part of the practice’s beliefs and culture. Your abilities to take the practice through the complex and rapid-fire crucial changes will make the difference. In 2014 you will want to be prepared to avoid turbulence that could damage your practice. Careful management will allow the doctors, nurses, billing, and front office staff to continue today’s work while preparing for the opportunities to not only survive, but thrive in the future.

Doctors and staff want a leader who can plan and prosper over the long term. This is done by instilling confidence. Forward thinking, to support healthy growth and accomplishment is inherent in pediatrics. That’s what we do, we grow the future. Now, how do you start implementing improvements for your practice?

No Perfect Time
You cannot wait for the “perfect” time to start. That time is now! Pick something and start on it now, not later, but today! Medical practice managers now have to do more with limited resources.

Start with the free or inexpensive resources in front of you. Start with the AAP Pediatric Practice Managers Listserv®: read solutions to the same challenges from others (don’t forget the archives) and tweak them for your practice. Search through the articles on the Practice Support Pages on the AAP Web site. Read the Web site notices, AAP News, the PPMA and SOAPM Practice Management Newsletters. Take the time to attend Webinars, the AAP hosts monthly webinars on practice management which are presented free monthly and available afterwards if the timing was not good for you. Attend your local AAP council meetings and educational sessions. If you do not have a local Pediatric Managers/Administrators group, call one or two nearby practices and start one!

Read, read, read each and every medical policy bulletin and newsletters from your payers. Many contracts state that this is the way that you will be communicated with about policy changes. Distribute that information to appropriate doctors and staff. Do not allow your practice to be blind-sided by policy changes.

Crucial Elements 2014
2014 starts up and adds to new care delivery models, new billing rules, new patient/family expectations, and value based contracts, with patient satisfaction and quality measures affecting payments to the practice. Pediatric practices will see evolving roles for administrators, managers, doctors, nurses, office and billing staff.

Essential areas to plan for in 2014:

- **Patient-Centered Delivery of Care**: Patients and families need to learn to compare and purchase health care coverage, compare and select primary care, compare and select a health care system, know when to use health care services, learn how to participate in care via patient portals, access to health information electronically, practice doing patient satisfaction surveys .......... smile.

- **Doctors and Staff**: Planned and staged orientation, training and performance monitoring of new processes.

- **Billing**: Use of Modifiers-33 and -25 with preventive care services, differing by state and insurance payer policy, ICD-10, Patient surveys and risk assessments, Payers use of billing data only to measure quality care, Quality and Patient Satisfaction Based Payments (check with each payer).

- **Laws**: Open Payments (Sunshine Act), ACA Implementation and Exchanges State Medicaid Changes.

- **Health Technology**: Meaningful Use Stage Two.

- **HIPAA**: Increase in compliance monitoring.

- **Physician Performance**: Transparency posting from payers of cost and quality.

The manager/administrator is charged with the planning and proper "care and feeding" of the practice activities related to the above. Direction of the development of forms or templates, order of steps, training, etc, and continuous process improvement cycle re-assessment of all processes that may need to be improved or modified.

Prosperity always follows quality. Move your practice towards improving what you do and progressing towards your goals!