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The only way we can better serve you is to know how you feel. So, I'm asking The Big Questions.

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As a practice owner, you may have written social media off as "just a way for people to connect."

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NETWORKING

EYE MANAGEMENT | HEALTH NETWORK ONE | THERAPY NETWORK

QUARTER TWO | 2022

Now We're Talking Elizabeth Peavy Has a Lot to Say About Growth

Elizabeth Peavy has always known one thing for sure. She wanted to work with kids.

Exploring her options, she narrowed down the field by following her heart. She knew that seeing kids just once or twice a year for checkups wasn't it. She wanted to make an impact in ways that affected kids' daily lives and the lives of the people who loved them. Speech-language pathology seemed to ring all the bells.

Seeing patients every week gives her the connection she craves. She gets to be part of the big things, like seeing how her therapy affects kids in real-time and the fun stuff, like helping her kids craft Valentine's Day cards for their parents.

"Every week, I get to ask them how their week was," said Peavy. "I get to hear the good things that happen and the not-so-good things that happen. I get to enjoy doing life with them. It's very personal."

Essentially, Elizabeth gets to watch these kids grow up.

"You can look back at the progress they've made in six months or six years. You can see them meet those goals that you never thought they would, or the parents never thought they would."

One of the most satisfying parts of her job? Hearing kids say their own name.

"It's their identity," said Elizabeth. "When they can say that accurately,

it's a huge success for them and the parent. Whether it's their own name or someone really special like mama, daddy, that's the most rewarding part of it."

For Peavy, it's all about building relationships with the kids, the parents, and her team.

"In business, you really form relationships with your coworkers," she said. "You care for them, not so much as

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Therapy Trails has two locations:

Grovetown is located at 5176 Wrightsboro Rd., Grovetown, GA (706) 842-3330. Evans at 536 Grand Slam Dr., Ste. D in Evans, GA (706) 854-8434. Visit Therapy Trails online at TherapyTrailsGa.com.

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Now We're Talking

Elizabeth Peavy Has a Lot to Say About Growth



Q&A

What's on your nightstand?

Two books, a daily devotional, *Jesus Listens*, which offers encouragement needed after busy days, and *Leaders Eat Last*, by Simon Sinek.

What's your favorite junk food?

Chips and ranch dip

Who do you admire most?

My husband is hard-working and self-motivated — everything I wish I could be.

What's playing in your headphones?

For focus, Spotify's playlist, *Coffeshop Hits*, it's low-key, not having to think music.

If you could have lunch with anyone, who would it be?

Queen Elizabeth. She's a gem. I'd love to talk to her.

What's your guilty pleasure?

Watching Netflix and walking around Target.

an employee, but a friend."

It's also about growth, not just for the kids but also for growing her business and personal development.

In 2018, Peavy opened her first clinic in Grovetown, Georgia, Therapy Trails. Just a year later, she opened her second in Evans. The clinics provide speech therapy, feeding therapy, occupational therapy, and physical therapy. They also do screenings, evaluations, and treatment from birth to 18 year-olds in the Augusta metro area.

"As far as the company's growth, it is one hundred percent due to the team and everyone's patience and insight through this," said Elizabeth. "It's because of the advice and input of other business professionals, as well as the insight of other clinic owners in neighboring counties. I also attributed it to the market. There's such a need for kids' therapy services in the area."

Expanding her business has also expanded her horizons. Personally, she's learned that she doesn't have to do it all herself.

"I like to ask for help," said Elizabeth. "That's definitely one thing I've gotten better at. I've learned that it is very tough to rely on my own knowledge and opinions but to get help from others as well."

When it comes to getting a little help in the administrative process, Elizabeth said that from the time they opened in 2018, WellCare, through Therapy Network of Georgia, part of Health Network One, provided her with personalized support. Health Network One gives each provider a representative to assist them with everything from claims to credentialing.

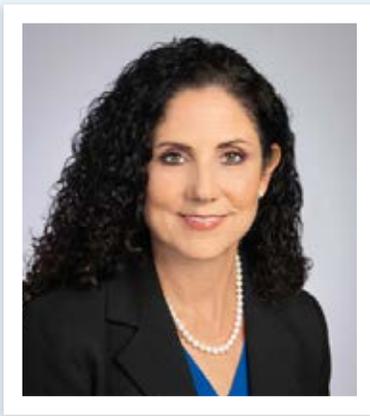
"Catrina (Whitfield) was phenomenal, and I don't use that term lightly," she said. "We have worked with several other insurance companies — sometimes it's so frustrating to get a clear answer or even to figure out who to call."

The reps even make house calls to get a look and feel for how their providers run their practices.

"Health Network One is very responsive, very available," Elizabeth said. "They made in-person visits. I can't tell you another company that did it. They're the only insurance company that we had a relationship with."

