

Remaining Profitable When Using Skin Substitutes in Your Practice

*COVID 19 Practice Survival Guide Weekly Webinar
Week 11*

Guest Speaker



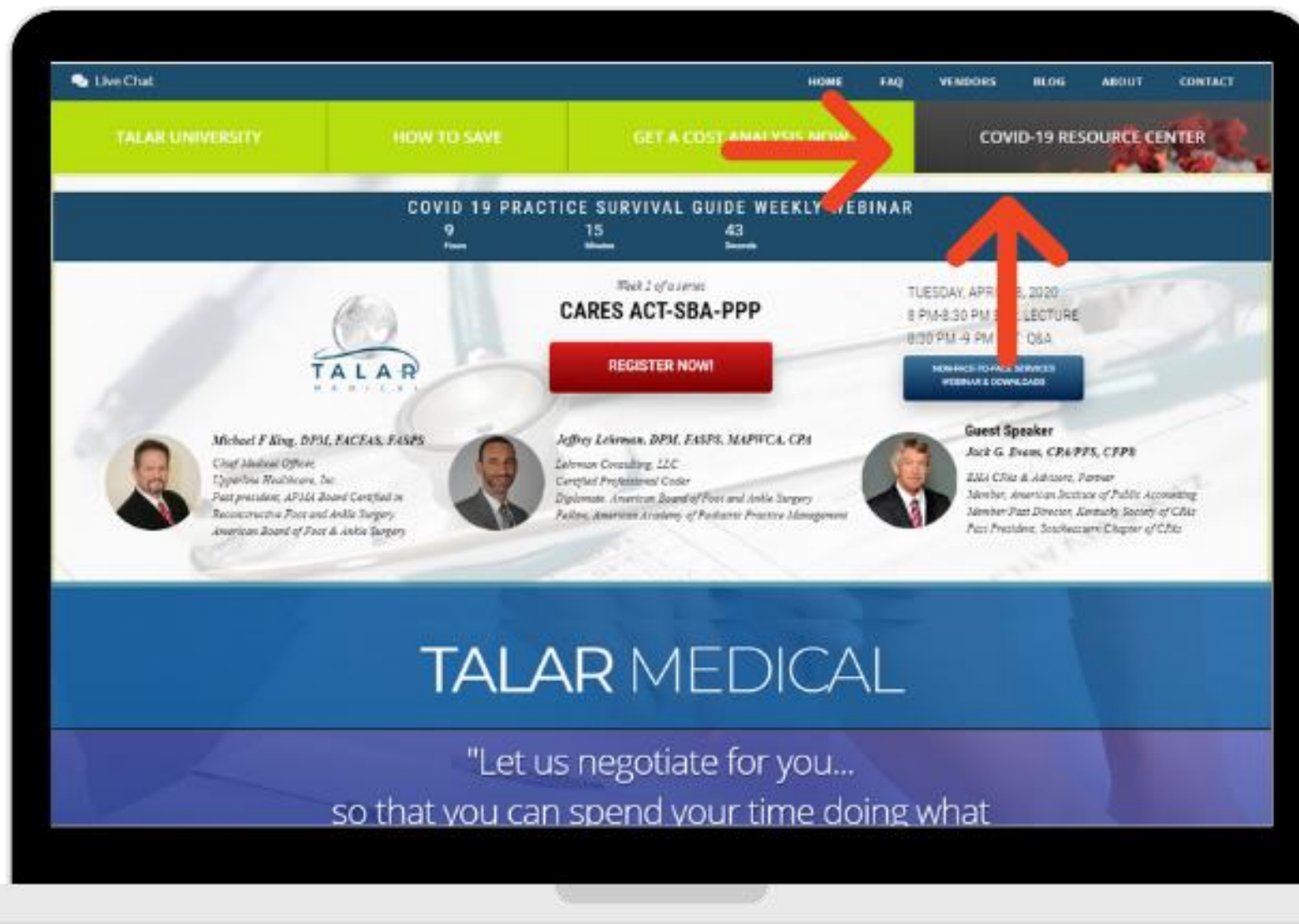
*Ira Kraus, DPM,
Director of Business Development,
Extremity Healthcare Inc.*

Moderator:



