RURAL HEALTH CLINIC DEVELOPMENT: START TO FINISH

40th Annual Oregon Rural Health Conference October, 2023 Patty Harper, RHIA, CHC





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Rural Health Clinic Development: Start to Finish

Patty Harper, RHIA, CHC, Principal, InQuiseek

This session will provide detailed content about the CMS Rural Health Clinic designation and provided step-by-step guidance for participants who are either interested in developing a Rural Health Clinic or change the enrollment status of an RHC. The complete workflow from provider enrollment through post-certification actions will be discussed in interactive ways that ensure that the learning objectives can be fully recognized by the participants.

Session Objectives:

- •The participant will be able to articulate the unique characteristics and advantages of the RHC program.
- •The participant will be able to implement Rural Health Clinic development.
- •The participant will be able to navigate any roadblocks or challenges encountered in the workflow.

WHAT IS AN RHC?



What is an RHC?

Rural Health Clinics (RHCs) were established by the Rural Health Clinic Service Act of 1977 to address an inadequate supply of physicians serving Medicare beneficiaries in underserved rural areas, and to increase the utilization of nurse practitioners (NP) and physician assistants (PA) in these areas. RHCs have been eligible to participate in the Medicare program since March 1, 1978, and are paid an all-inclusive rate (AIR) for medically-necessary primary health services, and qualified preventive health services, furnished by an RHC practitioner.

- RHCs are CMS certified healthcare facilities. 42 CFR §491
- Must meet location requirements: Non-urbanized (2010) and in a Primary Care Healthcare Professional Shortage Area.
- Must staff an NP or PA at least 50% of all patient care hours.

Rural Health Clinic

Rural health clinic (RHC) means a facility that has-

- (1) Been determined by the Secretary to meet the requirements of section 1861(aa)(2) of the Act and part 491 of this chapter concerning RHC services and conditions for approval; and
- (2) Filed an agreement with CMS that meets the requirements in § 405.2402 to provide RHC services under Medicare.

- RHCs are a type of certified healthcare facility that are located in rural areas which are also in a Primary Care Healthcare Professional Shortages area or a Medically Underserved area. The RHC may be grandfathered at its location if the location qualified at the time of the initial certification and has been relocated to another qualifying site.
- There are no satellite RHC locations. Each location is separately and individually certified.
- RHCs may also be accredited by a CMS-deemed accreditation organization.

RHC Ownership

- For profit/proprietary
- Non-profit
- Governmental entity/hospital district/county/municipality
- Any legal entity structure allowed in the state

Provider-based

- Owned by a hospital, SNF, or home health agency
- Under the same EIN as the parent organization
- Different NPI for RHC
- Qualifies for 340B child site
- M-series on parent entity's cost report
- Grandfathered higher rate ≤ 2020

Independent

- Independently owned by a provider, group or private entity
- OR has a different EIN from another related entity
- Different NPI for RHC from other practice locations under the same EIN
- Files a separate cost report
- Subject to annual upper payment limits



RHCs and Identity Crisis Myths

MYTH #1: An RHC is the just a medical practice that is paid differently. Nothing really changed when the clinic became an RHC.

TRUTH: The clinic is now a CMS-certified healthcare facility. *It became something new*. An RHC is subject to regulatory compliance and standards that medical offices are not.

MYTH #2: A PBRHC is a department of the parent hospital or entity.

TRUTH: CMS certifies an RHC as a separate type of facility from the parent entity. Although the PBRHC must fall under the general management of the parent organization, the RHC has different certification and accreditation standards because it is subject to different conditions of certification. The RHC also has different Emergency Preparedness requirements. Louisiana does have a licensing option that does treat the RHC as a department of the hospital, but this is the only exception. CMS does not consider a PBRHC to be a department of the parent organization.

MYTH #3: An RHC is just a medical office in a rural location. There are no other requirements.

TRUTH: RHCs must meet local requirements as being in a rural, non-urbanized area. RHCs must also be in a Primary Care HPSA or MUA.

Are an RHC and FQHC the same thing? NO!

