

# Principal Illness Navigation

## For Oncology

October 2024



**20** Years  
of Empowering Action.  
Changing Lives.

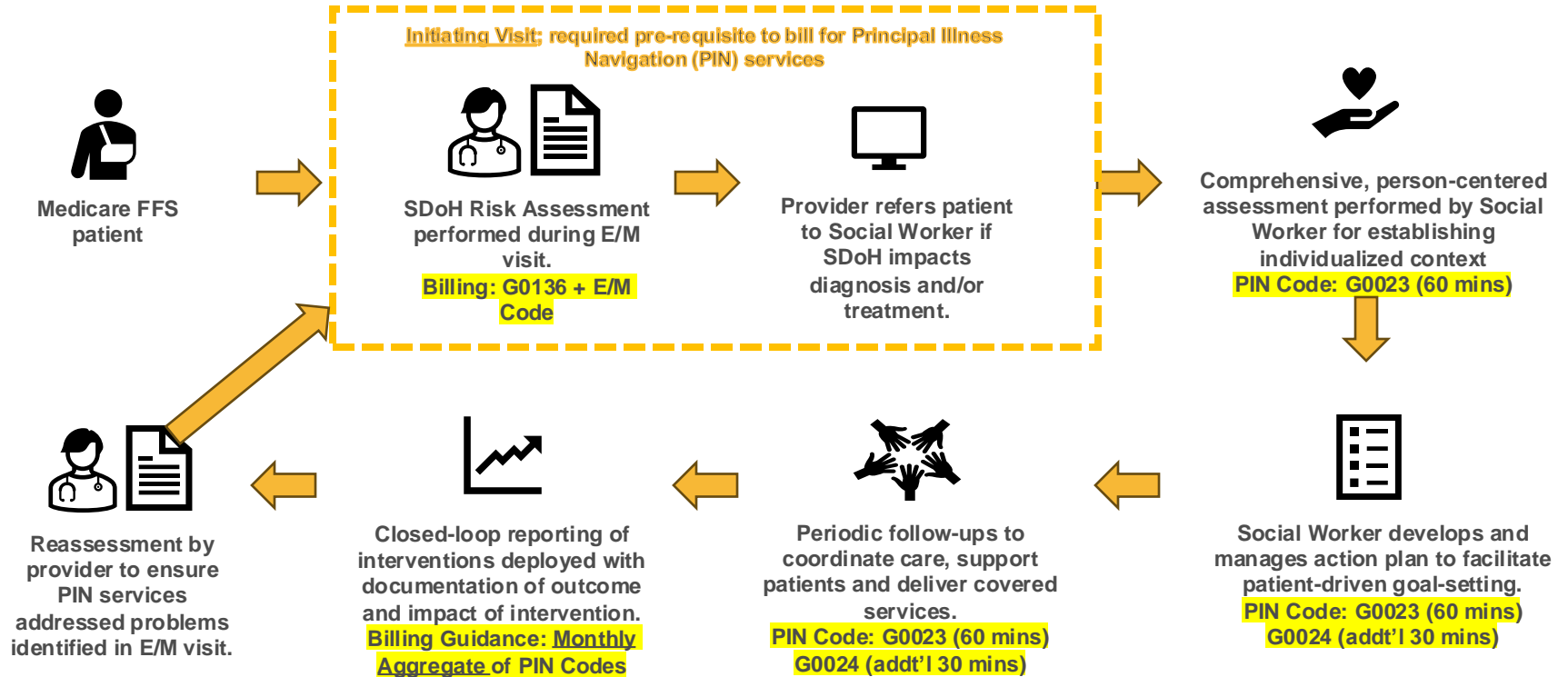
# Content

1. What is Principal Illness Navigation (PIN)?
2. CMS Requirements for PIN Reimbursements:
  - People
  - Process
3. Optimizing PIN reimbursements with technology
  - SocialHealth360 Overview

