

Developing an Endoscopic Bariatric Practice and Reimbursement

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Disclosures

Companies with which I have a financial or other relationship(s):

<u>Company Name(s)</u>	<u>Nature of Relationship(s)</u>
ReShape Medical	Consulting fees, Clinical preceptor, Clinical trial fees
Apollo Endosurgery	Consulting fees
Obalon	Clinical Trial fees
Virtual Healthcare Partners	Founder/shareholder
Baritrax360	Founder/shareholder
Ethicon Endosurgery	Consulting and speaker fees
Medtronic	Consulting and speaker fees

New York Bariatric Group

- Nine full-time bariatric surgeons
- Combined performed more than 6000 laparoscopic gastric bypass, 3000 Lap-Band, 5000 laparoscopic sleeve gastrectomy, over 2000 laparoscopic bariatric revision procedures
- Have large experience with endoscopic bariatric surgery revision
- Offices in Nassau County, Suffolk County, Westchester County, Dutchess County, Manhattan, Fairfield, CT
- Endoscopy suite in four offices
- Full time anesthesiologist
- ASMBS Center Of Excellence in all of our hospitals

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- Establish NYBG in 2000
- Chief of Bariatric Surgery entire Catholic Health System
- Chief of Bariatric Surgery NYP Hudson Valley Hospital
- Director of the largest fastest growing bariatric surgery practice in the country
- Most experienced in USA with intragastric balloon placement – placed over 650 since FDA approval in August 2015

Endoscopic Bariatric Procedures We Offer

- Gastric Balloons
 - Reshape
 - Orbera
 - Obalon
- Endoscopic Stomal Reduction using Overstitch