- Although RHCs and FQHCs share the same conditions for certification found in 42 CFR §491, they are not the same type of healthcare facility. They are often confused or considered synonymous, but they are very different.
- RHCs and FQHCs are funded and reimbursed differently.
- The organizational structure is different.
- The types of services they each perform are different. FQHCs typically can provide a larger scope of service.
- There are differences in regulatory compliance and reporting requirements.
- The coding and billing methodologies, although similar, are unique to each type of facility.
- RHCs are <u>clinics</u>. RHCs are rural.
- FQHCs are **centers**. FQHCs or Community Health Centers can be rural or urban.

42 CFR § 491.5 – Location of Clinic

- ☐ An RHC is located in a rural area that is designated as a shortage* area. May be permanent or mobile.
- Shortage area means a defined geographic area designated by the Department as having either a shortage of personal health services or a shortage of primary medical care manpower. This shortage can be based on the healthcare professional ratio of providers to the population or it can be based on other population demographics which support the classification as a medically underserved area.
- New: an RHC can annex a mobile unit onto their existing RHC. Think of it as an extra exam room. Must update your 855A.
- Existing RHCs are grandfathered in at their locations even if the location criteria changes. Those RHCs may not relocate.
- Don't relocate an existing RHC without checking the eligibility of the new address.

Am I Rural? - Report

Report produced by the Rural Health Information Hub on 10/09/23.

Location

Report Address:

3015 NE West Devils Lake Rd, Lincoln City, OR 97367

Latitude: 44.98761

Longitude: -123.99733

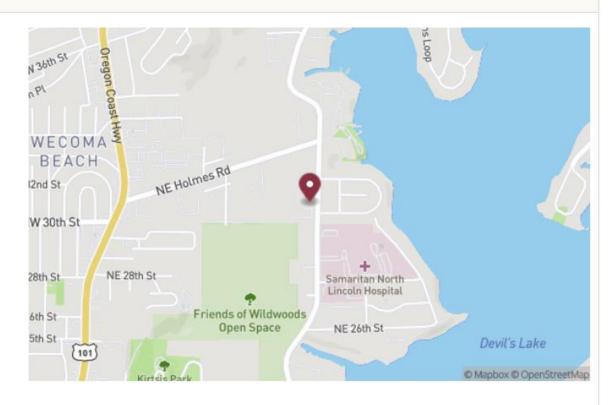
Census Tract:

41041950304 (2010 & 2020)

County:

Lincoln County, OR





Program Eligibility

The information provided by this service addresses only the rural aspect of a program's requirements. Your *Am I Rural?* report is not a guarantee of your rural status. Please check with the program contacts directly to verify your eligibility for specific federal programs.

| Program | Rural? | | | |
|--|--------|--|--|--|
| FORHP - Grant Programs | YES | This location is eligible for Federal Office of Rural Health Policy grant programs. | | |
| | | Lincoln County, OR has been designated by FORHP as rural. (For FY23 grant cycle) | | |
| CMS - Rural Health YES Clinics (RHC) Program | | CMS interim guidance considers a location to meet the rural location requirement for the RHC program if it is outside of an urbanized area in the 2010 Census Bureau data OR if it is outside of an urban area in the 2020 Census Bureau data. | | |
| | | This location is outside of 2010 Urbanized Areas | | |
| | | | | |

| Health Professional Shortage Areas | | |
|------------------------------------|-----|---|
| Primary Care | YES | Name: LI - Lincoln County |
| | | Date of Designation: March 8 2022 |
| | | • Last Update: March 8, 2022 |
| Dental Care | YES | Name: LI - Lincoln County |
| | | Date of Designation: June 15, 2006 |
| | | Last Update: September 10, 2021 |
| Mental Health | YES | Name: Lincoln County |
| | | Date of Designation: October 19, 1978 |
| | | • Last Update: September 10, 2021 |

