
PASSING OF THE MOBILE HEALTH CARE ACT: MOVING ON A MISSION TO EXPAND ACCESS

**2023 National Health Care for the Homeless Conference &
Policy Symposium**

May 16, 2023



DISCLAIMER SLIDE

CohnReznick, LLP has prepared these materials as part of an educational program. Any advice contained in this communication, including attachments and enclosures, is not intended as a thorough, in-depth analysis of specific issues. This has been prepared for information purposes and general guidance only and does not constitute professional advice. You should not act upon the information contained in this publication without obtaining specific professional advice. No representation or warranty (express or implied) is made as to the accuracy or completeness of the information contained in this publication, and CohnReznick LLP, its members, employees and agents accept no liability, and disclaim all responsibility, for the consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.



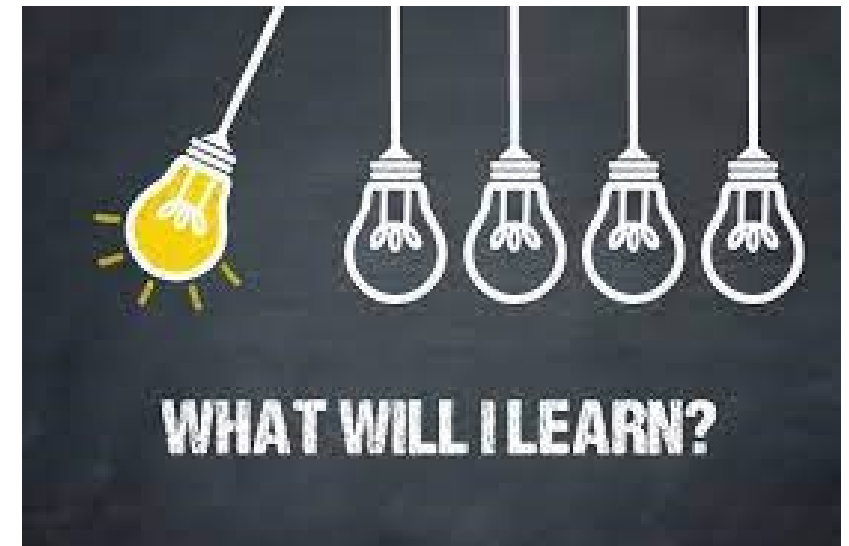
AGENDA

- Introductions to CohnReznick
- MOBILE Health Care Act
- New Access Point Grants
- Mobile Healthcare Program Sustainability Planning



SESSION OBJECTIVES

1. Review and interpret the new MOBILE Health Care Act
2. Identify best practices for assessing and preparing a mobile health program for sustainability
3. Discuss strategies and opportunities for New Access Point grant applications





INTRODUCTION



Rebecca Stauffer, MPA
Manager
Healthcare Consulting Services
New York, NY

COHNREZNICK SERVICES



ASSURANCE

- Financial audits in accordance with "Yellow Book" Government Auditing Standards
- Single Audit in accordance with Uniform Guidance
- Title 2 CFR Part 200
- Uniform Administrative Requirements
- Cost principles



TAX

- Preparation of Form 990 in compliance with ASC 740 and ASC 740-10
- Review of compensation and benefits in compliance with IRC 457(f) and excise tax rules on excess executive compensation
- Compliance review of state and local charitable registrations
- Reporting of Unrelated Business Income Tax
- Restructuring tax exempt organizations



ADVISORY

- Strategic business planning
- Revenue cycle effectiveness and integrity programs
- Federal regulatory reports and compliance programs
- Value-based payment (VBP) and transition services
- Turnaround and restructuring
- Information technology



HEALTHCARE/ COMMUNITY DEVELOPMENT

- Training on community reinvestment programs to improve health equity
- Market assessments
- Financial projections and due diligence studies
- Affordable housing and health strategies
- Intersection of social determinants of care with VBP models
- Real estate evaluations