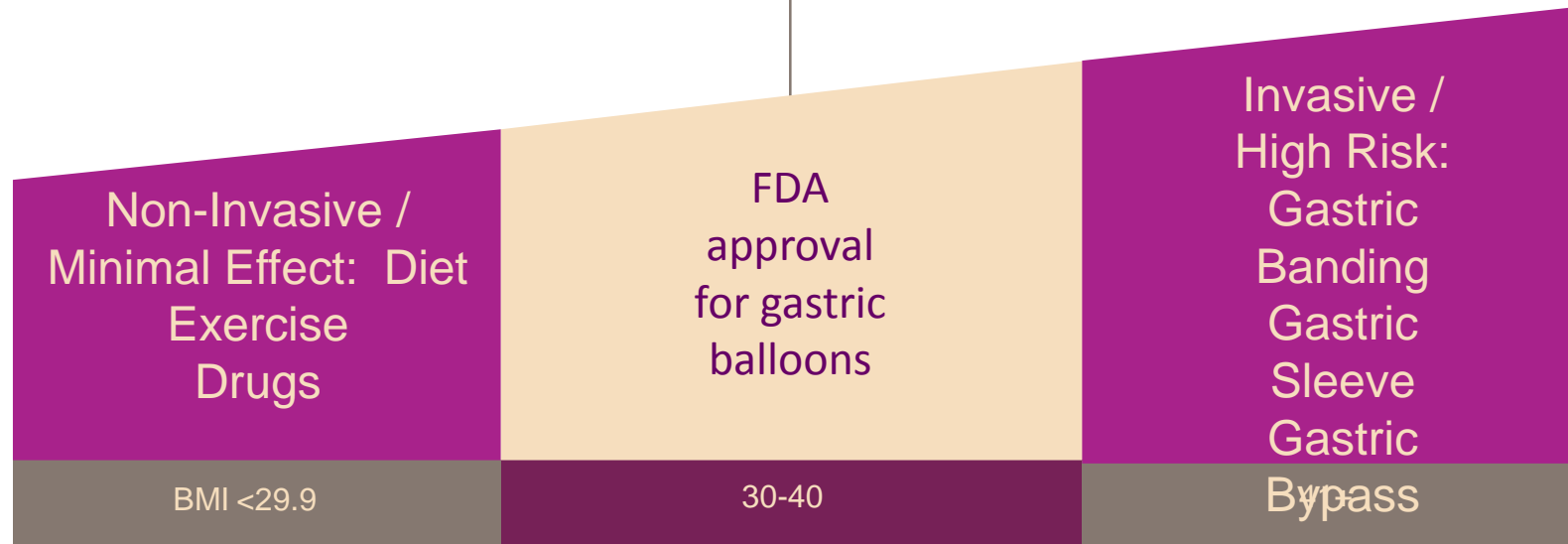
- Aspire Assist



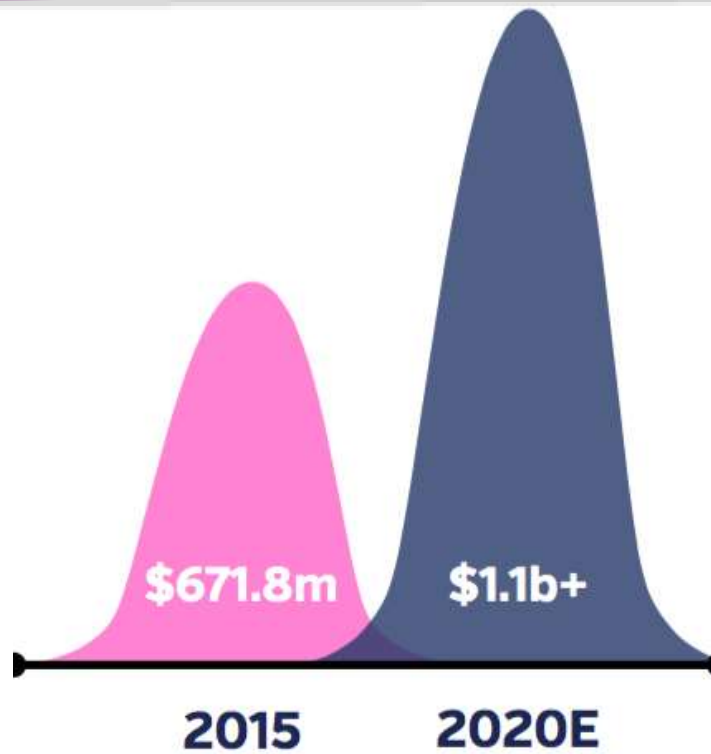
Gastric Balloons Address A Major Unmet Need

