

HOW TO EXPAND/MAXIMIZE YOUR SLP PROGRAM

Leigh Anne Wallace, MS CCC-SLP

- ▣ I have no relevant financial relationships or non-financial relationships to disclose

Objectives

- ▣ Recognize the importance of marketing and advocating for our services
- ▣ Compile a list of professionals with whom we need to collaborate in the medical setting and specific ways to engage/educate these colleagues
- ▣ Identify specific programs within an acute care setting which can generate an increased number of SLP consults
- ▣ Identify 3 barriers to growth in a medical setting

Background

- ▣ Owensboro Health Regional Hospital:
Owensboro, Kentucky
 - 477 patient beds
 - Rural setting
 - Stroke Center of Excellence
 - Level 3 Trauma Center
 - Level 3 NICU



SLP Services

2012: 1 SLP for all units at the hospital
2 PRN SLP's for OP and HH
Average hospital caseload of 5-7/day
Average outpatient caseload of 5/week
Average HH caseload of 2-3/week

2018: 4 full time, 3 part time, 4 PRN SLP's
Average hospital caseload of 35-40/day
Average outpatient caseload of 20-30/week
Average HH caseload of 15-20/week

Settings

- ▣ Acute Care
- ▣ Outpatient
- ▣ Rehabilitation Unit
- ▣ Transitional Care
- ▣ Home Health
- ▣ Cancer Center

Current Healthcare Environment

- ☐ Healthcare Reform
- ☐ Consolidation of Services
 - Increased 70% between 2010 and 2015
 - 2016 record-breaking year
- ☐ Value-Based Reimbursement
- ☐ Ever changing

Early, R. (2017, October) Justifying SLP Services in a Turbulent Health Care Environment. [SpeechPathology.com](http://speechpathology.com). Article 19379

Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS)

- ☐ National standardized survey instrument and data collection methodology for measuring patients perspectives on hospital care
- ☐ Allows objective and meaningful comparisons between hospitals
- ☐ Create incentives for hospitals for improve quality of care
- ☐ Enhance public accountability in healthcare by increasing transparency

Hospital Consumer Assessment of Providers and Healthcare Systems Website 2017

HCAHPS

- ☐ 32 questions
- ☐ Key topics addressed: communication with staff, responsiveness of staff, pain management, discharge information, communication about medications, cleanliness of the hospital environment, quietness of the hospital environment, and transition of care
- ☐ Ratings for each question are excellent, very good, good, fair, poor

<http://hcahpsonline.org> Centers for Medicare and Medicaid Services, Baltimore, MD. October 23, 2017

Rehospitalizations

- ☐ 1 in 5 Medicare patients are readmitted within 30 days after discharge
- ☐ Costly: more than 26 billion annually
- ☐ Health care reform and current payment models make reducing readmissions a high priority
- ☐ Two of the top 5 reasons for readmission in Medicare patients are pneumonia and COPD

Center for Medicare and Medicaid Services , 2015

Rehospitalizations: SLP Role

- ☐ Patient/Caregiver Education
- ☐ Discharge Planning
- ☐ Medication Management
- ☐ Fall Prevention
- ☐ Decrease weight loss
- ☐ Assist with factors contributing to dyspnea

Outcomes

- ☐ Measure outcomes
 - EAT 10
 - Penetration/Aspiration Scale
 - Scores on Standardized Testing
 - ASHA NOMS
 - FIMS
- ☐ Quality Team

Change is Constant

- ☐ Be ready and willing to embrace change in:
 - Your organization/company
 - Your environment
 - How we treat our patients



Know Your Scope!

- ☐ Professional Practice Domains
 - Advocacy and outreach
 - Supervision
 - Education
 - Administration/leadership
 - Research



Know Your Scope!

- ☐ Service Delivery Domains
 - Collaboration
 - Counseling
 - Prevention and Wellness
 - Screening
 - Assessment
 - Treatment
 - Modalities/Technology/and Instrumentation

Who Do We Need to Collaborate With?



EVERYONE !!!

Build Relationships with Physicians

- ☐ In person
- ☐ On the phone
- ☐ In rounds
- ☐ Email
- ☐ Pre-Arranged Meetings

Which Specialties are the Most Important



Once Again, EVERYONE!!!

