UNIFIED
WOMEN'S HEALTHCARE™

PRACTICE PERSPECTIVES
A Unified data sharing series designed to illustrate and inspire new approaches for your practice.

The Proven Value of Advanced Practice Providers

The use of Advanced Practice Providers (APPs) in ObGyn practice is a strong operational model to help meet the new challenges of patient demand and garner increased productivity. More than 550 of your Unified-affiliated peer care centers are actively using this model and there is currently a ratio of nearly 1 APP for every 2 physicians across the network. Now may be the right time for your practice.

The size of your market, the age and pregnancy rate of your population and your practice size all will influence how you leverage this effective and efficient model to suit your productivity needs. Looking across the Unified-affiliated care center base, the charts below demonstrate some per-physician financial benefits realized from effectively adding 1 to 2 APPs:

Practice Revenue Per Physician Owner

Percentage of APPs Per Physician
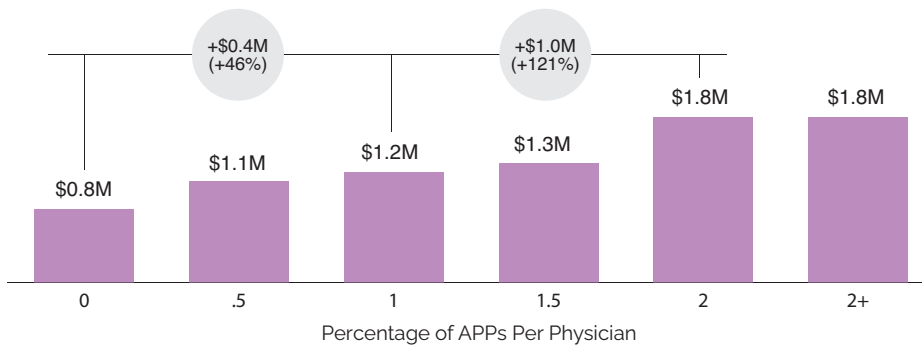
Direct Care Profit Margin Available Per Owner (before overhead)

Percentage of APPs Per Physician
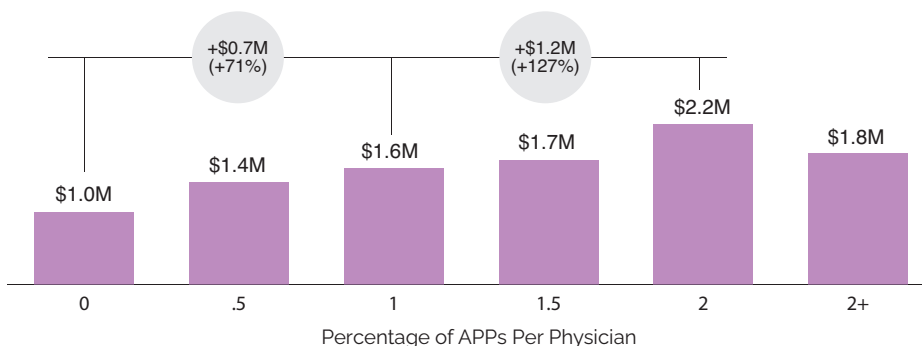
A look at how the size of a practice and its market population have shaped APP count and optimized RVUs among your peer care centers:

A 2-3 Physician Practice	A 5 – 7 Physician Practice	A 10+ Physician Practice
• 2 physicians	• 7 physicians	• 10 physicians
• APP ratio: .33 per physician	• APP ratio: .86 per physician	• APP ratio: .2 per physician
• Increase in annual collections: 10%	• Increase in annual collections: 21%	• Increase in annual collections: 6%
• City size: 0 – 100,000	• City size: 100,000 – 500,000	• City size: 3 million
• RVUs per MD: 10,075	• RVUs per MD: 12,029	• RVUs per MD: 9,529

APPs can enhance the care, value and patient satisfaction your care center provides.

What patients say:

Across the Unified practice network enterprise, the current APPs are achieving a patient satisfaction rate of 4.84 out of 5. That's slightly higher than the network's physicians (4.81) and has often been attributed to an APP having more time to spend with a patient, We know too, patients enjoy the convenience of being seen as soon as possible, which can be accomplished with APPs while letting your physicians maintain focus on more complex cases.

Other benefits to consider:

Impact on physician team: with the right usage plan to fit your practice, not only will it give your physicians back a portion of their time, but it will also reduce call coverage, decrease burn out and will free them up to focus more on higher-value, or more complex patient cases.

Versatile skill sets: At the top of their license, APPs handle many appointments for you, filling in your gaps and covering schedules where needed. And if you're short on exam room space, consider using them in a telehealth capacity, advancing that offering for patient access and convenience

Finding provider applicants: Unlike the physician dearth the nation is experiencing, there are many APPs that are available now - and the applicant base is expected to grow by 45% in the next decade. This makes APPs far easier to hire. Having APPs is also attractive to your prospective physicians in that they likely mean less call coverage schedules for that physician.

Reimbursement rates: APPs generally achieve about 85% of physician reimbursement and can get your practice closer to the critical volume needed for adding other services like labs and delegated credentialling.

Compensation: You can expect to pay less than half of labor cost of a physician.
Consider these averages:

	Average salary	Average collections	Profit margin before overhead
MDs	$270,000	$800,000	66%
CNMs	$115,000	$400,000	71%

Schedule ramp time: If you have a retiring physician or are experiencing a hiring gap, an APP's schedule can be filled quickly. If you're hiring new APPs, Unified can share operational (e.g., covering vacations) and marketing tactics (e.g., social media) that can get an APP fully ramped in as little as 6-9 months.

Optimizing Use: Based on a review of enterprise data, the productivity "sweet spot" may be 1 (or 1.5) APPs for every MD in your practice.

What to Do Next

- Screening and hiring APP candidates can take a lot of your time – we have resources to help. Reach out to **Jennifer Walker's** team at **providerrecruiting@unifiedhc.com,** or the designated recruiter in your market for help.

- Understanding the financial and operational opportunity for your specific practice can be difficult. **Your designated Practice Performance Partner or Account Manager can help.**