

*Used Ideas
for
New Clinic Directors*

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University Clinic Components

- 1. Business
- 2. Clinical Services
- 3. Student Education

Clinic Business Component: Budget

- University Expectations
- College Expectations
- Departmental Expectation
 - Budgeting 101 (credits>debits)
 - Reimbursement Options
- Eligibility as a Service Provider
 - Federal & State Guidelines

Clinic Budget

- Once the decision about service provision is made including the type of reimbursement plan, establish written "Policies and Procedures". This will include: statements for non-discrimination, client management procedures (entry, records, contact, attendance, discharge, documentation), clinic education responsibilities for clinic faculty, CQI, code of ethics, clinic job descriptions, plus all forms.

Clinic Business: Service Provider and Reimbursement

- Service Provision including Third-Party Reimbursement and Sliding Scale fees.
- Fees
 - See (<http://www.asha.org>) Billing, Coding, Calculating Fees: Building Success by Janet McCarty (ASHA website) for a complete description of ICD 9 Codes, CPT Codes, NPI numbers
 - For additional information, www.asha.org/members/issues/reimbursement/medicare or reimbursement@asha.org or <http://www.cms.hhs.gov>

Clinic Business: Electronic Billing

- Billing (Electronic Billing)
 - Person responsible for billing, denials
 - Clearinghouse
 - Obtaining authorization for clinical services
 - Understanding Fraud and Abuse
- Meeting Supervisory Guidelines for Third-Party Reimbursement

Clinic Business: Scheduling

- Scheduling (semester & holiday breaks)
 - Service Providers: clinical faculty and/or students
- HIPAA Guidelines
 - Privacy
 - Security
 - Annual in-service for students and staff

CLINICAL SERVICES

- Clinical Areas of Expertise
 - Generalist vs Specialist
- Service Delivery Models of Treatment
 - Twice weekly, Individual, Group
 - Scheduling with Insurance Consideration
- Evidence Based Treatment
 - Defining levels of evidence (PICO)
 - Education on search techniques:
- Treatment Efficacy (Monitoring)

CLINICAL SERVICES

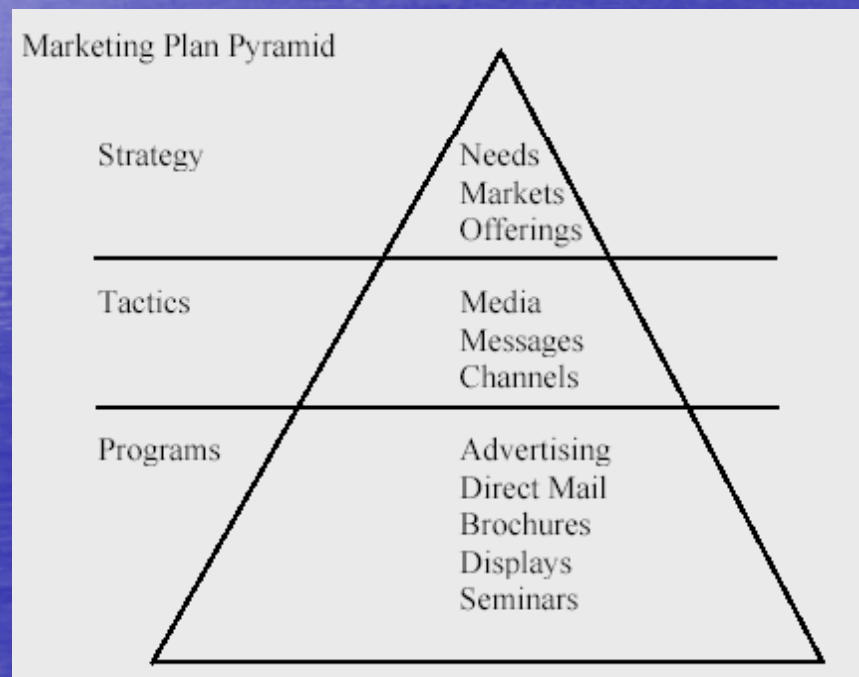
- Program Development
 - Specialty clinics
 - Collaboration with other departments (Spec. Ed, Theater, Communications)
 - Summer camps/clinic
 - Collaboration with community entities
 - physicians
 - Support groups (Autism, Down Syndrome, Aphasia, TBI)

CLINICAL SERVICES

- Marketing
 - Designing a Marketing Plan
 - <http://www.asha.org/members/issues/marketing/marketing101/>
 - The four Ps of Marketing
 - Service (scope of practice), Educate community
 - Price (reimbursement profiles)
 - Place (where, when, and by whom)

Clinical Services

- Marketing Pyramid (<http://www.asha.org>)



Clinical Services

- Examples of media and products:
- University
 - Mass email
- Newspapers
 - News releases (free), Spotlight articles
- Community Health fairs
- Local preschools, adult day care facilities
- Library, schools, hospitals, physician offices
- Dr. offices
- TV / Cable / Radio

CLINICAL SERVICES

- Clinical policies/procedures
 - Annual up-dates and revisions
 - Easy access to students
 - Public knowledge
 - Websites

STUDENT EDUCATION

- Nine Areas of Clinical Knowledge and Skills
 - *“supervised clinical experiences sufficient in breadth and depth”*
 - *“Clinical skills may be developed and demonstrated by means other than direct client/patient contact in clinical practicum experiences, such as academic course work, labs, simulations, examinations, and completion of independent projects. ”*
- Defining Varying Levels of Clinical Competency
 - *Absent, emerging, present, developed, consistent*
 - *“CF ready”*

STUDENT EDUCATION

- Clinical Teaching (Philosophy)
 - The science of clinical practice
 - Thinking, problem solving and decision-making
 - Individual vs team meetings
 - Practicum class
 - Supervision & Supervisory Styles
- http://www.asha.org/members/phd-faculty-research/teach-tools/supervision-resources#other_ASHA
- ASHA Division 11, Administration and Supervision

STUDENT EDUCATION

- Onsite Clinic
- External Placements
 - Affiliation agreements
 - Communication with supervisors
 - Quality of experience

STUDENT EDUCATION

- Evaluation of Students' Clinical Skills
 - Formative assessment
 - Remediation/action plans
 - *Documentation, documentation, document...*
 - Summative assessment
 - *Grades*
- Evaluation of Clinical Educators
 - Onsite
 - Peer review
 - Student review
 - Observations
 - Offsite
 - Student review
 - Observations