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Study Finds PCPs Missing Out on Reimbursement for Preventive Services

Primary care physicians are underutilizing codes for preventive services that, on average, could generate \$40,000 a year in revenue, a recent modeling study found.

Published in the journal [*Annals of Internal Medicine*](#), the study results show that physicians billed for a much smaller fraction than the reimbursable prevention and coordination services they provided to Medicare patients. The research is based on 2019-2020 national claims and survey data.

The study highlighted smoking cessation as an example. Of the 8.8% of Medicare patient who are smokers, 60.6% reported having been counseled to quit by a clinician. That group works out to 5.3% of all Medicare patients in an average primary care physician's panel, but the service is only billed for 0.9% on average.

Many other insurers, including Medicaid and commercial health plans, also pay for these preventive service codes, but poor understanding of billing requirements discourages their use. As a result, Tennessee physicians could bill for far more of these preventive services.

The Patient Voice



Willie Morgan is a patient at Regional One Health Outpatient Center in Memphis, where clinical pharmacists work closely with patients referred by physicians in the Internal Medicine Clinic. The pharmacist-run Hypertension Diabetes Clinic there helps Willie and others keep their multiple chronic conditions under control.

UTHSC Chancellor, TN-HHN Leaders Visit East TN to Strengthen Statewide Collaboration

In July, Peter Buckley, MD, Chancellor of UT Health Science Center, traveled with TN Heart Health Network (TN-HHN) leaders from Memphis at the western border of the state to Johnson City at the eastern border to engage Tennessee State University (ETSU) in what he called “a truly historic collaboration – working together to improve the health of Tennesseans through the Tennessee Population Health Consortium (TN-PHC).”

He was accompanied by Jim Bailey, MD, Executive Director of both the TN-PHC and its signature project TN-HHN, and Satya Surbhi, PhD, TN-HHN Co-Investigator and lead evaluator as well as Director of Measurement and Reporting for Tennessee Population Health Data Network (TN-POPnet).

“Together, we further strengthen our statewide primary care extension service to enable greater outreach and support of primary care practices across the state, with the goal of delivering evidence-based patient-centered population health services that are proven to improve heart health,” Dr. Buckley said in his *UTHSC Chancellor’s Column*. Further, he noted, “through this collaboration, ETSU and Ballad Health, a premiere health care system in East Tennessee, will fully participate in the [TN-POPnet], a remarkable public health resource that brings together comprehensive

“We are thankful for these vital collaborative relationships in Chattanooga, Knoxville, Nashville, Memphis, and at some 880 clinical and educational sites across the great State of Tennessee. Together we are stronger, and together we can accomplish so much more.”

Shout-Out to Wave Four; All Participants Now On Board

The TN Heart Health Network wants to congratulate the 17 practices in Wave Four, our final wave. You are leading the charge for better heart health in Tennessee! Details about our available interventions -- health coaching, text messaging and pharmacist-physician collaboration -- can be found on our [Toolkits](#) page. When Wave Four started to work on August 8, we officially had all TN Heart Health Network participating practices on board.

WAVE FOUR PRACTICES

EAST TENNESSEE

Ballad Health Medical Associates/Elizabethton
Ballad Health Medical Associates/Family Medicine Kingsport
Medical Care PLLC Hampton
University Internal Medicine Teaching Practice

MIDDLE TENNESSEE

Erlanger Internal Medicine Brainerd
Erlanger Primary Care Enterprise South (Volkswagen)
Fast Access Healthcare – Hixson
Fast Access – Sale Creek
Fast Access – Ringgold
Fast Access – Jasper

WEST TENNESSEE

BMG Forest Hill Family Practice
CCHS Broad Avenue Health Center
CCHS Frayser Health Center
CCHS Hickory Hill Health Center
Lifedoc Health (Mt. Moriah)
ROH Guthrie Primary Care
Methodist Medical Group, Slade

Join Us!

The Tennessee Heart Health Network is a partnership committed to improving the health of Tennesseans with or at risk for cardiovascular disease. Tennessee is No. 3 in heart attacks and stroke, and we're here to change that. Learn more about the Tennessee Heart Health Network and what we are doing to improve heart health across the state. Whether you are a physician, nurse, pharmacist, office manager, other primary care team member, a patient, caregiver, or other patient advocate, we welcome your involvement.

[Join Here](#)[Visit our Website](#)

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Sign up to receive our newsletter. Each month we will have updates and new videos of patients and clinical caregivers telling their stories.

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TENNESSEE POPULATION HEALTH CONSORTIUM

The Tennessee Heart Health Network is the signature initiative
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