# What is PIN?

- CMS value-based program to help patients with SDoH needs stay on treatment.
- Meant for help patients with diseases where treatment could last for 3+ months and non-adherence could lead to death. (eg. Cancer).
- Reimburses ancillary staff for the time spent supporting patients.
- Time spent delivering services need to be tracked digitally and billed using G-Codes

# CMS Recommended Process



\* Based on presentation by CMS & Freedman's Health Consulting

# PIN Reimbursement Summary

Category	CPT/HCPCS Code	Descriptor	Reimbursement
PIN	G0023	PIN Service SDoH 60 min	\$79.24
PIN	G0024	PIN Service SDoH; add 30 min	\$49.44

- Rates listed are published National Rate. YMMV- Expect variation in final rate depending on MAC and local service area adjustments.
  - <https://emds.com/gpci/>
- For CY2024, CMS is not placing a cap on # of G0024 add-on units. Each 30-mins spent would be added to support reimbursement.

# Who can bill for PIN in NJ?

CMS suggests PIN services be delivered by Community Health Workers (CHWs) but defers to the State training and licensure requirements for CHWs

## NJ-DOH defines the role of CHWs

### as:

- Heart of public health.
- To bridge the gap between health care providers and the communities they serve.
- Making sure everyone, especially those in underserved areas, get the health care and support they need.

## NJ-DOH CHW Certification:

- Free 16-18 week training program through the Colette Lamothe-Galette Institute.
- Registration expected to open after Dec 15 2024.
- <https://www.nj.gov/health/fhs/chwi/#CHW%20Training%20Program>

# PIN > SDoH

\*Reimbursable if documented and time is tracked electronically

## Leveraging Technology to Optimize PIN Reimbursements for Cancer Patients

Essential PIN Service(s)



All Other PIN Service(s)\*



Contribution to Reimbursements

20%

80%



# Guiding Vision for Technology

**“Everyone has a fair and just opportunity to prevent, find, treat, and survive cancer.”**

American Cancer Society



However,  
there are key  
barriers to  
achieving this  
vision

### How do we ensure that SDOH doesn't impact patient outcomes?

- Unaddressed SDOH are linked to 60% of premature deaths<sup>1</sup>
- 50% of the American public have at least one SDOH issue<sup>2</sup>
- SDOH cost the US economy \$93B annually<sup>3</sup> in excess healthcare costs and disproportionately affect minority and economically disadvantaged people<sup>4</sup>

### How do providers address SDOH with limited staff and resources?

- Worsening shortage of healthcare workers<sup>5</sup>
- Healthcare worker burnout on the rise<sup>6</sup>
- Currently difficult to receive reimbursement for patient social navigation but that is starting to change (e.g. Medicare FFS)

# SocialHealth360 for PIN

## Business Results

### Output Objectives:

- Maintain an average physical & mental Healthy Days of 20 for all participating patients
- Optimize PIN Reimbursements

### Process Objectives:

- Screen 100% patients for SDoH needs
- Ensure 100% of SDoH needs identified are fulfilled
- Ensure appropriate reimbursement for all qualified patients

## Key Role Players



Role 1.

### Executive

“Deliver highest quality whole person care to excel across all payer contracts”



Role 2.

### Operation & Management

“Oversee patient navigation services manage outreach staff & burnout”



Role 3.

### Patient Navigation

“Deliver whole person services that promote better adherence to cancer treatment”

## Questions & Actions

1. **Performance:** How are we performing across our program?
2. **Focus:** On which areas should we focus to have the biggest impact on program performance?
3. **Drivers:** What are the key drivers impacting program population?
4. **Actions:** What actions do I need to take to ensure we achieve our business results?

1. **Performance:** How are clinics & staff I'm accountable for tracking against program objectives?
2. **Focus:** On which of my clinics & staff should I focus to impact program performance?
3. **Drivers:** What are the process drivers impacting program performance for my clinics & staff?
4. **Actions:** What actions can we take to improve program performance for my clinics & staff?

