A New Role for Advanced Practice Nursing in Health Plans
Everyone Wins!

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History and Change

- State licensing restrictions – scope of practice
- Health plan network contracting policies
- Expanding the role of Nurse Practitioners
- Affordable Care Act
- Provider Access Challenges
Dynamics in Colorado

• Commercial health plans have opened networks to Nurse Practitioners
• Credentialed as independent providers accepting enrollment
• Demand for primary care is at an all time high
• Focus on integration of mental health with primary care
• New models of care delivered by Nurse-led primary care
Over the next few minutes we will . . .

- Look at examples of business development strategies for nurse practitioners
- Gain an understanding of the process for participation in health plans
- Learn how to formulate a strategy for practice expansion thru health plan participation
Health Plan Restrictions

- Health Plan Provider Panels would not independently credential Nurse Practitioners
- They were not listed in directories
- Billing for care was typically under a physician
Affordable Care Act and Access Challenges

- Advanced Practice Nursing identified as key to meeting ACA challenges
- Exchange Health Plans need primary care providers
- Models of care changing - Nurse led integrated primary care
Colorado Dynamics = The Perfect Storm

- Health System Consolidation
- Rural and Urban Demand
- Not enough Primary Care
- Health Plans Need PCP
- CMS Innovation Award
So What Has Happened?

- As of 2013, all major commercial health plans in Colorado are independently credentialing nurse practitioners to serve as primary care providers and accept enrollment.

- Nurse practitioners are listed in the health plan directories as independent providers

- Reimbursement has improved and is based upon traditional fee-for-service reimbursement - RBRVS
What did we do?

- Developed strategies to take advantage of:
  - Primary Care Shortage
  - Economic benefits of Nurse Practitioners
  - Integration of mental health and primary care
  - Significant participation in major health policy initiatives underway in Colorado
How did we do it?

• Strategic business plans
• Marketing strategies
• Established new care model
• Asked to be part of the system!
Strategic Plan

• Vision and goals
• Business Model
• Target Market/Customer Profile
• Competitors
• Opportunities/Competitive Advantages

• Goals/Objectives/Strategies
• Gage Success
• Financial Performance
• Operations
• Management Structure
Marketing Strategies

- Goals – Increasing Visibility
- Corporate Culture and Brand
- Patient Experience
- Message and Visual Identity
- Advertise
- Ambassadors

- Online Communications/Social Media
- Community Activities/Presentations
- Activity Marketing
- Customer Relations
- Our Family
Notable Models of Care

- UC College of Nursing
  - Nurse-led FQHC
    - Primary Care – Adult and Pediatric
    - Mental/Behavioral Health
    - Dentistry
    - Pharmacy
    - Women’s Health

- UCCS HealthCircle
  - Nurse-led Primary Care
  - Mental/Behavioral Health
  - Nutrition
  - Active Living/Sports Training
Paying for Things!

• Critical! Participation in Managed Care
  • Many meetings
  • Senior Leadership meeting with Senior Leadership
  • Changes in health plan policies
  • Changes in health plan systems
  • Reimbursement based upon the standard physician fee schedule
All Major Health Plans in Colorado Agreed

- Anthem
- United
- Cigna
- Rocky Mountain
- Kaiser (in certain geographic areas)
- Colorado Access
- Others have since joined in!
Participating in Health Plans

• Credentialing
  • CAQH
  • Takes a long time – 90-120 days
  • Tied to Payment – no credentialing – no pay

• Contracts
  • Typical Format
  • % RBRVS – Physician Fee Schedule – prepare for value-based
  • Look at how they advertise you
  • Know how to term if necessary
  • Ensure you are in the directories
We asked many times to be part of everything going on in Colorado and still do!
Has asking worked? Yes!

- Practice Transformation Coaches for:
  - Colorado SIM
  - AHRQ ENSW
  - TCPI

- Direct Primary Care
- Expansion of Midwifery Practices
- Partnering Options
Sustaining

• Identifying potential partners
• Everything is a business strategy
• Support efforts with great data
• Make adjustments as needed

• One size doesn’t fit all
• Keep an open mind
• Keep an eye on the market
• Remember your vision!
Secure Support from a Great Leader!
Thank You!

WE DON’T JUST TEACH NURSE PRACTITIONERS. WE INVENTED THEM.

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