MOBILE HEALTH CARE ACT



MOBILE HEALTH CARE ACT

- Nationally, mobile units at health centers more than doubled (104% increase) from 2015 to 2021
- August 2021: Rep. Susie Lee (D) of Nevada introduced the bill in the House in August of 2021 and Sen. Jacky Rosen (D) of Nevada introduced it in the Senate.
 - Senate bill quickly passed with bipartisan support
 - House overwhelmingly approved it in a 414 to 7 vote on September 29
 - Enacted January 3, 2022
- Result of COVID pandemic demonstrated need for more accessible care
- Amends Public Health Service Act to expand allowable use criteria for new access point grants for community health centers
- Effective January 1, 2024



MOBILE HEALTH CARE ACT

An Act

To amend the Public Health Service Act to expand the allowable use criteria for new access points grants for community health centers.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the “Maximizing Outcomes through Better Investments in Lifesaving Equipment for (MOBILE) Health Care Act”.

SEC. 2. NEW ACCESS POINTS GRANTS.

(a) IN GENERAL.—Section 330(e)(6)(A) of the Public Health Service Act (42 U.S.C. 254b(e)(6)(A)) is amended by adding at the end the following:

“(v) MOBILE UNITS.—An existing health center may be awarded funds under clause (i) to establish a new delivery site that is a mobile unit, regardless of whether the applicant additionally proposes to establish a permanent, full-time site. In the case of a health center that is not currently receiving funds under this section, such health center may be awarded funds under clause (i) to establish a new delivery site that is a mobile unit only if such health center uses a portion of such funds to also establish a permanent, full-time site.”.

(b) EFFECTIVE DATE.—The amendment made by subsection (a) shall take effect on January 1, 2024.

Source:

<https://www.govtrack.us/congress/bills/117/s958/text>



MOBILE HEALTH CARE ACT

Before MOBILE Health Care Act	After MOBILE Health Care Act
<p>A New Access Point (NAP) required a permanent brick-and-mortar site to accompany a propose mobile health clinic as an in-scope site</p>	<p>Apply NAP funds to support mobile health unit without including a permanent site in the application</p>

Source: [NACHC's Everything You Need to Know About the MOBILE Health Care Act](#)



CAVEATS

- Contingent on HRSA's release of NAP notice of funding opportunities that will allow health centers to take advantage of MOBILE Health Care Act's flexibilities
- Applicable only to current Federally Qualified Health Centers (FQHC) (i.e., Section 330 grantees) and not FQHC Look-A-Likes (FQHC-LALs)
- Any non-Section 330 grantees that wish to apply for NAP funds to support a mobile health unit would be required to include a permanent site