Only about 1%
of eligible
patients
choose surgery

60 Million Patients



Emerging Weight Loss Procedures Market



New Technologies

ASPIRE

Spatz3
Adjustable Balloon System

allurion

POSE
PROCEDURE

ReShape

OBALON

gi
Dynamics

apollo
endosurgery

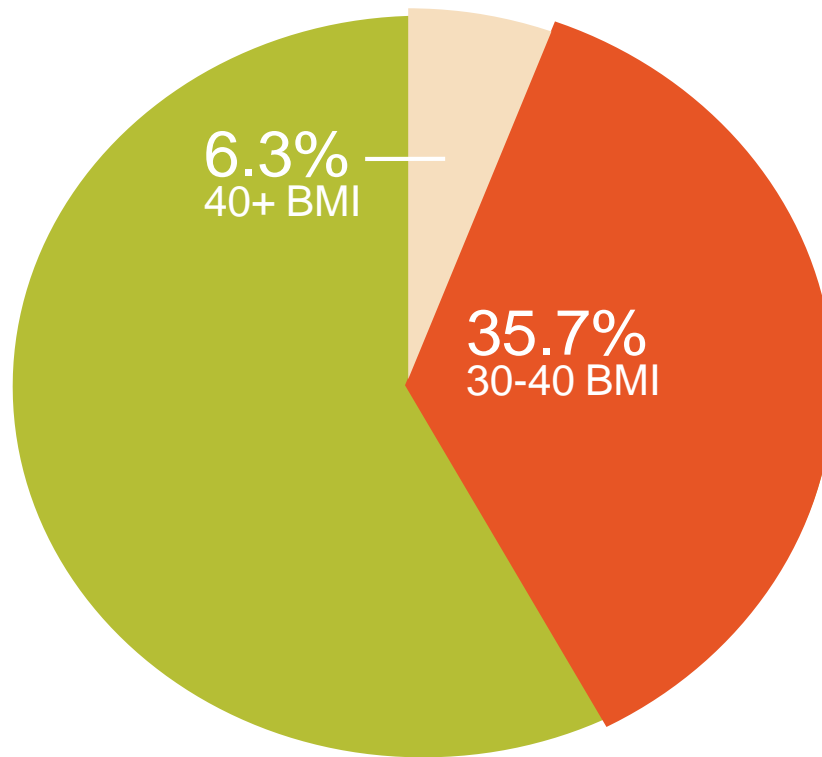
BAROnova

valenTx

GIWINDOWS™
A Pathway To Better Health

FRACTYL®

The Potential Market is Huge



A 5x larger addressable patient population

Estimated Percentage of Americans by BMI

Source: NHANES, 2009-2010

Differentiation: Steps to a Successful Practice

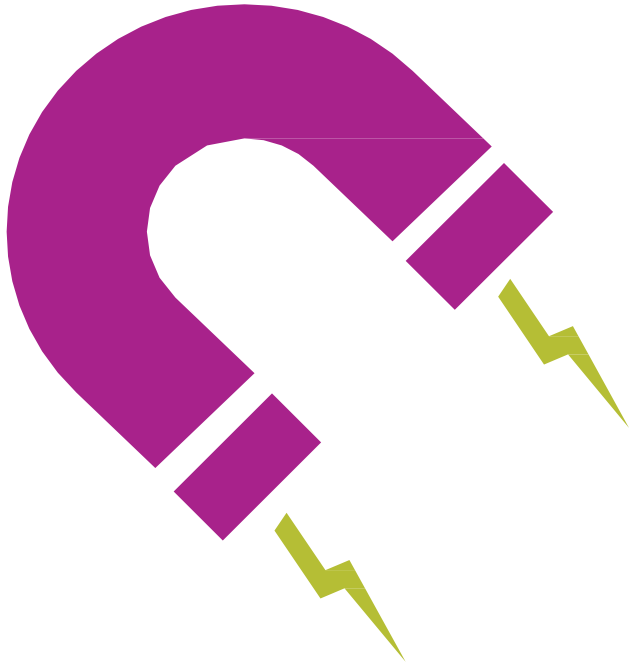
- Cash pay patients demand more attention than insurance covered procedures
- Customer service is most important
 - Front line to your practice
 - Extensive call center training
- Track patients closely from first registering on your website until time of procedure – increase conversion rates
- Make it easy for patients to get to their procedure date
 - Bariatric concierge

Patients
want instant
gratification

Get them
booked
ASAP!!!



Key Issue



How to attract the right patients to your practice?



How to communicate the value of gastric balloons or other endoscopic bariatric procedures?

Attracting Patients to Your Practice

Building a Marketing Plan

- Update your website





“Bad dog! What’d I tell you about relying on the Internet for medical advice?”

Get the Word Out

- Advertising and PR

Choose Wisely
Picking
between media
channels or
pathways.

Measure Results
Tracking
performance of
your marketing
program

NYBG Marketing: What We Do

- Live online informational seminars each month with video chat capability of up to 100 people.
- Extensive primary care physician outreach
- Live online after hours chat through website
- E-blasts to patient database
- Increased patient reach with new technology and procedure offerings

Media Purchased

- Subway ads
- Television commercials on major networks – ABC, CBS, NBC, Cablevision
- Radio ads
- Extensive PPC and SEO Internet campaign
- Direct Mail
- Billboards
- Print Advertising
- Social Media Advertising