*Michael King, DPM,
Chief Medical Officer,
Upperline Healthcare*

DATE	TOPIC	GUEST SPEAKER
21 April 8 PM EST	Non-Face-To-Face Services During COVID 19	<i>Jeffrey Lehrman, DPM, Michael King, DPM (Moderator)</i>
28 April 8 PM EST	CARES ACT, SBA, PPP	<i>Jack Evans, CPA</i>
5 May 8 PM EST	Supply Chain Management	<i>Scott Wakser, Melody Andrews</i>
12 May 8 PM EST	Bringing Employees Back to Work	<i>Susan Lessack, Tracey Diamond</i>
19 May 8 PM EST	In Office Wound Care Dispensing – Pre/During/Post COVID	<i>Ira Kraus, DPM</i>
26 May 8 PM EST	Providing DME During A Public Health Emergency. Is Your Office Ready for Required Changes?	<i>Paul Kesselman, DPM</i>
2 June 8 PM EST	What Retirement Savers Should Know About the CARES Act & the Secure Act	<i>Deanna Filosa, CLU, ChFC</i>
9 June 8 PM EST	No More Excuses: Reinventing your Practice During a Forced Slow Down	<i>Cindy Pezza, PMAC</i>
16 June 8 PM EST	Compliant Electronic Communication in the COVID-19 Era and Beyond	<i>Ross Taubman, DPM</i>
23 June 8 PM EST	Applying Nudge Theory to Optimize Biomechanical Treatment of Diabetic Foot Ulcers	<i>Josh White, DPM</i>
30 June 8 PM EST	Remaining Profitable When Using Skin Substitutes in Your Practice	<i>Ira Kraus, DPM, Director of Business Development, Extremity Healthcare, Inc.</i>



Would you like to find a replay of tonight's webinar?
Find it on our website!

1. Visit our website www.TalarMedical.com
2. Look for our COVID 19 Resource Center located in the upper right hand corner

Would you like to receive a personalized, no obligation, medical supply cost analysis?

This is how

1. Send us the products you are currently ordering in excel spreadsheet format. Please include:
 - Current Vendor
 - Item Description
 - Manufacturer Number/SKU
 - Unit of Measure
 - Price
2. Email the spreadsheet to admin@talarmedical.com or visit our website at talarmedical.com/complimentary-medical-supply-cost-analysis/
 - * Can't easily provide the information in an Excel format? We have you covered! Just send us a copy of your most recent receipts. Please note, comparisons presented in receipt format do require longer to turn around.



T A L A R
M E D I C A L

Remaining Profitable When
Using Skin Substitutes in Your Practice

Diabetes Epidemic



Every 7 seconds someone dies from **Diabetes**

(Armstrong, et al, Diabetes Care 2013)



Every 20 seconds a lower limb is **amputated**

(Armstrong, et al, Diabetes Care 2013)



The lifetime risk of people with diabetes to develop a foot ulcer is **34%**
More than **50%** of diabetic foot ulcers become infected

(Armstrong, et al, N Eng J Med 2017; Prompers et al, Diabetologia 2007)



Diabetes contributes to approximately **80%** of the **120,000**
non-traumatic amputations performed **yearly** in the **United States**

(Armstrong et al. Amer Fam Phys 1998)



Diabetic foot ulcers double mortality and heart attack risk
while increasing risk for stroke by **40%**

(Brownrigg, et al, Diabetologia 2012)



The relative **5-year mortality rate** after limb amputation is **68%**
It is second only to lung cancer, at **86%**

(Armstrong, et al, International Wound Journal 2007)

Causes of Leg and Foot Ulcers

Poor Circulation



Poor circulation, often caused by arteriosclerosis

Venous Insufficiency



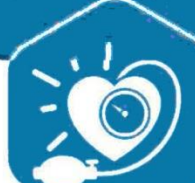
A failure of the valves in the veins of the leg that causes congestion and slowing of blood circulation in the veins

Diabetes



Diabetic Neuropathy

Hypertension



Treated or untreated Hypertension

Lymphedema



A buildup of fluid that causes swelling in the legs or feet

Inflammatory Diseases



Poor circulation, often caused by arteriosclerosis

Smoking



History of smoking (either current or past)

Medical Conditions



Other Medical Conditions such as high cholesterol, heart disease, high blood pressure, sickle cell anemia, bowel disorders

Economic Impact on CMS



Diabetic Foot Ulcer patients are twice as costly to US Medicare as those with diabetes alone

(Rice, et al, Diabetes Care, 2014)



The cost of diabetic foot ulcers is greater than that of the five most costly forms of cancer

(Barshes, et al, Diab Foot Ankle 2013)



In the United States, a total of \$176 billion is spent annually on direct costs for diabetes; As much as one third of that will be spent on lower extremity complications

(Driver et al, J Vasc Surg 2010)



1 million dollars is spent every 30 seconds on diabetic foot complications in the USA alone