Health Network One helped ease the administrative burden for Therapy Trails' busy practice — with 45 employees, including 31 therapists spanning the disciplines from speech, occupational and physical therapists, every day is a new adventure.





“We want our providers to feel confident knowing they can make one call and speak with someone who’s there to listen and eager to help.”

A Message from our VP of Network Operations Karen Chewing

Hello, Health Network One Providers!

How do you keep a Network of busy providers happy?

You listen to them.

We send out a Provider Satisfaction Survey each year, so we’ll know what’s working and what’s not; honestly, only about 20% of our providers respond. We get it, you’re busy and a survey is the last thing that you want to do, but...

The only way we can better serve you is to know how you feel. So, I’m asking The Big Questions.

These six questions are cues to get you thinking about your experience with us. Answer any that are meaningful to you. Your feedback is everything, and I’d like to thank you for sharing it.

Every provider is assigned a provider relations representative. Do you know who yours is? (If not, we have a problem!)

Tell us about the responsiveness of our representatives:

- Are your calls answered the first time? If not, are you called back quickly?
- Are Reps fast, accurate, helpful, and friendly?
- Did they solve your problem? Did that save you time?

- Did they take time to listen to you, so you felt understood?
- Did they go above and beyond, and if so, how?

I’ve gotten help from my representative with:

Claims | Authorizations | Credentialing | Payment issues

How did you first hear about us?

When we first met, did we do a good job of explaining our program?

Did you understand what services and benefits you’d be getting?
Did you know how to reach us? Was it easy?
Was the provider portal explained or demonstrated? Do you use it?
Was there anything about us that was unexpected or a surprise to you?
Was there anything we missed?

The Way We See it...

Happy providers make happy health plan members. Ultimately that’s our shared goal – providing quality medical care in a managed care environment.

We Aim to Be Your Advocates

We want our providers to feel confident knowing they can make one call and speak with someone who’s there to listen and eager to help.

We’ve Got You!

We know the healthcare system isn’t easy to navigate, even for those of us who have been here a while. That’s why we strive to ease your administrative burden with technology, tools, and personal support – or, as our team likes to say: **“We’ll take care of you, so you can take care of them.”**

Last question! Do you know how to get in touch with me?

I’m Karen Chewing, VP of Network Operations. I’ve been with Health Network One for 32 years – and I’m still very interested in learning more about how we can help our providers. So, pick up the phone or shoot me an email – I’m listening.

I look forward to hearing what you think.

Karen Chewing

VP Network Operations

Office: (305) 614-0107

Cell: (305) 510-5463

Chewingk@healthnetworkone.com

Why You Should Be Using Social Media to Grow Your Practice

As a practicing physician or therapist, you may have written social media off as “just a way for people to connect.” You may have heard it’s a great way to grow business, but maybe you thought: “That’s great for commercial use, but how can it help healthcare professionals who don’t necessarily think of what they do as “sales”?”

According to the American Medical Association, you should consider a few things before completely shutting down the idea of engaging online.

Brand building – You’re already an expert in your field; consider adding to the social conversation to build awareness. Start by adding your professional opinion by commenting on any relevant topics happening now in the media.

Push your passion – Go beyond the medical establishment by using hashtags to reach a wider audience who may not otherwise engage in your community. Maybe you’ve done a lot of research on how food deserts have affected childhood diabetes and want to reach parents – #childhealth, #momitforward.

Teach – Give your expert opinion or reaction to medical stories trending in the media.

Attract Patients – Being your authentic self on social media is a great way to build trust. Building your presence, using your personality, showing who you are in real life can attract new



patients to your practice.

For more information, visit ama-assn.org. Read more, 5 reasons why physicians should use social media professionally | American Medical Association (ama-assn.org)

Best Practices for Social Media Success

Social media is fast becoming an essential tool to reach patients, engage with the community, grow your brand and become a voice of authority but let’s face it; you’re not selling widgets. According to the FPM (Family Practice Management) Journal, as a medical professional, there are some rules of the road to follow to avoid pitfalls.

Always be professional – wherever you go, there you are. Remember that you’re always representing yourself and your profession. Be fair, be friendly, be careful.

Don’t offer medical advice – Instead, share general tips, not specific medical advice. Be sure to state that. Tell your followers specifically that this is not medical advice.

Guard against misinformation –

As a medical professional, what you say carries great weight. You have a professional responsibility to make sure the health-related information you are sharing is indeed accurate. If you can’t verify it, don’t share it. When you can prove it, provide a link to that reliable source.