1. **Performance:** How are my patients tracking against our program objectives?
2. **Focus:** On which of my allocated patients should I focus on today?
3. **Drivers:** What are the SDOH needs of each of my allocated patients?
4. **Actions:** What actions do I need to take today to support my allocated patients in need?

## At a glance

### Customer- Oncology Consultants

- Largest independent Oncology Practice in Houston
- 15 medical clinics
- 30k patients on treatment
- 21 physicians
- 5 patient advocates (PAs)
- 8+ languages accommodated

### Vantage Solution

- SocialHealth360

### Therapy Area

- Oncology
- Social Determinants of Health (SDoH)

### Location

- Texas, US



## H.O.P.E. for Cancer Care

Oncology Consultants offer value-based services to all patients on cancer treatment called the “Holistic Oncology Patient Equity Initiative” or H.O.P.E.

The initiative aims to improve value, equity & experience for patients and for healthcare outcomes.



## Key Challenges

- Social Determinants of Health (SDoH) disproportionately impact patient outcomes
- Racially, linguistically & culturally diverse patient population with complex needs
- Limited resources to identify & address SDoH needs in patients
- Reactive, limited paper-based approach limits effectiveness
- No analytics to support workforce orchestration and to manage multi-payer contracts, at scale

“

As a nurse, I have always believed that addressing whole-person needs for patients is the right thing for humanity. We believe that Vantage can help us prove that it's the right thing for business too.

SUSAN WAGNER, EXECUTIVE DIR CLINICAL STRATEGY, ONCOLOGY CONSULTANTS

## Vantage Solution: SocialHealth360

- Assists staff to identify & address SDoH needs impacting patient outcomes
- Linguistically & culturally sensitive AI algorithm promotes health equity
- NextBestActions inform timely, proactive interventions and generates SDoH Care Plan
- Automated workflows to maximize productivity and manage burnout
- Supports electronic patient reported outcomes (ePRO) to quantify impact of interventions
- Advanced analytics to support workforce orchestration and value across payer contracts

## Anticipated Solution ROI



Patient Outcomes



Financial Performance



Patient Satisfaction



Workforce Performance



A part of the



# Early Findings...

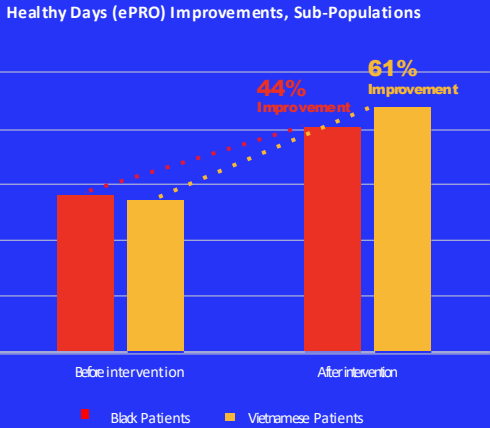
## Before Intervention:

Inequities identified in Black & Vietnamese patients identified; NextBestAction™ triggered

Intervention: PAs address SDoH needs for Black & Vietnamese Patients

## After Intervention:

Significantly better ePRO reported by Black & Vietnamese patients



# ...Support ROI for Providers



## Patient Outcomes

- ✓ Increased Healthy Days (ePRO) scores across Black & Vietnamese patients and entire patient population



## Patient Satisfaction

- ✓ Improved timely access to key benefits for most impacted patients



## Financial Performance

- ✓ Studies conducted by Humana validate improvement in Healthy Days as a short-term proxy for cost savings and reduced inpatient admits



## Workforce Performance

- ✓ Increased satisfaction & efficiency communicated by users through anecdotal feedback

# Thank You

Amogh Rajan  
amogh.rajan@vantagehealth.tech  
678-672-8378