(Armstrong, et al, NEJM, Barshes, et al, 2013, Skrepnek, et al 2015)



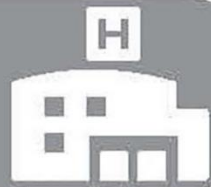
- Among patients with commercial insurance, each \$1 invested in care by a podiatrist results in \$27 to \$51 of savings for the health-care system
- Among Medicare-eligible patients, each \$1 invested in care by a podiatrist results in \$9 to \$13 of savings

(apma.org)

Amputation Cost vs Wound Care Cost



The Average Cost of a Lower Limb Amputation



- Hospital Costs: \$30,000 - \$60,000
 - Follow Care Costs: \$43,000 - \$60,000
-
- Total Costs: \$73,000 - \$120,000**

The Average Cost of Wound Care



- Total Costs: \$10,000 - \$20,000

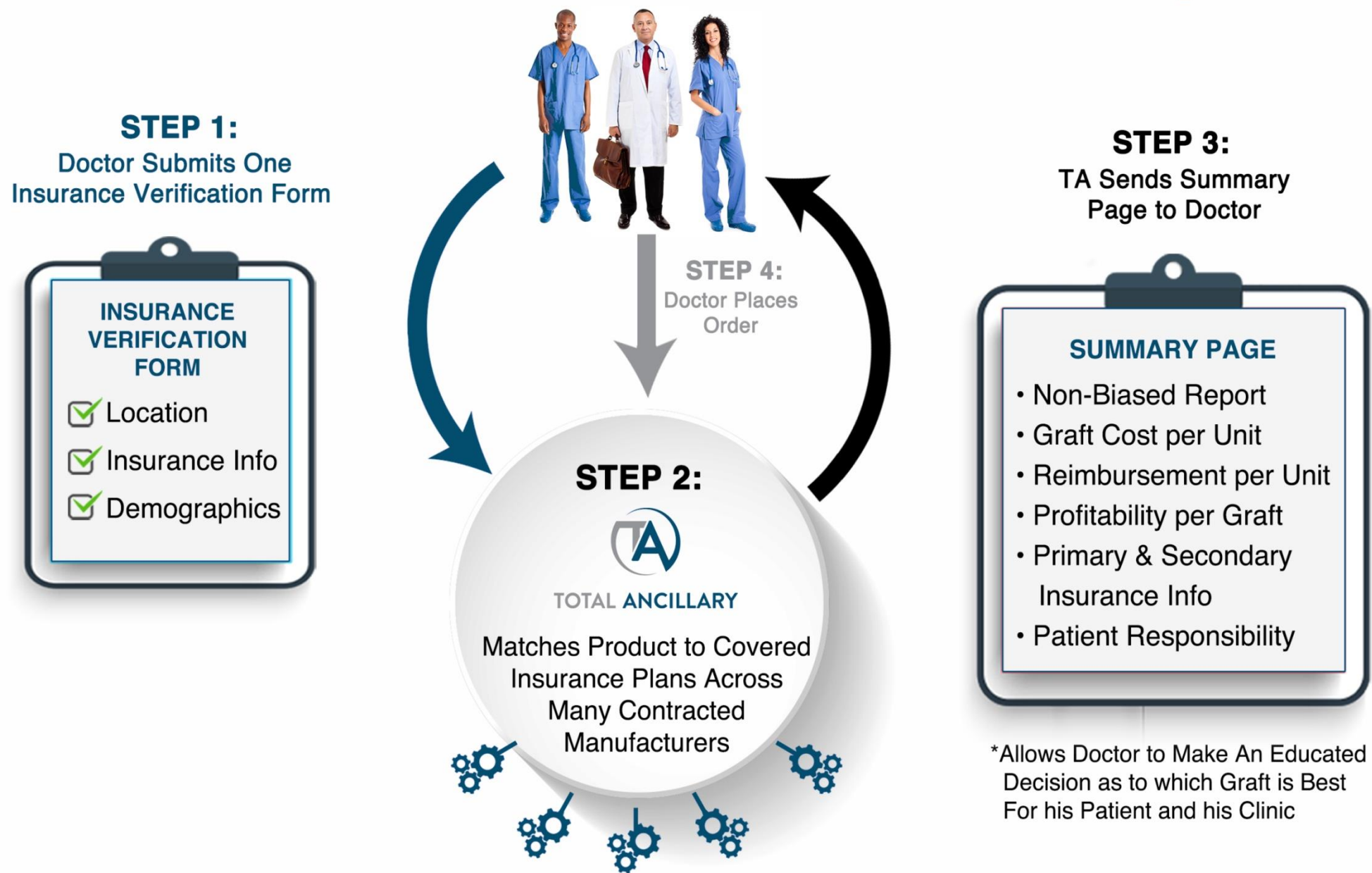
In-Clinic Treatment Challenges



EHI's Similar Story

- Not being compensated for services provided
- Extended amount of employee involvement
- Lack of Physician Understanding of Financial Impact
- Inability to Tie Invoices to Patients