https://www.ruralhealthinfo.org/am-i-rural

STEPS TO BECOMING AN RHC



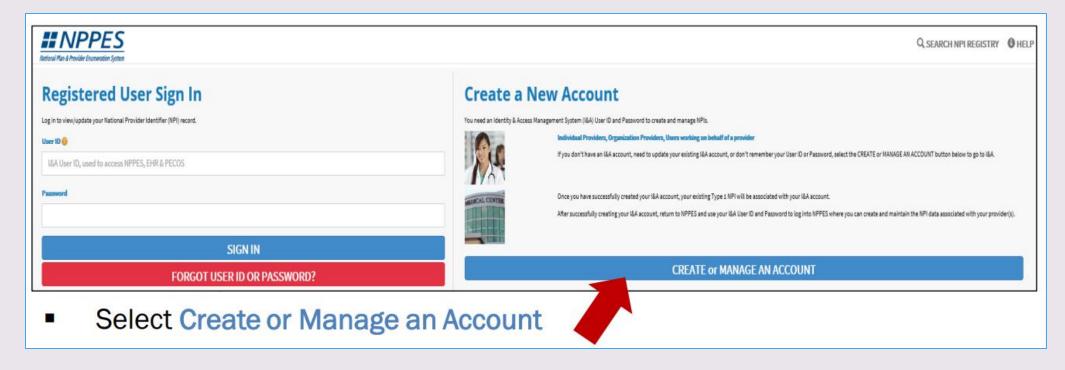
Administrative Steps to Take **Before** RHC Certification

Establish Business Entity

- Secretary of State Paperwork
- Obtain EIN/TIN
- SS-4 Online IRS Application
- Obtain RHC NPI
 - NPPES Online Application
 - Financial Feasibility Study (if needed)
 - o Demographics, Payer Mix, Utilization, Reimbursement Pro Forma
 - Evaluate your systems NOW to determine if you can do Medicare splitbilling.
 - o For PBRHC, can you accomplish split-billing or the processes need.

Applying for an RHC NPI

An RHC will need an NPI number that is unique and distinct to the facility that it is becoming. An independent clinic may be able to use an existing NPI. Ask your consultant. If the RHC is forming out of a group, it must have its own NPI.



https://nppes.cms.hhs.gov/assets/How to apply for an NPI online.pdf

Provider Enrollment FAQs on NPI and CCN/PTANs

Medicare Billing Numbers

41. What is a CCN?

A CMS Certification Number (CCN) is assigned to <u>Part A facilities for billing and administrative</u> <u>purposes and identifies them in Medicare claims and other transactions</u> (including cost reports for those providers that are required to file Medicare cost reports). *The CCN is equivalent to a Provider Transaction Access Number (PTAN).*

National Provider Identifier (NPI)

1. When are subpart NPIs recommended?

A. CMS encourages all providers to obtain subpart NPIs in a manner similar to how they receive CMS Certification Numbers (CCNs) (i.e., a "one-to-one relationship").

Administrative Steps to Take **Before** RHC Certification

Obtain CLIA Certificate

o CMS Form 116

Must match RHC name and address

Obtain Other Required Licenses or Permits

State or County Specific (may be optional)

State RHC License may come after Step 7 (only 4 states)

Determine RHC Internal Organization

 Owners and Controlling Parties Will need to be disclosed during the enrollment process

5

6

7

Applying for a CLIA Certificate

If the clinic already has a CLIA and the name/address is not changing, the current CLIA is valid.

If the RHC is a new clinic or if it is separating from a group, a new CLIA is needed. The RHC cannot use the hospital CLIA. The names and addresses must match.

The CLIA is needed because the RHC is required to do at least six Point-of-Care tests per 42 CFR §491.

| CENTERS FOR MEDICARE & MEDICAID S | | | | | OMB No. 0938-0581 | |
|---|------------------|--------------------|--|-----------------------|-------------------------|--|
| CLINICAL | | | OVEMENT AMENDMI OR CERTIFICATION | ENTS (CLIA | A) | |
| AL I. GENERAL INFORMATION | L APPLICA | ABLE SECTIONS OF T | THIS FORM MUST BE COMPL | ETED. | | |
| Initial Application Anticipated Start Date | | | CLIA IDENTIFICATION NUMBER | | | |
| Survey | | | | | | |
| Change in Certificate Type | | | D | | | |
| Other Changes (Specify) | | | (If an initial application leave blank | k, a number will i | be assigned) | |
| Effective Date | | | | | | |
| FACILITY NAME | | | FEDERAL TAX IDENTIFICATION NUMBER | | | |
| | | | | | | |
| EMAIL ADDRESS | | | TELEPHONE NO. (Include area code) | FAX NO. (Include | area code) | |
| RECEIVE FUTURE NOTIFICATIONS | S VIA EMAIL | | | | | |
| applicable.) Fee Coupon/Certificate will b | | | MAILING/BILLING ADDRESS (If differ or certificate | rent from facility ad | ldress) send Fee Coupon | |
| or corporate address is specified NUMBER, STREET (No P.O. Boxes) | | | NUMBER, STREET | | | |
| NOMBER, STREET (NOT.O. Boxes) | | | NOWIDER, STREET | | | |
| CITY | STATE | ZIP CODE | CITY | STATE | ZIP CODE | |
| | | | | | | |
| | PICK ONE: | | CORPORATE ADDRESS (If different from facility) send Fee Coupon or | NUMBER, STREET | | |
| PICK ONE: | | | certificate | | | |
| Physical | | | CITY | STATE | ZIP CODE | |
| Mailing | B. A william or | | | | | |
| Mailing Corporate | Mailing Corporat | | | | | |