NEW ACCESS POINT GRANT APPLICATIONS



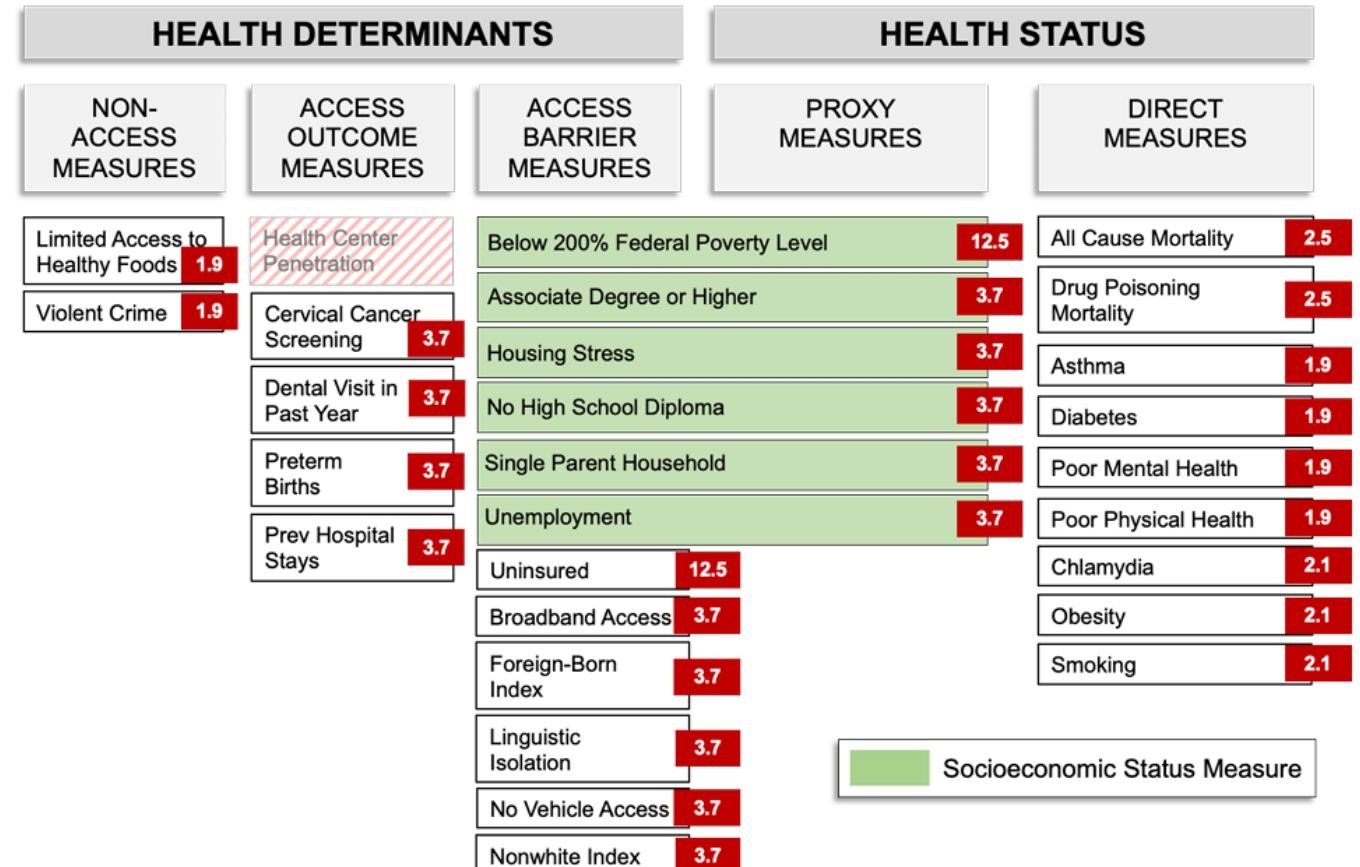
NEW ACCESS POINT APPLICATIONS

- Purpose: Improve care for underserved communities and vulnerable populations
 - Expands access to affordable, accessible, quality, and cost-effective primary care services
 - provides operational support (grant funds) to set up new service delivery sites to provide primary care services
- Required to show need for primary care services, site, and service area
- Describe the population to be served, services to be delivered and methods with operational plan
- Organizational structure, budget and income analysis, board structure, and policies and procedures
- HRSA has indicated release of NAPs, but that is contingent on many factors and the passing of President's Budget



NEW ACCESS POINT APPLICATIONS

- NAPs scored based on HRSA's Unmet Need Score Tool
 - Converts a proposed ZIP code services area to a qualified “need” score
- Preparing for NAP *should* include alignment with where HRSA has identified as primary care expansion needs
- Leveraging response to this identified need area as part of planning for NAP application and mobile program





COMPONENTS OF A MOBILE HEALTHCARE STRATEGY



SERVICE PLANNING QUESTIONS

Patients/Clients

- WHO to serve?
- WHY do they need services?
- WHEN do they need services?

Services

- WHAT services to provide?
- WHY do they need *these* services?
- HOW to deliver the services?
- WHO will deliver the services?

Environment

- WHERE are services needed?
- WHO are partners and stakeholders?