The Total Ancillary Solution



*Allows Doctor to Make An Educated Decision as to which Graft is Best For his Patient and his Clinic

STEP 5: Total Ancillary Executes:

- PO Generation
- Shipping Logistics
- Graft Log Archive
- Accounting Support Services
- Order Placement
- Confirms Receipt & Use
- ACM Support Services

Revolutionizing In-Office Wound Care



Ordering

Turn-Key Ordering
and Prior Authorization



Payors

Manage the Ever Changing
Reimbursement Landscape



Many Manufacturers

Choices Assure Clinic
Gets the Best Outcome



Decrease Workload

Reduces the
Burden on Admin
Team



Ordering

Utilizing Real-time
Analytics of all
WC Procedures



Payors

Our Manufacturers Offer
45 Day Payment Terms



Cash Flow

Claims Approval Tools
& Invoice Tracking to
Protect Cash Flow



Decrease Workload

Remain In-Clinic
as Opposed to
Referring out



Education

Training and
Customer Service



Revenue

Increase Service
Line Revenue

TA Software Platform

Integration Amongst All Divisions



Actionable Analytics

- Real Time Dispositions on all orders
- View Linked Wound Care Claims to Invoices
- Monitor Profitability of Claims and Invoices
- Analyze Graft Reimbursement Per Payor
- Evaluate Graft Reimbursement Per Product
- Invoice Payment Review
- Denials Tracker



Universal Insurance Verification Request



FAX to: 800.630.8490

EMAIL : fax@totalancillary.com

TOTAL ANCILLARY

Wound Graft Form

Facility Information

Physician Name	Practice Name	
Physician NPI	Practice NPI	TAX ID
Office Contact Name	Office Contact Email	

Patient Information

Patient Name (First / Last)	Patient DOB	EHR Patient ID
Primary Insurance	Member ID	
Secondary Insurance	Member ID	
Is the patient currently residing in a Nursing Home or Skilled Nursing Facility? <input type="checkbox"/> Yes <input type="checkbox"/> No	If yes has it been over 100 days? <input type="checkbox"/> Yes <input type="checkbox"/> No	

Procedure Information

Procedure Date _____

Wound Size: L _____ W _____ D _____ Total _____

Diagnosis Codes: (These Codes are not comprehensive)

- | | |
|---|--|
| <input type="checkbox"/> E10.621 Type 1 Diabetes Mellitus with Foot Ulcer | <input type="checkbox"/> E10.622 Type 1 Diabetes Mellitus with Other Skin Ulcer |
| <input type="checkbox"/> E11.621 Type 2 Diabetes Mellitus with Foot Ulcer | <input type="checkbox"/> E11.622 Type 2 Diabetes Mellitus with Other Skin Ulcer |
| <input type="checkbox"/> I87.312 Chronic venous hypertension with ulcer of left lower extremity | <input type="checkbox"/> I87.311 Chronic venous hypertension with ulcer of right lower extremity |
| <input type="checkbox"/> I83.022 Varicose veins of left lower extremity with ulcer of calf | <input type="checkbox"/> I83.012 Varicose veins of right lower extremity with ulcer of calf |
| <input type="checkbox"/> L97.522 Non-pressure chronic ulcer of other part of left foot with fat layer exposed | <input type="checkbox"/> L97.512 Non-pressure chronic ulcer of other part of right foot with fat layer exposed |
| <input type="checkbox"/> L97.422 Non-pressure chronic ulcer of left heel and midfoot with fat layer exposed | <input type="checkbox"/> L97.412 Non-pressure chronic ulcer of right heel and midfoot with fat layer exposed |
| <input type="checkbox"/> L97.322 Non-pressure chronic ulcer of left ankle with fat layer exposed | <input type="checkbox"/> L97.312 Non-pressure chronic ulcer of right ankle with fat layer exposed |
| <input type="checkbox"/> L97.222 Non-pressure chronic ulcer of left calf with fat layer exposed | <input type="checkbox"/> L97.212 Non-pressure chronic ulcer of right calf with fat layer exposed |

Other:

Graft Application Codes:

- | | |
|--|--|
| <input type="checkbox"/> 15271 (Leg, Ankle) Wound size less than 100 sq cms. Used for first 25 sq cms. | <input type="checkbox"/> 15275 (Foot, Toes) Wound size less than 100 sq cms. Used for first 25 sq cms. |
|--|--|

Other:

***Must include Front/Back of Insurance Card, Driver's License, Demographics Sheet, and Chart Notes** Version TA-UOF 8.19.2

Universal Re-Order Form



FAX to: 800.630.8490

EMAIL : Fax@TotalAncillary.com

TOTAL ANCILLARY Wound Graft Re-Order Form

Facility Information

Physician Name

Practice Name

Physician NPI

Practice NPI

TAX ID

Office Contact Name

Office Contact Email

Patient Information

Patient Name (First / Last)

Patient DOB

EHI Patient ID

Is the patient currently residing in a Nursing Home or Skilled Nursing Facility? Yes No

If yes has it been over 100 days? Yes No

Procedure Information

Procedure Date

Wound Size:

L _____ W _____ D _____ Total _____

*Product 1 15mm Disc 2cm x 2cm 4cm x 4cm 4cm x 8cm

*Product 2 14mm Disc 2cm x 3cm 2cm x 4cm 3cm x 8cm 4cm x 6cm

*Product 3 2cm x 4cm 3cm x 4cm 5cm x 5cm

*Product 4 75mm Disc (44 sq cm)

*Product 5 1cm x 2cm 2cm x 2cm 2cm x 3cm 2cm x 4cm 3cm x 3cm 4cm x 4cm

*Product 6 15mm Disc 2cm x 2cm 4cm x 4cm 4cm x 6cm

*Product 7 1.75cm x 1.75cm 2cm x 2cm 2cm x 3cm 2cm x 4cm

*Product 8 2cm x 3cm 3cm x 4cm 5cm x 5cm

*Product 9 5cm x 7.5cm (38 sq cm)

*Product 10 1.5cm x 1.5cm 2cm x 4cm 4cm x 4cm 4cm x 8cm

*Product 11 3.02cm x 3.02cm 3.76cm x 3.76cm

*Must include Front/Back of Insurance Card, Driver's License, Demographics Sheet, and Chart Notes

Version ROF 8.19_2

The Total Ancillary Solution



Medical
Decision
Making

+



Business
Transparency

=



Optimized
Outcomes

Sample Summary Page

Clinic Name:	Emory	Clinic Name:	Emory
Ordering Physician:	Dr. Smith	Date of Procedure:	TBD
Patient Name:	J. Doe	Product Submitted to PA:	Product A
Patient ID:	1234567	Primary Insurance:	Commercial

Product	Product A			
Primary Covered	Yes	Requires medical necessity for in network patients.		
Secondary Covered	Yes			
Patient Responsibility	Deductible is met, and there is no co-pay.			
Product A Sizes	Units	Reimbursement per Unit	Cost	Total Gross Margin
2X2	4	\$150.00	\$400.00	\$200.00
4X4	16	\$150.00	\$1,600.00	\$800.00
4X8	32	\$150.00	\$3,200.00	\$1,600.00

Product	Product B			
Primary Covered	Yes			
Secondary Covered	No			
Patient Responsibility	Deductible is met, and there is no co-pay. Patient will be responsible for the remaining 20% co-insurance.			
Product B Sizes	Units	Reimbursement per Unit	Cost	Total Gross Margin
2X2	4	\$170.00	\$520.00	\$160.00
4X4	16	\$170.00	\$2,080.00	\$640.00
4X8	32	\$170.00	\$4,160.00	\$1,280.00

Product	Product C			
Primary Covered	No	Patient is not covered.		
Secondary Covered	No			
Patient Responsibility	Patient's insurance does not cover Product C			
Product C Sizes	Units	Reimbursement per Unit	Cost	Total Gross Margin
2X2	4	\$0.00	\$560.00	-\$560.00
4X4	16	\$0.00	\$2,240.00	-\$2,240.00
4X8	32	\$0.00	\$4,480.00	-\$4,480.00

Platform Supports Many Product Lines



Skin
Substitutes

Fluid Flow™
amniotic liquid allograft

Injectables



Collagen Kits

Q & A

Thank You!



Join us #TalarTuesday,

July 7, 2020 at

5 PM PST/8PM EST

for *“Taking Your Practice from
Good to Great”*

with guest speaker

**Peter Wishnie, DPM, Director of
Family Foot & Ankle
Specialists.**