

MEDICAL DIRECTOR RESPONSIBILITIES:

ARE YOU A MEDICAL DIRECTOR?
COULD YOU EXPLAIN IN DETAIL WHAT YOU DO
ARE YOU WORTH WHAT YOU'RE PAID IN THE
MINDS OF OTHERS?



OBJECTIVES

- Understand Your Responsibilities
- Delineate This Job from Physician Care
- Know and Understand Government Rules
- Know and Understand Facility Administration Expectations
- Review Key Elements of the Job
- Documentation: Why? How?



ADDED VALUE

- We will have an open discussion about approaches to Contracting
- But these approaches are of no value unless you are committed to the job, do the job and somehow document



LEADERSHIP IS CRITICAL

Whether on the Court or in the Medical Director Role

- A Team Without a Coach is Aimless
- A Coach Must be Credible and Respected
- What Would Your Nurses Say About Your Leadership?
- Do The Patients in Your Facility recognize your Leadership and Responsibilities?
- Do the Other Physicians Respect your Responsibility?



SUBPART-U CONDITIONS FOR COVERAGE OF SUPPLIERS OF END-STAGE RENAL DISEASE (ESRD) SERVICES

405.2136(f)(2): The physician director is...responsible...for the execution of patient care policies



CONDITIONS OF COVERAGE

- 405.2136 (h): *Standard: Medical Staff:* The governing body of the ESRD facility designates a qualified physician as director of ESRD (this will virtually always be the Medical Director)



CONDITIONS OF COVERAGE

- 405.2161 **Condition: Director of a renal dialysis facility or renal dialysis center.** Treatment is under the general supervision of a Director who is physician. (b) (1) Participating in the selection of a suitable treatment modality...(2) Assuring adequate training of nurses and technicians in dialysis techniques...(3) Assuring adequate monitoring of a the patient...and process...(4) Assuring the development of a patient care policy and procedures manual



SPECIFIC SUBPART-U ACTIVITIES

- Execution of Policies Clause
- Adequate Training Clause
- Governing Body
- Medical Staff Meetings
- Maintaining Physician Compliance
- Patient Care Supervision...knotty problem
- Supervising Technical Compliance



SPECIFIC SUBPART-U ACTIVITIES

- CQI ACTIVITIES
- LONG TERM CARE PLAN SUPERVISION
- DIFFICULT INTERPERSONAL AND PATIENT PROBLEMS
- ADMINISTRATIVE PROCESSES WITH VISITOR PATIENTS, WITH NURSING HOMES, TRANSPLANT CENTERS ETC.



“General Supervision” Clause:

- You come in and look around, have coffee with the Nursing Leader and sign “her forms.”
- That and ask general questions?
- You ask the penetrating question and uncover a systemic problem in the local application of rules designed elsewhere and you write a letter.



General Supervision Opportunity

- You don't get a satisfactory answer to your concern about leadership training (for example) and begin an email campaign with the President of the Company or its Senior Medical Director. You are partially rewarded with renewed efforts



DOCUMENTATION

- How do you measure these efforts?
- Time sheet?
- Effort Sheet?
- Documentation File?
- All the above?



VALUING YOUR EFFORT

- YOUR EXPERIENCE?
- YOUR GRAVITAS?
- YOUR KNOWLEDGE?
- YOUR TIME?



OTHER ACTIVITIES

NOT SO CLEARLY SUBPART-U

- Establish a Culture of Open Communication
- Encourage Curiosity
- Lead in Patient Care Sensitivity
- Treasure Excellence in Record Keeping
- Respond
- Available, Affable, Approachable



IS THERE VALUE IN THE “OTHER” ACTIVITIES?

- Does the Organization see that?
- Does the Staff agree?
- Do the Other Doctors Agree?
- Do the Patients Know That You Have Responsibility?
- How is This Measured and Valued?



HOW DO YOU MEASURE UP TO THESE
REQUIREMENTS FOR WHICH YOU HAVE A
CONTRACT TO COMPLETE?

- WERE YOU DOING THEM ?
- WHAT TECHNIQUES DO YOU USE?
- HOW DO YOU DEPLOY THESE SKILLS?
- CAN YOU COUNT THE TIME?
- IF NOT, HOW DO YOU MEASURE YOUR EFFECTIVENESS AND EFFORT?



VALUE OF DOCUMENTATION?

- Does it lead to more precision?
- Does it lead to more self discipline?
- Does the unit get more of your expertise?
- Do you spend more time thinking about the unit and its activities?
- Is it worth doing?
- Does it lead to an hourly rate mentality?



NEW ENVIRONMENT AND WHY

- CMS Calculated the “Hourly Rate”: “Appalling numbers”
- Concerns about Fraud and Abuse and “Kickback”
- “Safe Harbor” Regulation...not mandated...but



SO WHAT TO YOU DO AND HOW IS VALUE CALCULATED?

- Do the Required Work
- Document it
- Do the Added Value Things
- Document it
- Make Reasonable Efforts to Document Time



MEDICAL DIRECTOR ACTIVITIES REPORT DURHAM GROUP DIRECTORATE						
NAME OF DIRECTOR OR CO-DIRECTOR: _____						
FROM THE MONTH OF: _____						
ACTIVITY REMINDERS	TOTAL HOURS	HOSP*	FLDC	WPDC	NRDC	BRIGGS
Aggregate hours for Benjar	36		9	9	9	9
Medical Director Meeting						
Medical Staff Meeting						
Patient Care Conference						
Learning Body Meeting						
IGM Meeting						
French Group Meeting						
Preparation for Conferences/meetings						
Review of Patients						
Review of Visitation						
Meetings with staff about unit						
Review of Budget						
Review of Financial Statements						
Staff Management Discussion						
Staff Education						
Learning new technologies						
Medical Education						
Coordination of emergency plans						
Review of quality reports						
Review Hospital Certificates						
Meeting & time coordination						
Equipment coordination						
Medical Staff Coordination						
All Other Director Responsibilities*						
(Please list if not included)						
Regulatory Issues						
Compliance Issues						
COI Issues						
Policy Development						

* Estimate your Hours Spent as Medical Director @ 60% Weight

**REMEMBER: DO NOT INCLUDE YOUR TIME FOR "PHYSICIAN HOURS"