https://www.cms.gov/medicare/cms-forms/cms-forms/downloads/cms116.pdf

Administrative Steps to Take **Before** RHC Certification

8

- Submit 855A to MAC Paper or through PECOS
- Check your email and spam/junk every day or so
- Get application approval letter; will say pending

0

- Survey Readiness (Engage with AO)
- Policy Development
- Compiling Internal Evidence Documents

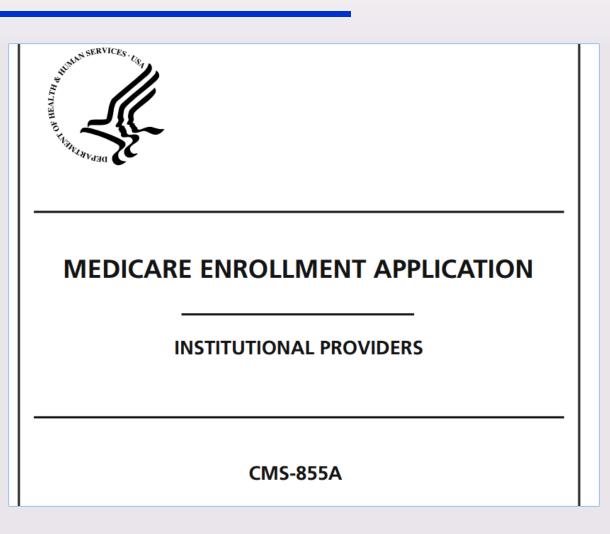
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- Additional Forms for CMS
- CMS-29, CMS-1561A (triplicate) and Online Compliance Attestation for PBRHC

Enrolling with CMS as an RHC

RHCs are institutional providers so they are enrolled using an 855A enrollment which is separate from any other previous enrollment. RHCs become something new.

RHCs are not departments of a hospital. RHCs are not a practice location of a group medical practice. They have a separate enrollment.



https://www.cms.gov/medicare/cms-forms/cms-forms/downloads/cms855a.pdf

Changes of Information on 855A

855A is used for initial enrollments of healthcare facilities. It is also used to report changes in information and changes in ownership. Periodically, the 855A is revalidated to ensure that the provider enrollment information is correct.

- Initial Enrollment
- Relocation (HPSA must be valid)
- Changes in Other Information
- Addition of Mobile Unit
- Changes in Ownership

Conditions for RHC Certification

The Conditions for RHC Certification are found in 42 CFR 491: 1-12

https://www.ecfr.gov/current/title-42/chapter-IV/subchapter-G/part-491

PART 491 - CERTIFICATION OF CERTAIN HEALTH FACILITIES

Authority: 42 U.S.C. 263a and 1302.

Subpart A - Rural Health Clinics: Conditions for Certification; and FQHCs Conditions for Coverage

It's all in the Name

 Does you name match what is on your 855a?

- Legal and dba name on signage must match the CMS enrollment
- Marketing and Advertising should match the CMS Enrollment.
 - Don't rebrand.



RHC POLICY DEVELOPMENT

- Unique Policy Development that meets the requirements of 42 CRF §491. Not hospital or group policies unless they specifically meet the RHC regs.
- Supporting Evidence Documents which support and prove compliance with the Conditions for Certification.
- Participation in Policy Development and Review by the RHC Medical Director and NPs or PAs.
- All staff has been trained on the RHC Policies.
- Policies are reviewed at least biennially as part of the RHC program evaluation process.