PLANNING: MARKET AND NEEDS ASSESSMENT

- Purpose: Understands the environmental factors, population's needs for services, and staff structure needed to deliver services
- Create unique and customized program for the environment, patient population, services delivered
- Assess opportunities to build a mobile health program that fits organization, community, and patient population's needs
- Data driven: Uses census data, community demographic, and health needs data



MARKET ASSESSMENT

Examples:

Patient Origin Data

Darker Color:

High Concentration

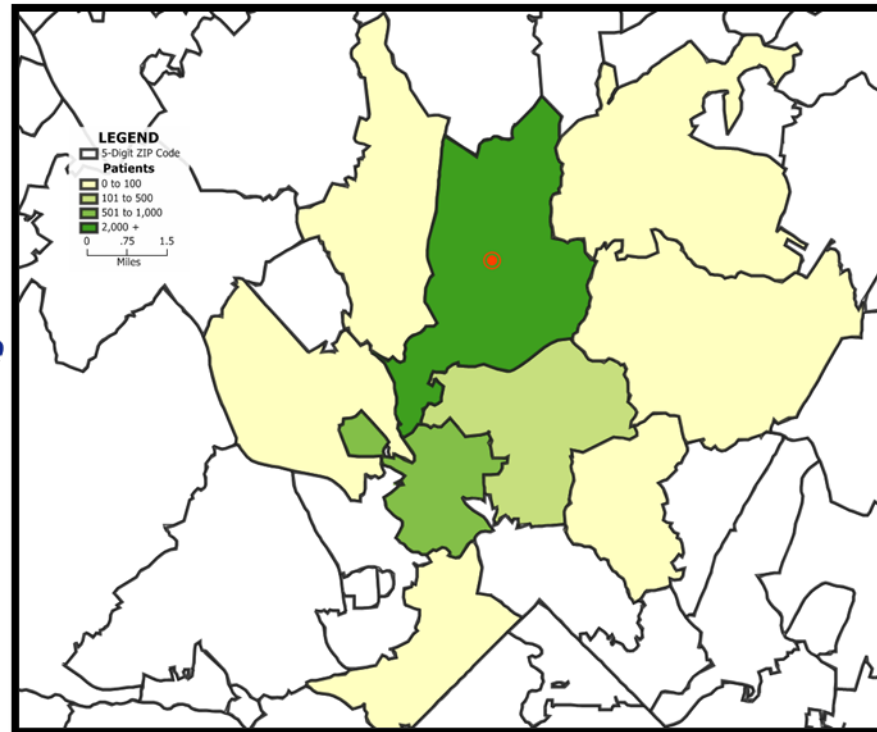
High Rate of Change

Lighter Color:

Low Concentration

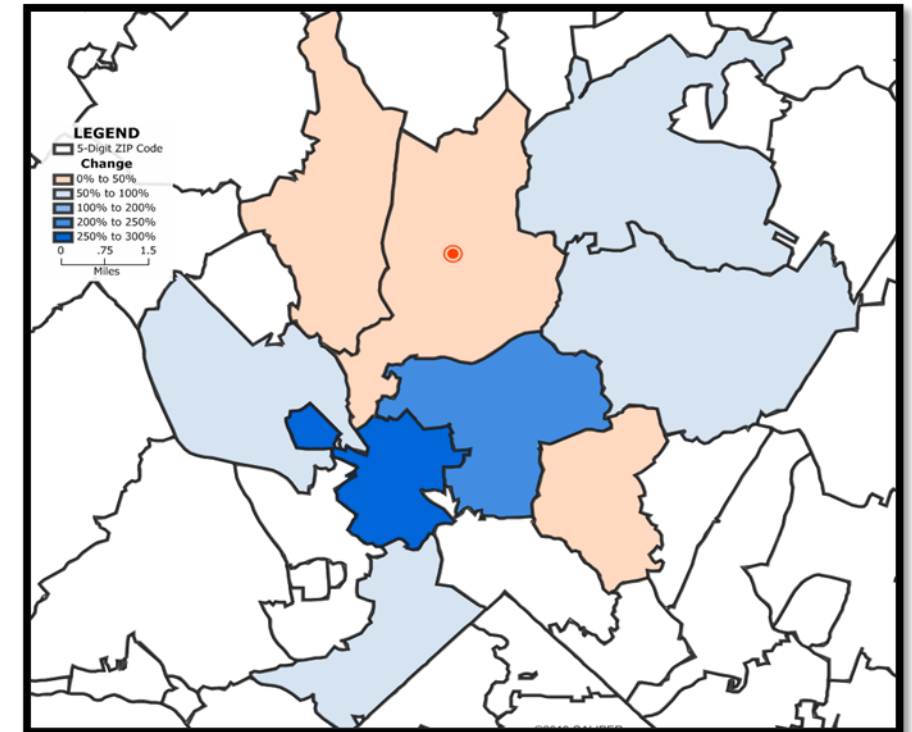
Low Rate of Change

Current Patient Origin Data



Origin analysis shows increased patients in new ZIP code areas

