Incorporating Comprehensive Nutrition Counseling into Your Obesity Practice

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Disclosures

I have nothing to disclose related to this subject
Objectives

• Describe the role of the RDN in a multidisciplinary obesity program

• Estimate revenue from services provided by RDNs in your practice

• Current billing practices for nutrition services
Conceptually Basic, Behaviorally Complex
Position Patients and Practices for Success
Alignment with National Practice Guidelines

• Academy of Nutrition and Dietetics 2016 Position Paper: Interventions for the Treatment of Overweight and Obesity in Adults

• 2013 AHA/ACC/TOS Guideline for the Management of Overweight and Obesity in Adults

• 2013 AACE/TOS/ASMBS Clinical Practice Guidelines for the Perioperative Nutritional, Metabolic and Non Surgical Support of the Bariatric Surgery Patient
Resources and Tools

Weight Management
a dietetic practice group of the
Academy of Nutrition and Dietetics

To subscribe:
http://andeal.org/pub/sm.cfm
Expand Patient Management Options

- IBD
- Celiac
- GERD and IBS
- Malnutrition
- Pancreatitis
- Gastroparesis
- Allergies & intolerance
- DM, CKD
- Post surgical management
Prepare for Maintenance
Gap: Are RDN Services Covered?
One Size Does Not Fit All

Different “programs”
Different options within “programs”
Provider Shortages: Fact vs Fiction?
Gap: “How to’s” of Referrals to RDNs

clock with the words:
right person
right message
dollar symbol
right TIME.
right place
right approach
# Fee-for-Service or Include in Episodes and Bundles

<table>
<thead>
<tr>
<th>CPT® codes</th>
<th>Description</th>
<th>Key Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>97802</td>
<td>Medical Nutrition Therapy (MNT) initial assessment and intervention, individual, face-to-face, and via telehealth</td>
<td>Time-based code (15 minutes/unit)</td>
</tr>
<tr>
<td>97803</td>
<td>MNT reassessment and intervention, individual, face-to-face, and via telehealth</td>
<td>Time-based code (15 minute/unit)</td>
</tr>
<tr>
<td>97804</td>
<td>MNT delivered in a group setting (2 or more individuals)</td>
<td>Time-based code (30 minutes/unit)</td>
</tr>
</tbody>
</table>
## Payment for Services Between Face-to-Face Visits

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<tr>
<td>98966</td>
<td>Telephone assessments/management services by qualified non-physician healthcare professionals</td>
<td>5-10 minutes of “medical” discussion</td>
</tr>
<tr>
<td>98967</td>
<td></td>
<td>11-20 minutes of “medical” discussion</td>
</tr>
<tr>
<td>98968</td>
<td></td>
<td>21-30 minutes of “medical” discussion</td>
</tr>
<tr>
<td>98969</td>
<td>Online assessment/management by qualified non-physician, internet or electronic communication</td>
<td></td>
</tr>
</tbody>
</table>
## Estimated Revenue at 3 months

<table>
<thead>
<tr>
<th>Nutrition Interventions *</th>
<th>Encounter Length</th>
<th>CPT Codes &amp; Units</th>
<th>Estimated Revenue Medicare Rate /RDN</th>
</tr>
</thead>
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<tr>
<td>Pre-procedural Assessment</td>
<td>60-90 min.</td>
<td>97802 4-6 units</td>
<td>$35.17/unit = $140.68 – $211.12</td>
</tr>
<tr>
<td>Pre-Procedural Education &amp; Counseling</td>
<td>60-90 min.</td>
<td>97803 4-6 units OR 97804 (Group) 2-3 units</td>
<td>$30.51/unit = $122.04 - $183.06 OR $16.15/unit/patient $323–$484.50/session With 10 patients</td>
</tr>
<tr>
<td>Follow up at 2 weeks</td>
<td>30-60 min.</td>
<td>97803 (2-4 units)</td>
<td>$61.02-$122.04</td>
</tr>
<tr>
<td>Follow up at weeks 6, 9, and 12</td>
<td>30-60 min.</td>
<td>97803 (2-4 units)</td>
<td>$183.06 - $366.12</td>
</tr>
</tbody>
</table>

Estimated revenue uses 2017 Physician Fee Schedule & RDN as provider
Gap: Effective Referral Messaging

• Share confidence in the process, the person and the experience
• Explain what the client might expect from the process and the experience
• Support their effort to reach out for more help
• Referral to an RDN to increase the likelihood of success
• “Team sport” culture
## Estimated Revenue Months 4-12

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</table>
| Monthly follow up Months 4-9           | 30- 60 min       | 97803 (2-4 units) 97804 (2 units)   | $366.12- $732.24  
  $323/session/10 pts = $1938          |
| 12 month Assessment                    | 60 min           | 97803 (4 units)                   | $122.04                              |
| Telephonic or electronic follow up     | 10-30 minutes    | 98966-98968 98969                 | Check with private payers            |
| Maintenance Program 2-5 years          | Group or individual sessions | Consider all of the above |                                      |

**Annual est. revenue:** $994.96 - $1736.62/patient - individual  
**Annual est. revenue:** $871.09 - 1246.63/patient – some groups
“Break Even” with 65 Device Patients

$ 65,000 = $ 995.00  patients

RDN annualized salary at the 50th percentile, based on a 2015 Survey
Dual Specialty: Medicare Payment Streams

“Incident to” services

- IBT for Obesity
- Chronic Care Management
- Annual Wellness Visit
Improve Patient Access to Nutrition Care

- Check benefits for nutrition counseling/MNT
  - specify 97802, 97803 provided by RDN

- Use **medical necessity review** process
  - obesity or other diagnoses
  - request for a “course of care”

- Review & update provider agreements
Possibilities at Practice Level

✓ Employ an RDN (PT or FT)
  Groups or multispecialty practices

✓ Independent Contractor
  Hourly rate for obesity practice
  Consider for other patient populations

✓ Consultant
  Set up a nutrition program & provide services

✓ Referrals to RDNs
  Develop a relationship with institutional or local private practice RDN
Engage the RDN as an Accountable Provider

- Program design
- Meaningful outcomes
- Patient satisfaction
- Patient-reported outcomes measures
- RDN access to Academy tools and resources
Find the Academy of Nutrition and Dietetics' Find a Registered Dietitian Nutritionist online referral service allows you to search a national database of Academy members for the exclusive purpose of finding a qualified registered dietitian nutritionist or food and nutrition practitioner who is right for you (no solicitations, please).

Active category Academy members can enroll in the Find an RDN program by signing in and visiting the My Account tab, located in the My Academy Toolbar.

Search near you

Enter your ZIP Code

Search Now

Or Search by expertise
Referral/Hand-off Messaging

• Share confidence in the process, the person and the experience
• Explain what the client might expect from the process and the experience
• Support their effort to reach out for more help
• Referral to an RDN to *increase the likelihood of success*
• “Team sport” culture
Thank you!

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