Survey Readiness

- RHCs must demonstrate compliance with the Conditions for Certification.
- These standards are found in SOM Appendix G.
- When a clinic is also obtaining RHC accreditation, the clinic must meet the standards of the Accreditation Organization (AO),
- Most states are NOT performing initial RHC certification surveys which means that new RHCs will usually have to work with an AO.
- Survey Readiness includes:
 - Policies and Procedures (RHC Specific, Administration and Organizational)
 - Environmental Readiness (Infection Control, Patient Safety, Emergency Preparedness)
 - Staff Training and HR Files
 - Compliance with CMS Regulations

Appendix G

State Operations Manual Appendix G - Guidance for Surveyors: Rural Health Clinics (RHCs)

Table of Contents (Rev. 200, 02-21-20)

Transmittals for Appendix G

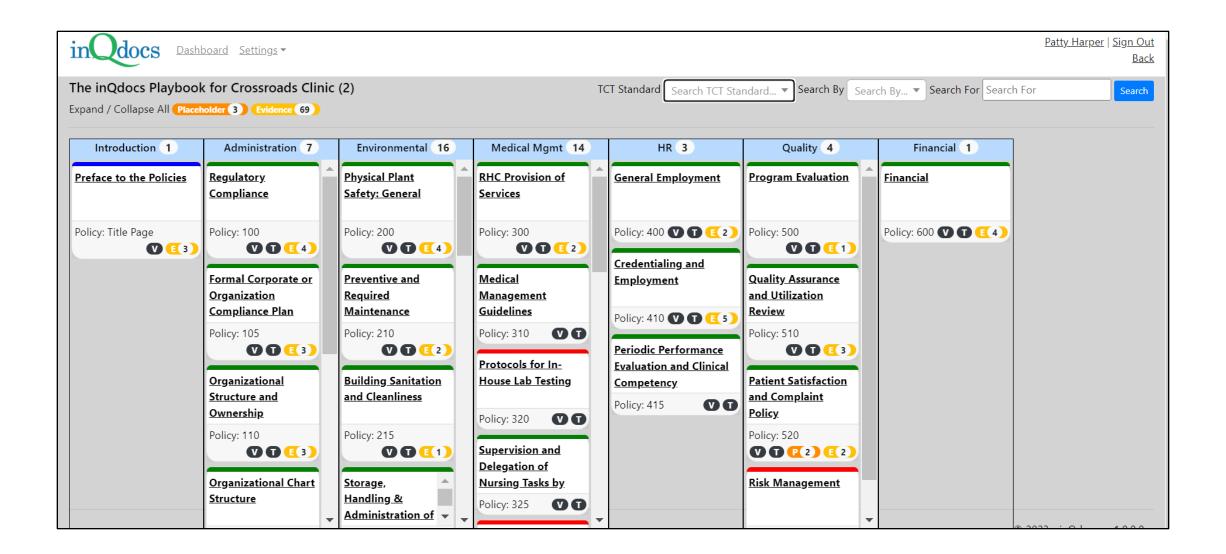
Part I – Survey Protocol

Introduction

Regulatory and Policy References

Rural Health Clinic Survey Protocol

https://www.cms.gov/files/document/appendix-g-state-operations-manual



AO Standards

If you are using an RHC Accreditor you will be required to meet their standards above and beyond Appendix G.

The two deemed AOs are The Compliance Team and QuadA.

If your hospital is accredited, your RHCs are not subject to the hospital standards. They are a separately certified facility.



Exemplary Provider®

Accreditation Program

SAFETY-HONESTY-CARING®

QUALITY STANDARDS AND EVIDENCE OF COMPLIANCE

Rural Health Clinics

WWW.THECOMPLIANCETEAM.ORG

SOCYCLOUT & 9919-9991 The Compliance Team, for ALL DIGUTS DESCRIVE

Processes after the RHC Survey

It can take 3-12 months after survey to be fully paid as an RHC by all payers.

A

o If survey deficiencies are present, submit Plan of Correction

 Await acceptance and notice of successful certification survey by Accrediting Organization

B

AO forwards survey package to the State Agency

- CMS-29 Form and CMS Form 1561A Required
- State Agency may validate information or reach out to clinic
- State Agency response times VARY.