Patient Origin – Two Year Trends



Trend data shows high rate of increase in patients from new ZIP code areas



MARKET ASSESSMENT

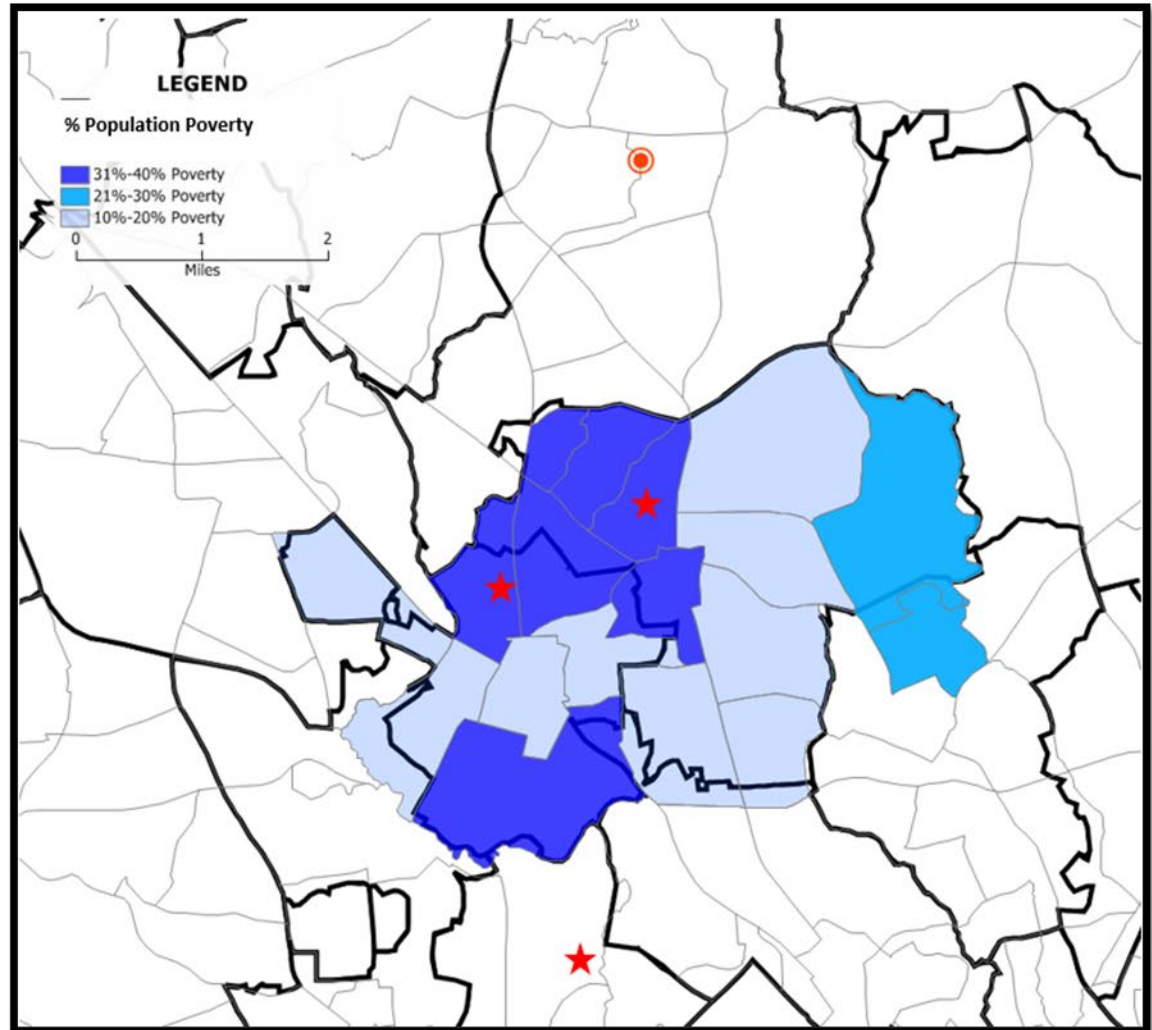
Examples:

