

## Worker's Compensation Niche Practices: Clinic and Employer Based Opportunities

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## Introduction

- Jim Mecham
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## Course Objectives

- Clinic based industrial rehab opportunities
- Employer injury cost reduction opportunities
- Specializing in the treatment of the injured worker
- Improving your workers compensation outpatient treatment
- Real world success samples



## Clinic Based Industrial Rehab Overview

- Specializing in the treatment of the injured worker
- Functional goals
- Functional re-assessments during outpatient therapy
- Industrial Rehab
  - Functional Capacity Evaluation
  - Work Hardening/Work Conditioning



## Employer Based Injury Cost Reduction Overview

- Overview of these cash based services
  - Pre Placement Post Offer Screenings
  - On-Site Rehab
  - On-Site Injury Prevention
  - Ergonomics



## Clinics specializing in the treatment of the injured worker

- Work Comp revenue throughout the United States and why you want to specialize in this
- Many specialties in OT why not specializing in the treatment of the injured worker
- Importance of 75% of long term goals reflecting return to work
- How to let your referral sources know you specialize in treating the injured worker
- Treating from initial eval to return to work as compared to most OT's who treat from initial eval to discharge
- Having a full array of services to treat the injured worker



## **Clinic Based Industrial Rehab**

- Making sure your outpatient therapists understand the programs you offer and how to refer to them
- Discuss the significant revenue that can be made with this program
- What however makes for a financially successful clinic based industrial rehab program
- How to promote your program as not just an end of treatment program but a clinic philosophy starting with the acute care of the injury
- The what, where and how to implement this type of program
- Creating an in-house program
- Using a commercially based system



## **Specialized functional assessments**

- Explain the importance of these
- Why Dr's love them and will send more referrals to you
- Why case managers love them and will steer their clients to you
- How they increase referrals and help your specialization
- How they are unique and as a charge ticket are larger than a standard charge ticket but only take the same time as a normal treatment session.



## **Implementing Functional Capacity Evaluation**

- Why this service is not a revenue producer but a necessity
- Validity and Reliability of FCE's
- How to make your in-house system the best possible
- Should you purchase a commercially based system and what to look for
- What model of testers work for you
- What can you bill for these services in your state



## **Work Hardening/Conditioning**

- How you create your entire rehab program to feed this very financially lucrative service
- What type of space do you need for a successful program
- Do you have work hardening or work conditioning and what is the difference
- How do you evaluate these patients and then treat them



## **Transitioning to injury cost reductions services for local employers**

- How to take your clinic based services and start performing cash based services for local employers
- How to market this program while making money marketing it.
- How to show your specialty



## **How to determine what type of programming an employer would benefit from**

- Pre-Placement Post-Offer Testing
- How to determine a company would benefit from this service
- How to implement this service
- How to grow this cash based service



## On-Site Rehab and On-Site Injury Prevention

- How to determine a company would benefit from this service
- How to implement this service
- How to grow this service



## Ergonomic Consultation

- How to determine a company would benefit from this service
- How to implement this service
- How to grow this service
- Is this service financially lucrative



## Real world success samples

- Mark Smith, PT ,CIRS Rice Lake PT and Rehab Specialists
- Back Ground and Overview of my practice Model



The Far Side  
·2007·  
DECEMBER  
30  
Sunday



## Overview of my Practice Model

- Comprehensive Out-Patient Therapy services capable treating musculoskeletal disorders.
  - PT/OT
  - WH/WC
  - Job Demands Analysis
  - Functional Testing for RTW



## Overview (cont)

- Relationships with area businesses to Provide a variety of on-site services.
  - Injury Prevention
  - On-site PT/OT
  - Post-offer screening
  - Ergo assessments
  - FRTW testing



### **RLPTRS Model**

- Directly working with companies is a funnel for the patients that do end up having issues.
- Understanding jobs is critical for rehab. “Specificity of Training” principle
- This allows for early case management
- Takes the politics out of referrals.



### **RLPTRS Model**

- We aim to consistently complete the communication circle:
  - Employer
  - Employee
  - MD
  - Case Manager
  - PT/OT



### **Functional Notes**

- These tests have really been beneficial to relationship building with Employers, MD’s, Case Managers
- I now receive direct referrals from all of these sources because of how we stay tight with RTW



### **WH/WC**

- Functional goal writing specific to job.
- Emphasis on formal return to work conditioning matching job tasks has directly resulted seeking out our clinic for this service.
- Functional discharge summaries that prove abilities at the end of care.



### **Clinic Based PT**

- The bread and butter of my practice that allowed me to branch out to all of the employers that we work with!



### **Post –offer Functional Testing**

- Cash based business that really provides health to a practice.
- Strengthens relationships with businesses and provides them with another value added service to protect them.

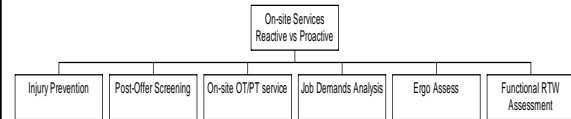


## Examples of Companies we work with.

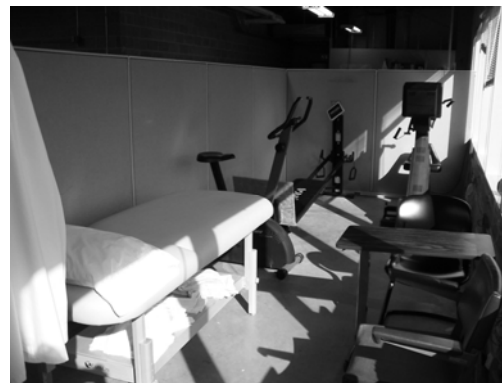
- Food Industry-
  - Jennie-O (Poultry)
  - Lake Country Dairy (Cheese Processing)
- Manufacturing-
  - Johnson Truck Bodies ( Refrigerated Truck Bodies)
  - Mastercraft ( Cabinet Making)
  - 3M
  - Others



## Model for Success- On-site services



## On-Site Services- Be Resourceful and KISS



## Understanding what Employers Want

- OT/PT's know how to treat
- Business want to know how you can help keep costs down and OSHA out!
- Need to step outside medical world and into speaking to CEO's, Plant Managers and Safety Directors----SPEAK THEIR LANGUAGE!



## PRO ACTIVE Approach Injury Prevention

- Bring the Training Room to the work place
  - First Aid (ice, stretches, job interaction, education)
- This immediately controls and manages things early.
- Early sign and symptom recognition is KEY!



## Results

- Jennie-O Turkey Store



## Jennie-O Turkey Store On-Site PT Results – 6 Months

Employee Population 4,250

3 PT Providers within 2 states  
WI & MN

402 Prevention PT Sessions

Average # of visits per employee  
1.7



## Perceived Value of Service

- Conservative estimate of annual savings

-  \$350,000

- 10% of prevention evaluations resulted in medical referrals. This was a consistent referral rate at all 3 locations.



## What has it done for our clinics?

- 30% of incoming clients are WC
- 50% of clinic Revenue
- Case managing and having an all inclusive program begins to be an extremely effective marketing tool.



## Questions and Answers