New York Bariatric Group Advertising and PR

Client: New York Bariatric Group

Title: Obalon

ISCI: NYBGO0117H

Length 30sec

Date: January 16, 2017



New York Bariatric Group Advertising and PR



StopObesityForLife.com

New York Bariatric PR



People Magazine



What Patients Need to Know Before the Procedure



The Importance of Education and Engagement



Reinforces
the value of
the procedure

Supports
better
weight
loss

Encourages
referrals

Keeping Patients Engaged



Aftercare is Critical to Success

- Participation: patients who participate in follow-up lose up to 2X more weight than those who don't participate
- Staff: critical to have dedicated support and encouragement by dietitians, psychologist, exercise specialists
- Virtual aftercare – increases compliance
- Workflow solutions to keep track of balloon patients and contact them monthly to remind them of need for follow-up appointment and removal at 6 months
- Adjuncts: internet-enabled scales are helpful and also track otherwise noncompliant patients

How EBP Can Feed Your Practice



- Converting patients not appropriate for EBP
- As a next step for EBP failures
 - Note that some patients have increased stomach wall thickness after IGB treatment and need to wait at least a few months prior to surgery
- Preparing high BMI patients for surgical procedures
 - Smaller viscera, better metabolism?
 - Would avoid!!!!!!

Virtual Aftercare

- Patients make own appointments online or via app with nutritionist and fitness instructors
- Live one on one virtual nutrition and fitness sessions on computer or on iphone/android phone with app.
- Live streaming group nutrition and fitness classes
- Pre-recorded fitness and nutrition classes
- Automated email and text reminders to keep patient engaged and increase follow-up compliance
- Recording of patients one on one sessions and saved in own folder for reviewing at anytime

Nutrition & Patient Compliance

~60% of patients do not follow up with nutrition post bariatric surgery⁽¹⁾

- 69% of patients prefer virtual care follow-up after surgery (JAMA) ⁽²⁾
- Increased compliance rates with patients using telemedicine & virtual healthcare platforms ⁽³⁾
- Postoperative nutritional consult improves bariatric surgery outcomes⁽⁴⁾
- Multiple patients surveys and studies have demonstrated patient and consumer compliance increase with on-demand services ^(5,6)

(1) <http://onlinelibrary.wiley.com/doi/10.1038/oby.2008.628/epdf>

(2) <http://hitconsultant.net/2015/09/25/veterans-prefer-telehealth-visits-to-in-person-follow-ups/>

(3) <http://www.pharmacytimes.com/publications/issue/2015/may2015/next-it-virtual-health-assistant-engaging-patients-and-improving-their-outcomes> (4) [http://www.soard.org/article/S1550-7289\(16\)00012-5/fulltext](http://www.soard.org/article/S1550-7289(16)00012-5/fulltext)

(5) <http://www.economist.com/news/briefing/21637355-freelance-workers-available-moments-notice-will-reshape-nature-companies-and>

(6) <http://www.athenahealth.com/~media/athenaweb/files/whitepapers/patient-engagement-strategies-whitepaper.pdf>