C

- State Agency forwards package to the CMS Regional Office for final approval.
- Regional Office processing times VARY. Up to 180 days allowed.
- Can ask for a Congressional inquiry if major delays occur. (Last resort)

CMS-29

- Filed with initial survey
- Filed with each subsequent survey
- Filed when there is a change in medical director
- Filed when there is a change in legal or dba name
- Filed with there is a change in ownership
- Filed if ownership structure changes.
- It is the only place where the RHC is linked to the parent organization to be providerbased.
- Make sure that whoever is completing the form understands the information that is being requested.

| DEPARTMENT OF HEAD CENTERS FOR MEDICAL | Form Approve OMB N0. 0 938-007 | | | | |
|---|--|----------------|-------------|--------------------------|---------------------|
| VERIFICATION OF | CLINIC DATA – RURAL HE | ALTH CLINIC PI | ROGRAM | CMS CERTIFICATION NO. | (RH1) |
| Medicare program must handling the certificatio address of the State age Services (CMS) regional This form is also to be co | STATE/COUNTY STATE REGION | (RH2) | | | |
| I. IDENTIFYING | NAME OF CLINIC | | STREET ADDR | ESS | |
| INFORMATION (TO BE COMPLETED FOR EACH CLINIC SITE) | CITY, COUNTY AND STATE | ZIP CODE | | TELEPHONE NO. (Including | Area Code) (RH4) |

ea Code) NAME AND ADDRESS OF CLINIC OWNER(S) (RH5) **MEDICAL** DIRECTION (A) PHYSICIAN (B) NURSE PRACTITIONER (C) PHYSICIAN ASSISTANT (D) OTHER CLINIC **PERSONNEL** A. INDIVIDUAL B. CORPORATION C. PARTNERSHIP D. GOVERNMENT 1. PROFIT IV. LOCAL **FEDERAL**

https://www.cms.gov/files/document/cms-29.pdf

CMS 1561A

This is the RHC Participation Agreement.

Filed in triplicate.

Sent to the State Agency.

DEPARTMENT OF HEALTH AND HUMAN SERVICES CENTERS FOR MEDICARE & MEDICAID SERVICES FORM APPROVED OMB No. 0938-0832

HEALTH INSURANCE BENEFITS AGREEMENT

(Agreement with Rural Health Clinic Pursuant to Section 1861(aa)(2)(K)(ii) of the Social Security Act)

For the purpose of establishing eligibility for payment under Title XVIII of the Social Security Act,

(Insert name of clinic)

hereafter referred to as the Rural Health Clinic, hereby agrees:

- (A) to maintain compliance with the conditions for certification set forth in part 491 of chapter IV, title 42 of the Code of Federal Regulations, and to report promptly to the Centers for Medicare & Medicaid Services any failure to do so;
- (B) not to charge the beneficiary or any other person for items and services for which the beneficiary is entitled to have payment made under the provisions of part 405 of chapter IV, title 42 of the Code of Federal Regulations (or for which the beneficiary would have been entitled if the Rural Health Clinic had filed a request for payment in accordance with §410.165 of chapter IV), except for any deductible or coinsurance amounts for which the beneficiary is liable under §405.2410;
- (C) to refund as promptly as possible any money incorrectly collected from a beneficiary or from someone on his or her behalf;
- (D) to accept beneficiaries for care and treatment without limitations, except as it may impose on all other persons;
- (E) to accept any additional provisions that the Secretary finds necessary or desirable for the efficient and effective administration of the Medicare program.

This agreement, upon submission by the Rural Health Clinic and upon acceptance for filing by the Secretary of Health and Human Services, shall be binding on the Rural Health Clinic and the Secretary. The agreement may be terminated by either party in accordance with regulations. In the event of termination, payment will not be available for Rural Health Clinic services furnished on or after the effective date of termination.

https://www.cms.gov/medicare/cms-forms/cms-forms/downloads/cms1561a.pdf

Things to Do Before or While Waiting on the Regional Office

- Explore what credentialing/re-credentialing will need to be done with your State Medicaid program and managed plans.
- Understanding the Timing is EVERYTHING!
- Start working with your PM/EHR Vendor and other Partners on System Configuration changes. (Vendor, Clearinghouse, EDI, Billing Company, etc.) You will want to give them a heads-up at the beginning of the RHC development and then circle back to them.

Things to Do Before or While Waiting on the Regional Office

- Make any adjustments to the clinic fee schedule or accounting system to accommodate RHC billing. Examples: Adding revenue codes, mapping charges to the GL, creating new cost center, adding RHC-specific codes.
- Set up workflow for RHC processes that need cost report recordkeeping. (vaccine logs, bad debt, carve outs)
- Educate your coding & billing staff or partners on issues specific to RHCs.
- Do provider training on changes to coding and billing.

