

Starting a Dementia Diagnostic Clinic

Introduction to the Wisconsin Alzheimer's Institute (WAI) and the Clinic Network

Is there a business case to go forward with developing a clinic?

- Identified the justification for developing a clinic: i.e. unmet community need, gap in service continuum, strategic or organizational relevance, mission driven, payer source requirement...
- Identify the anticipated risks and benefits
- Identify financial feasibility and sustainability factors

- Defer clinic development at this time
- Identify alternative ways to meet need (i.e. enhance or supplement current service delivery, establish relationship with another healthcare system that has an existing dementia diagnostic clinic...

YES NO

Identify administrator champion, project management lead, timeline, and clinic development team members

Clinic Development Team to explore and determine the following functions (note: team composition should include at least one expert from each function)

Coding and Billing	Regulation and Compliance	Marketing	Pre-appointment Activities	Clinic Evaluation Protocol(s)	Post-evaluation Activities	Quality Management
<ul style="list-style-type: none"> • Explore various coding options that may influence clinic team member selection, services, and workflows • Establish regularly scheduled (bi-annually /annually) review of coding and billing prowess 	<ul style="list-style-type: none"> • Electronic Health Record and technology • Healthcare system polices and procedures • Federal and state regulations 	<ul style="list-style-type: none"> • Develop initial plan • Determine marketing hard copy and electronic material needs • Internal promotional activity • External promotional activity • Develop marketing benchmarks, metrics, and ongoing marketing plan 	<ul style="list-style-type: none"> • Define initial target patient mix • Referral source education • Develop screening and triaging workflows 	<ul style="list-style-type: none"> • Medical evaluation • Cognitive evaluation • Psychosocial evaluation • Labs and imaging • Staffing composition, recruiting, vacation replacement plans... • Clinic flow(s) • WAI affiliate guidelines 	<ul style="list-style-type: none"> • Internal services (PT, OT, home care...) • External services (Alzheimer's Association; Aging and Disability Resources; and other organizations) • Patient and support system transition of care strategies 	<ul style="list-style-type: none"> • Staffs' initial and ongoing training • Surveying customer satisfaction (all levels) • Bi-annual or annual "clinic health check" (coding and billing prowess, efficiency and efficacy targets, customer satisfaction, succession planning, marketing...)

Clinic launch

- Consider a mock clinic to run through appointment flow and logistics
- Establish a ramp-up plan, including pre-determined review points to monitor progress and address any issues

Once operational, regular "clinic health checks" (i.e. annually).