Healthcare Provider Landscape

What providers are serving the area?

- Federally-Qualified Health Centers
- Primary Care Private Practices
- Specialty Care Private Practices
- Hospital-Based Outpatient Clinics
- Mental Health Clinics
- Substance Use Treatment Providers

✓ **Plan your Strategic Initiatives for Success**





STRATEGIC BUSINESS PLAN

- Elements of a Strategic Plan

Setting the goals of your business and a plan to achieve them

- Vision
- Mission
- Objectives
- Strategy
- Approach
- Tactics

- Elements of a Business Plan

How to run your company with a cohesive vision and convince someone to invest in your business

- Executive Summary
- Opportunity
 - The Problem and Solution
 - Target Market
 - Competition
 - Future Products and Services
- Execution
 - Marketing Plan
 - Operations
 - Strategic Alliances
 - Milestones and Metrics
 - Key Assumptions and Risks
- Company and Management Team
- Financial Plan/Projections
 - Patient Volume and Services
 - Personnel/Staffing
 - Profit and Loss
 - Cash Flow



FINANCIAL PLANNING QUESTIONS

Revenue

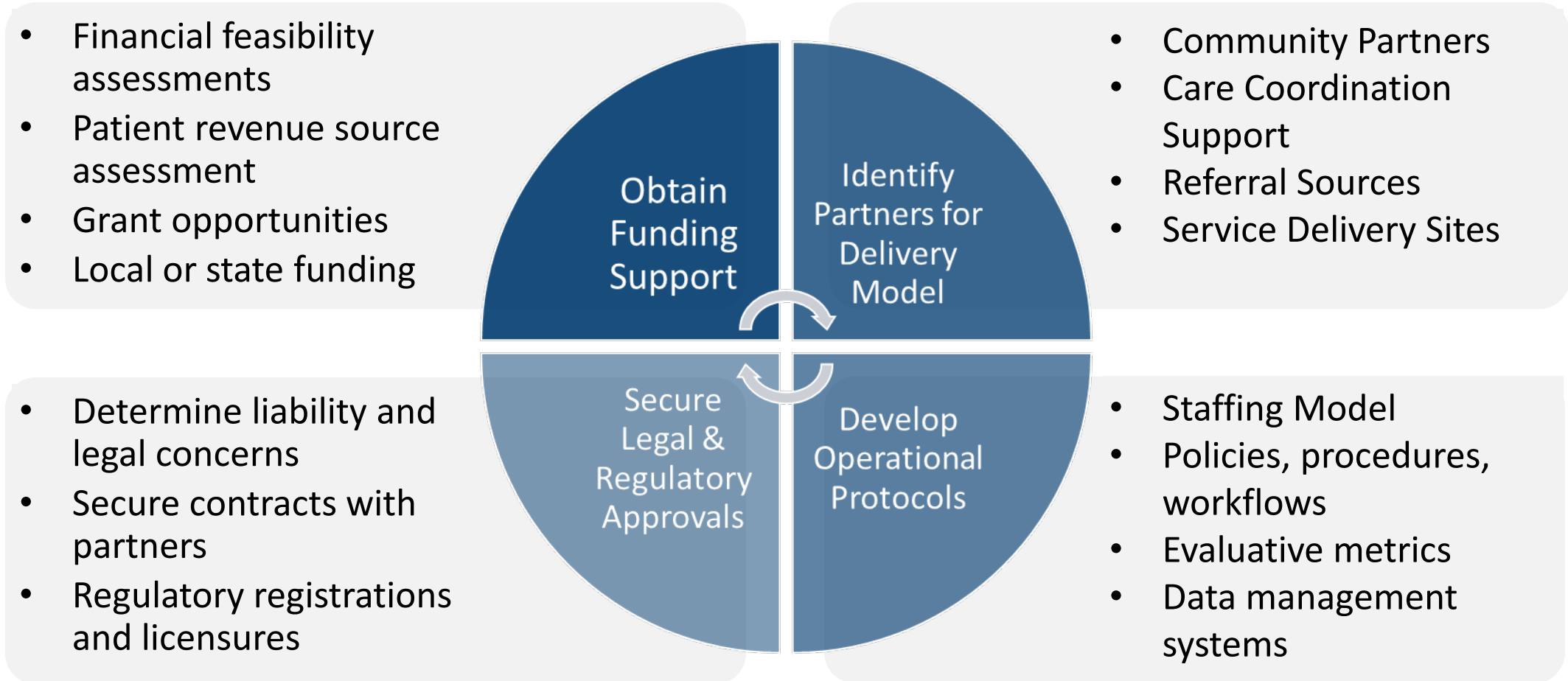
- WHO will pay for these services?
- WHAT is the payer mix?
- HOW will we be paid for services?
- HOW much will this program earn?