To Hold Claims or Not?

This is a discussion/decision that needs to be made administratively considering many factors. Talk about this in advance to minimize any gap in revenue stream.

Please pull in your financial management team, your RHC consultant, your cost report preparer, your IT department, your vendors and other 3rd party partners.

Processes after the RHC Survey

D

CMS Regional Office approves and assigns new RHC CCN (Provider Number)

Regional Office notifies the Medicare Administrative Contractor (MAC) of new RHC

E

MAC will acknowledge the new RHC.

o Interim rate established or MAC informs RHC of rate-setting processes.

F

Apply with Medicaid program or agency to obtain new RHC Medicaid provider number.
 A few states will allow Medicaid enrollment prior to Medicare CCN. Most do not.

o Interim RHC Medicaid Rate Set (different methodologies for different states.

RHC CMS Certification Numbers (CCN)

RHCs can be either **independent** or provider-based. Independent RHCs are stand-alone or freestanding clinics and submit claims to a Medicare Administrative Contractor (A/B MAC). They are assigned a CMS Certification Number (CCN) in the range 3800-3974 or 8900-8999.

Provider-based RHCs are an integral and subordinate part of a hospital (including a critical access hospital (CAH)), skilled nursing facility (SNF), or a home health agency (HHA). They are assigned a CCN in the range 3400-3499, 3975-3999, or 8500-8899.

CCN is another term for PTAN

Processes for submitting RHC Claims

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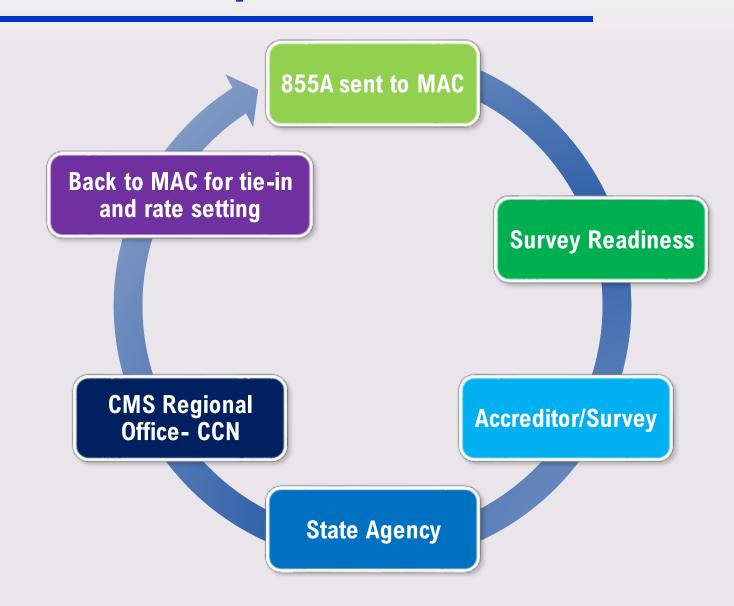
o Finish up loose ends on re-credentialing, EDI enrollment and system configuration.

н

- TEST claims prior to sending a full batch.
- Tweak configuration and troubleshoot issues with claim submissions.

- Monitor RHC remittance advices to identify revenue cycle issues.
- o Trouble shoot reimbursement issues.

CMS RHC Process Recap



QUESTIONS, COMMENTS, DISCUSSION?



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Patty Harper is CEO of InQuiseek Consulting, a healthcare consulting company based in Louisiana. She has over 25 years of healthcare experience in the areas of healthcare finance & reimbursement, health information management, compliance, and practice management. She began her healthcare career as a hospital controller and reimbursement analyst. Patty holds a B.S. in Health Information Administration from Louisiana Tech University. She is credentialed through AHIMA as a RHIA, CHTS-IM, and CHTS-PW. Patty successfully completed AHIMA's ICD-10 Academy and has previously been recognized as an ICD-10 Trainer. She is also Certified in Healthcare Compliance (CHC®) thorough the Compliance Certification Board. Patty is a frequent speaker and contributor for national, state and regional and rural healthcare associations on these and other reimbursement-related topics. Patty currently serves on the Board of NARHC.







Thank You Partners!























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