Specialties

- ☐ Neurologists
- ☐ Neurosurgeons
- ☐ Gastroenterologists
- ☐ Ear, Nose, and Throat
- ☐ Pulmonologists
- ☐ Palliative
- ☐ Radiologists
- ☐ Orthopaedics



Specialties, cont.

- ☐ Surgeons
- ☐ Radiation Oncologists
- ☐ Pediatricians
- ☐ Neonatologists
- ☐ Hospitalists
- ☐ Internal Medicine
- ☐ Endocrinologists
- ☐ Plastic Surgeons
- ☐ Psychologists
- ☐ Cardiologists
- ☐ Infectious Disease
- ☐ Nephrologists
- ☐ Endocrinologists



Mid-Level Providers/Other Staff

- ☐ Nurse Practitioners
- ☐ Physician Assistants
- ☐ Physical Therapy/
Occupational Therapy
- ☐ Dieticians
- ☐ Respiratory Therapists
- ☐ Social Workers
- ☐ Radiology Technicians



Become the Expert

- ☐ Build your credibility
 - Be reliable
 - Be dependable
 - Be knowledgeable
 - Have integrity
 - Engage
 - Use evidence-based practice
 - Promote your skills

Be Reliable

- ☐ Standardize Practice Patterns within your SLP Team
 - Terminology
 - Form Collaboration
 - Testing Measures
 - Completion of VFSS

Be Dependable

- ☐ Consistent in performance and behavior; trustworthy
 - Answer consults in a timely manner
 - Do what you say you are going to do
 - Paperwork in on time
 - Present physically and mentally

Be Knowledgeable

- ▣ Intelligent and well-informed
 - Partner with professional development/nursing educators for educational trainings
 - Seek out specialized trainings/certifications (LSVT, NMES, McNeill, BCS-S, CDP, etc)
 - Talk to providers about research specific topics in their area of expertise

Integrity

- ▣ The quality of being honest and having strong moral principles
 - Hippocratic oath
 - Goal of service
 - Passion for your work
 - Empathy

Engage

- ▣ Communicate/Teamwork
 - Phone calls
 - Rounds
 - Interdisciplinary Teams
 - Hospital Committees

Use Evidence Based Practice

- ▣ Integrating individual clinical expertise with the best available external clinical evidence from systematic research
 - SIGs
 - Continuing Education
 - Specialized Trainings
 - Recent research
 - Learning from other professionals

Promoting Your Skills

- ▣ Hospital Marketing
 - Utilize your marketing team
 - Mail flyers to physicians
 - Weekly/monthly hospital publications
 - Social media posts/videos
 - Can focus on the team, specific services, or an individual

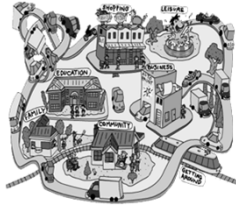
Promoting Your Skills

- ▣ Personal Relationships
 - Introductions
 - Phone calls with pertinent information
 - Demeanor with nursing staff
 - Just being friendly!



Promoting Your Skills

- ☐ In the Community
 - Local newspaper
 - Local tv station
 - Support Groups
 - Word of mouth



Promoting Your Services

- ☐ Meetings
- ☐ Rounds

But it's not productive time??!!



Meetings and Rounds

- ☐ Lets staff know that you are serious about your job and treating your patients
- ☐ Puts your services on their mind
- ☐ Educates them on your services
- ☐ Gives you a chance to show your knowledge and expertise
- ☐ Puts a personal touch to what you do
- ☐ Communicates your passion for your job and your patients

Automatic Order Sets

- ☐ Stroke Protocol
- ☐ Extubation Protocol
- ☐ Head and Neck Cancer
- ☐ New Trachs
- ☐ Neuromuscular Disorders

Who is referring?

- | | |
|------------------|----------------------|
| ☐ Inpatients: | ☐ Outpatients |
| 1. Nursing staff | 1. Internal Medicine |
| 2. Physicians | 2. ENT |
| 3. PT/OT | 3. Neurology |

Who is referring?

- ☐ OP VFSS
 - 1. ENT
 - 2. Pulmonology
 - 3. GI

Barriers to Growth

- ❑ Resistant staff members
- ❑ Ignorance of scope of practice
- ❑ Preconceived concept of SLP/Old school thinking
- ❑ Productivity Requirements
- ❑ Turnover of Physicians
- ❑ Not enough staffing

The prize: better patient care!



THANK YOU!



- ❑ Any questions?



Leighanne.wallace@owensborohealth.org