



# Optimizing the Physician Advisor in Case Management: A Guide to Creating and Sustaining Measurable Program Results

*Sharon Mass, Donna Ukanowicz, Mark Michelman*

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**As of June 20, 2014, contact hours for nurses are no longer available with this product.**

**Foster effective relationships between case management and physicians with a strong physician advisor program.**

With increasing federal compliance regulations, there has never been a greater need to have a physician advisor (PA) on staff to provide your case management team with more support to achieve your organizational goals.

Whether you're building a new PA program or want to revitalize an existing one, the HCPro book *Optimizing the Physician Advisor in Case Management: A Guide to Creating and Sustaining Measurable Program Results* delivers the guidance you need to improve the chain of communication across the continuum of care.

Written by **Mark Michelman, MD, MBA, Sharon Mass, PhD, LCSW, ACM, and Donna Ukanowicz, MS, RN, ACM**, the book combines the perspectives of a physician advisor, nursing case manager, and social work case manager. The book is the industry's first resource that provides:

- Easy-to-follow steps to create or revamp your program
- Tips to recruit and train PAs
- Strategies for defining measurable goals and effective PA responsibilities
- Analysis methods for evaluating need and justifying resources
- Metrics to measure your success
- A CD-ROM loaded with adaptable tools and forms

**This book will teach you to define and shape a program that improves utilization management and compliance, and it provides solutions and strategies to help your organization:**

- Make correct admission decisions and streamline discharge planning
- Understand observation status and maximize reimbursement
- Prevent denials and effectively reverse decisions
- Improve resource utilization
- Focus on clinical documentation improvement

- Target quality improvement efforts
- Strengthen communication across the continuum of care
- Educate physicians and case managers
- Track, trend, and resolve outlier information


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*If you are contemplating a physician advisor for your hospital, ever wondered how a physician advisor would benefit your organization, or need guidance in establishing such a position, then this book is just what you need. **Optimizing the Physician Advisor in Case Management: A Guide to Creating and Sustaining Measurable Program Results** provides wealth of information on the possible roles, duties, and models of a physician advisor. Full of practical tips and advice, **Optimizing the Physician Advisor in Case Management: A Guide to Creating and Sustaining Measurable Program Results** fills a visible void in the case management literature of the potential roles and benefits of dedicated physician involvement.*

**Gail P. Grant, MD, MPH, MBA**

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