

# PATIENT ENGAGEMENT SERVICES

Many health care organizations struggle with maximizing patient access to, engagement with and adherence to treatment protocols, cessation programs, preventive care, wellness initiatives and other necessary services that, in the absence of such access, engagement and adherence, may have a negative impact on a community's overall population health. Through our experience partnering with clients across the country, we are able to work strategically with health care organizations to help them create the most effective patient engagement incentives and programs to best target and service their unique populations and community needs.

With more than 40 attorneys focusing their practice in the Fraud and Abuse space, our team is able to staff these types of strategic discussions and initiatives to most effectively meet our clients' needs. Our national presence also affords us the ability to leverage our geographic diversity in making sure that we are analyzing market trends both in specific regions as well as nationally to staff arrangements accordingly.

## OUR APPROACH

Hall Render's Patient Engagement team advises organizations on promoting patient engagement through initiatives, incentives and other value offerings in compliance with applicable safe harbors and regulations, including the Anti-Kickback Statute and Civil Monetary Penalty Beneficiary Inducement restrictions.

Our team has attorneys who are versed in all aspects of the laws that apply to health care operations and compliance. Because of our ability to bring our vast experience in all facets of health care to the table, we are able to work with our clients to create patient engagement programs and suggest new opportunities for engagement to benefit patient care and population health initiatives. We are not a firm that simply evaluates the legal compliance of a proposed program, but rather, we work strategically with our clients to help them design a program that will work best for their organization and patient needs. Because of our experience across the health care continuum and our national presence advising health care clients on similar issues, we are able to pull from our experience with what has worked for other organizations across the country, allowing our clients to be on the cutting edge of patient engagement programs.

## REPRESENTATIVE EXPERIENCE EXAMPLES:

Hall Render's Patient Engagement team has:

- Assisted a health system client with the review of various pediatric summer camp programs that the health system solely funded and/or operated in conjunction with outside sources, such as Children's Miracle Network. We also made several recommendations of safeguards to implement in the program structure (based upon components of similar programs we had seen other clients implement) in order to limit associated risk with the programs, while still providing a very beneficial experience for the applicable patient populations.
- Reviewed and revised 12 Hospital Foundation funding policies to limit potential CMP Beneficiary Inducement compliance risk associated with the implementation of each policy and provision of assistance to patients and community members in accordance with the policy requirements. Throughout this review, we had several discussions with the client to ensure that we were striking the appropriate balance of revising the policies in a manner with which we could support from a legal and compliance perspective,

## CONNECT WITH US



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while maintaining a framework that would fit the needs of the client from an operations and strategy perspective.

- Prepared Risk Analysis Matrix for a health system client to analyze all of the health system's patient engagement touchpoints (e.g., service recovery programs, provision of health-care related items to targeted patient populations such as NICU parents, bereavement items, etc.). This review and analysis of all patient engagement initiatives allowed the client to view all of these patient interactions on a matrix and conceptualize the applicable CMP Beneficiary Inducement exceptions that each program satisfied, as well as evaluate the potential risk associated with those programs that may not satisfy an exception.

### LET'S GET STARTED

Contact Hall Render to discuss how your organization can benefit from a partnership with our health care attorneys and advisors.