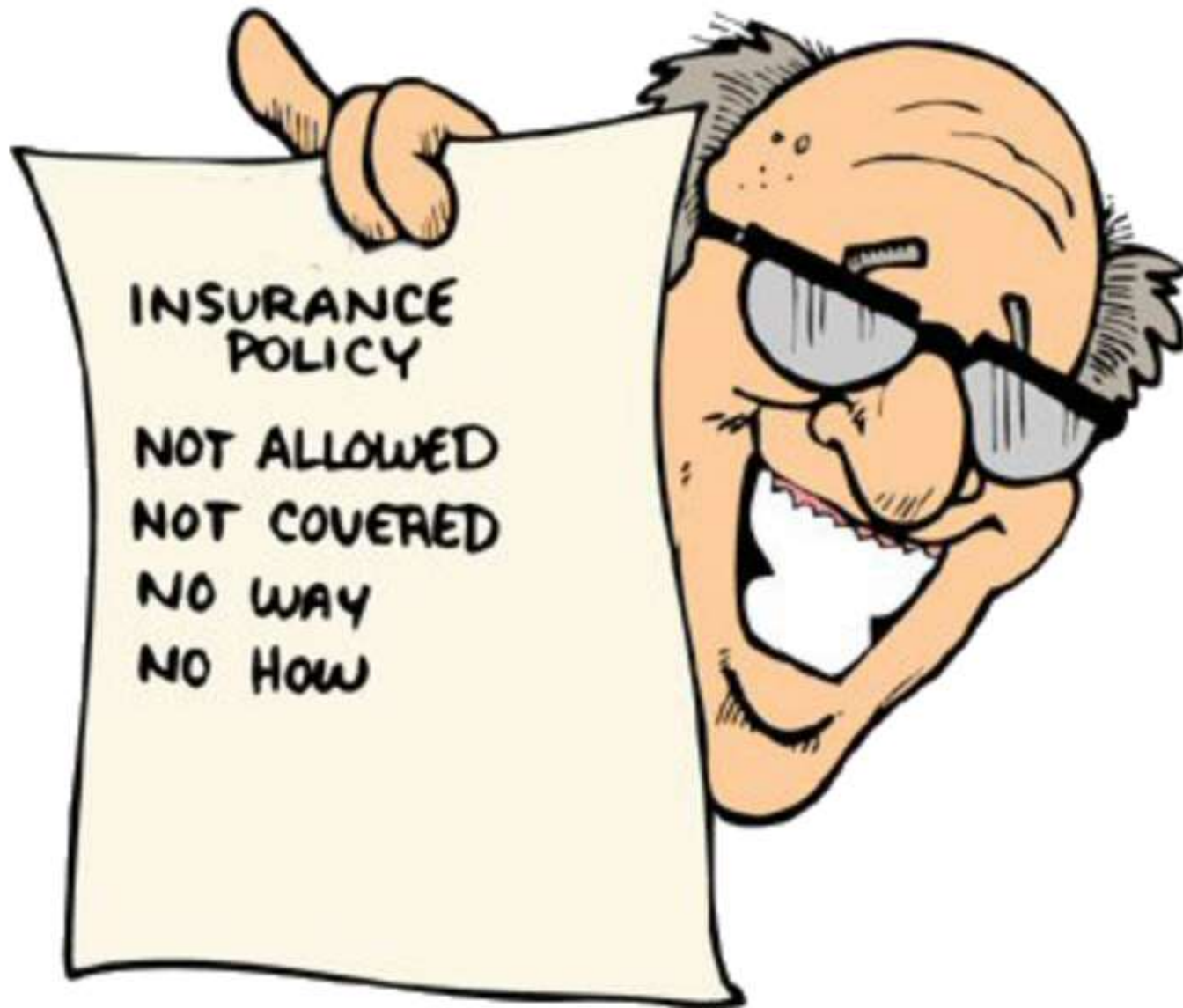


Reimbursement

- Are gastric balloons covered by insurance?
- Is Aspire Assist covered by insurance?
- Is Endoscopic Sleeve Gastrectomy covered by insurance?



**"Your health insurance doesn't cover heartburn.
You need fire insurance for that."**



Do we want these procedures covered by insurance??

- Reimbursement rates will probably make it not worth our time to perform these procedures.
- For gastric balloon will probably reimburse close to price of endoscopy
- For Aspire Assist will probably reimburse close to price of a PEG

Can you bill any portion of services through insurance?



AT&T Careplus

- Supplemental Insurance Policy for current and past employees of AT&T
- Effective 1/1/2016
 - ReShape Duo Non-Surgical Intra-gastric Balloon for treatment of obesity is covered

Determining Self Pay Pricing

- Do NOT undervalue your services
 - Balloon patients will torture you for at least a few days. Expect many phone calls.
- Calculate Costs
 - Physician fee
 - Endoscopy facility fee (insertion and removal)
 - Anesthesia (insertion and removal)
 - Cost of device and ancillary supplies
 - Medications
 - Aftercare
 - Nutrition and Exercise
 - Need to discuss possible unexpected costs with patients
 - Emergency room visits, etc.

Offer Financing

- Care Credit
- Prosper Healthcare Lending
- Greensky Credit

Thank you

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