Follow the rules – Be sure you follow your institution’s social media policies. Most organizations ask employees to always be professional in their social media presence. Many organizations will ask you to clearly state that your opinions are your personal opinions and do not reflect those of the employer. Still, other institutions are more conservative, really restricting what you can share. If you’re not sure about the rules, contact HR and find out.

To learn more visit, aafp.org. Read more, Seven best practices for doctors on social media (aafp.org)

Incidental Disclosures and Best Practices to Avoid Disclosures of PHI

The purpose of HIPAA is to ensure the confidentiality, integrity, and availability of protected health information and to protect the privacy of individuals. An entity covered under this law must maintain appropriate safeguards to prevent the intentional or unintentional use or disclosure of protected health information and limit its use and disclosure. HIPAA penalizes intentional or incidental use or disclosure that occurs because of failure to implement reasonable measures to limit the use and/or disclosure of protected health information (PHI).

PHI is any personally identifiable information about an individual that is created, used, or disclosed while providing health care services, whether for diagnosis or treatment. PHI is included in a variety of documents such as clinical notes, lab results, and prescriptions, among others. In addition, a common occurrence is the disclosure of protected health information or confidential information in conversations between office personnel, such as employees, suppliers, clients, patients, and physicians. Below are some best practices to safeguard protected health information and avoid overhearing conversations about PHI:

1. Be aware of your surroundings and who is available to listen in on any PHI-related conversations.
2. Refrain from talking beyond the minimum necessary to carry out your daily activities.
3. Keep your voice low when

discussing medical information or information that may identify an individual.

4. Avoid from talking about PHI in public areas such as elevators, break rooms, and reception areas.
5. Use private spaces (e.g., separate rooms) when discussing PHI to clients, employees, patients, or family members.
6. Telephone conversations should be conducted in a private space, away from the hearing of those who do not need to know the information being shared.
7. Do not transmit or discuss PHI over the telephone unless you confirm the identity of the person with whom you are speaking and his or her authority to receive the information being discussed.

Other ways and means to safeguard protected health information in physical and electronic media are:

1. Place printers, photocopiers and fax machines in areas that minimize the view of the public.
2. Do not leave unattended documents containing PHI in conference rooms, desks, counters, printers, and fax machines that may be accessible to people who don't need to know the information.
3. Establish physical and/or procedural controls (e.g., key or combination access, access authorization levels, locked cabinets, or file rooms) that limit access to only those who have need for the information.



4. Limit PHI contained in a fax transmission to the minimum necessary to accomplish the purpose of the communication.
5. Take reasonable precautions to ensure that the recipient is available to receive the fax as soon as it arrives or has exclusive access to the fax machine.
6. When sending a fax, include a cover page and ensure that the cover page does not contain PHI.
7. Use a secure encryption procedure to send e-mails.
8. If a secure e-mail server is not used, do not e-mail lab results or other protected health information.

The biggest challenge presented by HIPAA is to protect the privacy of individuals accurately and consistently without paralyzing the day-to-day course of operations. While it is a challenge, compliance is everyone's responsibility to adapt the necessary measures to maintain the integrity and accuracy of the information being handled. We count on your support!





ANNUAL TRAININGS

All providers are required to complete the Provider Trainings, within thirty days of their contract effective date and annually thereafter. Your attestation will confirm that your office has received all mandatory trainings for the year.

FRAUD, WASTE & ABUSE

All providers are required to report concerns about actual, potential or perceived misconduct to our Corporate Compliance Department at: **1 (866) 321-5550**

DEMOGRAPHIC UPDATES

If your practice has any demographic changes, please be sure to contact your Provider Relations Rep, to update us with this information.

Annual Quality Improvement Documents

Annually the Quality Improvement (QI) Department develops Quality documents, which includes a QI & UM Evaluation, Program Description, and Work Plan. The development of the Quality documents satisfies Health Plan and NCQA Accrediting body requirements. The QI & UM Evaluation analyze the QI department's previous year quality indicators, key accomplishments, identify any areas needing improvement, and develop action plans to improve results. The Program Description and Work Plan establish objectives, goals, QI activities, and the QI Program Structure for the current year.

Copies of the annual QI documents are available by contacting the QI department at the address below.

2001 South Andrews Avenue Fort Lauderdale, FL 33316
Phone: 800-422-3672 Ext. 4701
Fax: 305-614-0364

Affirmative Statement about UM Decision Making

All clinical staff that makes Utilization Management (UM) decisions is required to adhere to the following principles:

- UM decision making is based only on appropriateness of care and service and existence of coverage.
- The organization does not specifically reward practitioners or other individuals for issuing denials of coverage.
- Financial incentives for UM decision makers do not encourage decisions that result in underutilization.
- Decisions about hiring, promoting or terminating practitioners or other staff are not based on the likelihood or perceived likelihood that they support or tend to support benefit denials.

