

GETTING PHYSICIANS UP TO SPEED WITH ICD-10



Nuance ICD-10 Educational Services

The right education at the right time

We count on the men and women in white coats to save lives, treat illnesses and care for our loved ones. When they have their heads buried in paperwork (even if it is electronic), that's... well...not good.

It means that they are not spending their time doing what they have been so meticulously trained to do: deliver quality patient care. And, it means that they are not spending time doing what their organizations need them to do: deliver the services that bring in the revenue.

The move from ICD-9 to ICD-10 presents a huge challenge, one that could require physicians to spend an inordinate amount of time trying to learn a new clinical documentation system.

Bottom-line requirement: Physicians need to be educated about the ICD-10 clinical documentation requirements—quickly. They need to understand what documentation requirements are pertinent to their speciality and how to capture it efficiently and effectively.

Indeed, education has to be relevant and delivered in the manner and format that does not put the brakes on patient

KEY FEATURES

- Physician education created by physicians, for physicians
- Physician focused peer to peer training
- Effective three-phased approach to maximize efficiency and understanding
- Physician leadership training blended format includes in-person and e-learning options
- Role specific: over 60 subspecialty education modules

care. In fact, your organization's operational, clinical and financial viability depend on education that will quickly and effectively get physicians ready for the big ICD-10 transition on October 1, 2014—and ready to succeed with the new system in the days, weeks, months, and years ahead.

NUANCE'S ICD-10 PHYSICIAN EDUCATION

Nuance can help. We've created an innovative ICD-10 educational program that will enable physicians to get up to speed quickly. Because we have worked with physicians for more than two decades, we know of what we speak when it comes to getting physicians up to speed. We know that our education program will work because it is:

- **Peer-focused.** Plain and simple, physicians like learning from other physicians. They speak the same language, walk the same walk—and all that. So, we deliver peer-to-peer education. In fact, our on-site and e-learning educational offerings are developed and delivered by Nuance physicians.
- **Delivered in a blended format.** Physicians are busy, time-crunched professionals. So, they often need on-demand, online educational options that fit into their schedule. Sometimes, however, it's simply easier and more time-efficient for a physician to pick up new concepts in person. That's why we've developed our educational program to be delivered in a “blended” environment—with some online as well as classroom options.
- **Concise and relevant.** No matter how the education is delivered, we make sure that our educational content not only meets the needs of physicians—but we tailor it for each specialty and sub-specialty, providing exactly what they need. No need for the superfluous with this crowd.

NUANCE'S ICD-10 PHYSICIAN EDUCATION APPROACH

We've found that implementing a three-phased approach for providing physician education for the transition to ICD-10 is the most effective for sustainable knowledge retention. So, we deliver what your physicians need in the following phases:

PHASE 1: AWARENESS EDUCATION

Designed and delivered by physicians in peer-to-peer style, during this phase, we focus on the benefits of ICD-10 for healthcare providers, identify examples of both diagnoses and procedure coding while explaining the structural changes in transitioning from ICD-9 to ICD-10. All the while, we demonstrate approaches to simplifying the entire process.

PHASE 2: ROLE SPECIFIC EDUCATION FOR PHYSICIANS

Our role specific education provides your clinicians with exactly what they need—no more, no less. Yes, just right. As such, we minimize the overall risks associated with the ICD-10 conversion as well as with the impact on patient care and workflow.

Delivered via e-learning, we provide ICD-10 education tailored to each specialty or subspecialty. Face it: ICD-10 does not affect all specialties to the same degree—so there is no one-size-fits-all training. For example, physicians who specialize in Emergency Medicine, Internal Medicine or Orthopedic Surgery will be affected more by ICD-10's specificity than peers in other medical or surgical specialties. That's why we provide the more intense training to the physician who need it and let each subspecialty get what they need and get out—instead of forcing them to sit through hours of irrelevant training.



PHASE 3: PHYSICIAN LEADERSHIP EDUCATION

We've done this before—so we know that in order to effect change you need to have physician champions to maintain momentum. So, we leverage the in-depth experience of the Nuance physician team to train your physician leadership. Yes, we'll work with one (or two or three) of your physicians to bring him or her up to speed in the role of Medical Director for Clinical Documentation.

But that's not all. We make sure your ongoing training needs are met by supplying access to a library of physician specialty modules. And, if necessary, Nuance has a team of physicians that can be available for remote or on-site intervention to lead various departments and physicians within the organization through a successful ICD-10 implementation.

With Nuance, your physicians will get the education they need to transition to ICD-10 on time. In addition, we'll prepare your physician for success well into the future. And, we'll help you get it all done with a minimum amount of disruption, ensuring that patients get the care they need and your organization does not experience any significant revenue disruptions.

ABOUT NUANCE COMMUNICATIONS, INC.

Nuance Communications, Inc. is the market leader in creating clinical understanding solutions that drive smart, efficient decisions across healthcare. As the largest clinical documentation provider in the U.S., Nuance provides intelligent systems and services that improve the entire clinical documentation process— from the capture of the complete patient record to clinical documentation improvement, coding, compliance and appropriate reimbursement. More than 500,000 physicians and 10,000 healthcare facilities worldwide leverage Nuance’s award-winning, voice-enabled clinical documentation and analytics solutions to support the physician in any clinical workflow and on any device.

To learn more about how Nuance can help you improve financial performance, raise the quality of care, and increase clinician satisfaction, please call 800-447-7749 or visit nuance.com/healthcare.