Expenses

- HOW much will this program cost?
- WHAT are the costs
- WHAT is the operating margin?
- WHAT is the cost per visit?



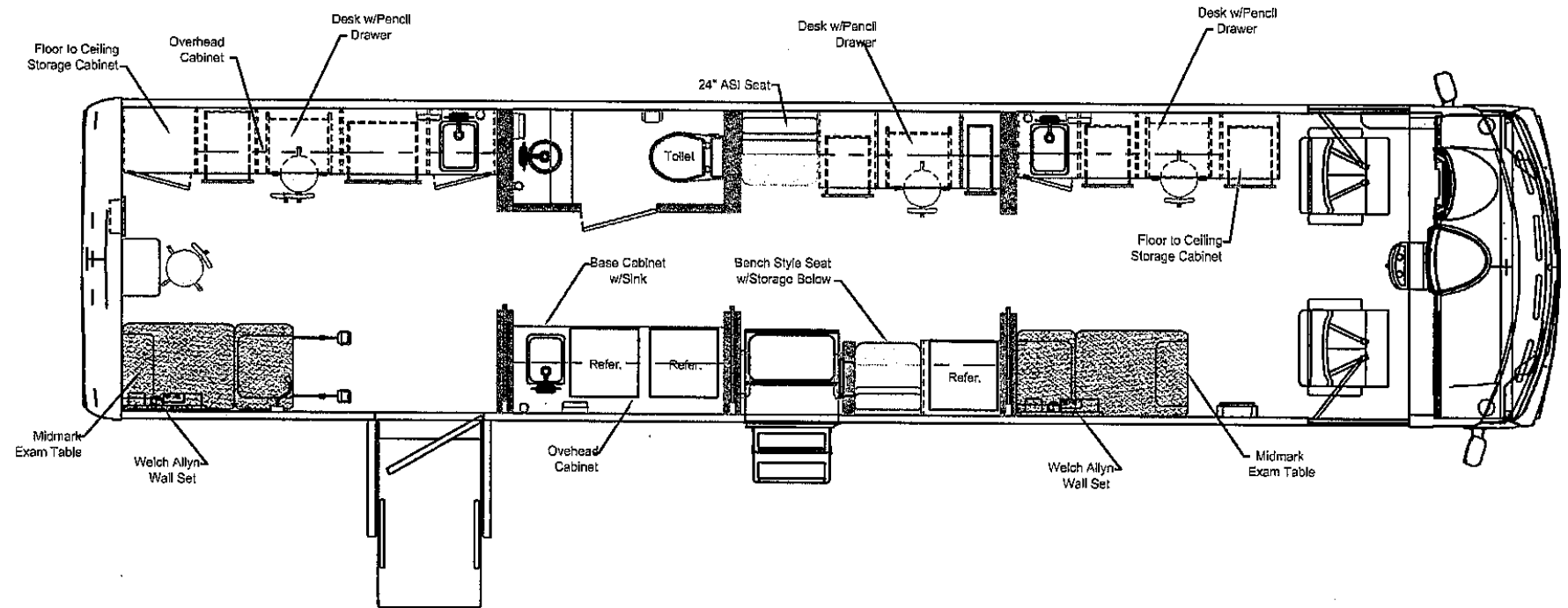
MOBILE PROGRAM DESIGN





SAMPLE VEHICLE SCHEMATIC

Interior Floorplan View





BUSINESS PLANNING ACTIVITIES

- Identify the core team included in the business planning process (finance, operations, IT, HR)
- Make sure data systems are timely and adequate to inform decisions made by leadership
- Identify the key factors to make this initiative a financial success – what is your project hinged on?
- Learn how to evaluate the quality of resources (people and infrastructure) required to carry out objectives
- Learn how to write and communicate the purpose of the business plan – be able to sell the world as to why there is a need to invest!





MOBILE HEALTH PROGRAM SUSTAINABILITY



POST-LAUNCH ASSESSMENT

- How well is your program doing? Is it meeting the needs previously assessed?
 - Patient satisfaction surveys
 - Staff satisfaction surveys
 - Actual to budget
 - Key performance indicators and quality measures
- What have been the challenges?
- What are the opportunities?
- What are barriers to achieving program goals?
 - Can they be overcome?
 - How does the program need to be adjusted?





WHAT IS A SUSTAINABILITY PLAN?

- Roadmap for achieving long-term goals
- Documents strategies to continue the program, activities, and partnerships.
- Assessment of:
 - Values that the project promotes
 - Relationships between organization
 - Services rendered
 - Profitability
- Addresses organizational and contextual factors:
 - Adaptability of program
 - Coalitions and partnerships
 - Communication approaches
 - Environmental supports
 - Funding and financial support
 - Organizational capacity
 - Program evaluation
 - Political support
 - Strategic planning



KEY COMPONENTS OF SUSTAINABILITY PLAN

Financial Modeling

- Revenues and Assets
- Operating Expenses and Liabilities
- Use and management of restricted and unrestricted funds
- Billable services

Efficient Operations

- Workflows, Policies and Procedures, Roles and Responsibilities
- Staffing Patterns
- Scheduling – staff and vehicle

Strategic Planning

- Opportunities
- Growth and Expansion
- Challenges and Barriers
- Achievable Objectives
- Timeline

Environmental Scan

- Needs assessment for patients and services
- Market assessment for competition



SUSTAINABILITY PLAN STRATEGIES

Several important strategies for achieving sustainability include:

Strengthening Partnerships

Increases visibility of program

Amplifies health messages

Trusted references

Building Capacity

Training program staff meet goals

Ensures needed skills, knowledge, specialties

Knowledge shared and retained

Diversifying Funding

Third-party reimbursement

Grants and fundraising

Medicaid/ACOs

Government agencies

Hospitals

Informing Changes

Assess organization and structure

Programmatic elements – services and staffing

Operational adjustments

Developing Messaging

Raise awareness of need and services available

Create conversations to impact behaviors and decisions

Outreach to intended target populations



QUESTIONS?





CONTACT



Rebecca Stauffer, MPA

Manager
Healthcare Consulting Services
New York, NY



646-625-5741



Rebecca.Stauffer@CohnReznick.com



[linkedin.com/in/Rebecca-Stauffer](https://www.linkedin.com/in/Rebecca-Stauffer)