

December 2020

This Quarter's Stories

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We Were Featured in the Dallas Business Journal

Assist Health Group Gets Featured

Throughout this year, the Dallas Business Journal followed the Assist Health Group and director, Ali Poonawala, to gain insight on how our team was surviving through the COVID-19 pandemic. The Dallas Business Journal covered our COVID-19 timeline in an article released in May of this year.

In this quarter, our program has excelled and proven that we've overcome the barriers of the pandemic. In December, the Dallas Business Journal yet again put a spotlight on Assist Health Group with an article featuring some insights from Ali on stress testing your business and planning for disasters.



Director Ali Poonawala featured in the DBJ

Our New Authorization Terms



The image shows a screenshot of a 'Medical Services Voucher For Providers' document. At the top, there's a logo for 'Assist Health Group' and the title 'Medical Services Voucher For Providers'. Below this, a note says 'VOUCHER IS CONTINGENT UPON VERIFICATION OF ELIGIBILITY AT TIME OF SERVICE'. It includes a 'PATIENT INFORMATION' section with fields for Name, Date of Birth, and Phone number. An 'AUTHORIZATION #' field shows '652352342 | DATE: 12/15/2020'. A 'SERVICES AUTHORIZED' section lists 'CPT Codes' and 'Procedure Details'. A 'REQUESTING PROVIDER' section shows 'Provider Name: John Adams' and 'Phone: (800) 318-7954'. A 'CLAIMS' section notes 'Allowed Reimbursement: \$240.00'. At the bottom, there's a note about 'Authorization Validity Terms' and a 'Disclaimer' about the look of the voucher.

Assist Health Group's updated authorizations

We Heard Your Feedback

This quarter, we have implemented a major change to our authorizations. Through the feedback we received from collaborating providers, we received comments regarding our authorizations being sent too late, causing a time crunch for our providers with approaching appointment dates for patients.

We heard your feedback and to make our scheduling process smoother, we are now issuing authorizations within 24 hours of an appointment being scheduled. We hope that this change benefits our providers and creates a more streamlined system of scheduling and obtaining authorizations.

New Look to Authorizations

Along with our authorization terms changing, our authorizations have a new look! This year, we have been in the process of transitioning to our new name, Assist Health Group, and our new authorization forms now reflect our name change, making it easier for providers to note the change.

Check Out Our Office Remodel

Starting the Remodel

With a bigger team comes the need for a bigger working space. To adjust our office space to meet the needs of the team, we decided to expand and remodel our office space.

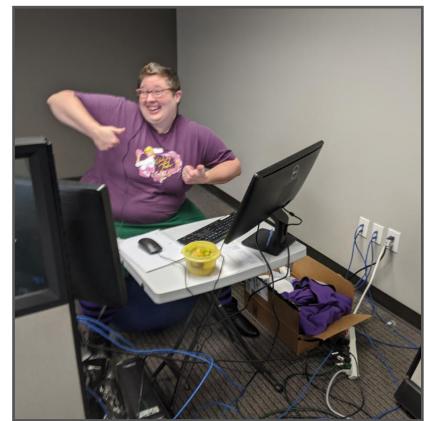
Our remodel began in September and started with building new walls in the vacant office space next to ours. The next step was breaking down the wall in our office to connect the two spaces, doubling the size of our office. Once the space was finished, new desks were installed for the team!



A peak at our new office cubicles

Working Through the Chaos

Throughout our remodel, the team was together in the office working through all of the chaos! Our team isn't new to rolling with the punches, so they made do with the space they had to work while the remodel was in progress! We are extremely appreciative of how understanding our patients and providers were during this time.



Kristin making it work without her desk

The New and Improved Assist Health Group HQ

The bulk of the remodel has wrapped up and our team is ecstatic about the transformation and to be in the office with substantial room for our team to grow.

Going into the new year, we are anticipating more changes around the office, but can't wait to provide more office updates along the way.

Meet Our Growing Team

Our New Team Members

Our team is now bigger and better than ever and ready to assist patients and providers with their needs. This quarter, we have brought on several new members of our always growing team and we couldn't be more excited.

The four newest members to our team have all joined our patient navigation team. We are happy to welcome Annalisa Lopez, Marnita Carroll, Kristin Aline and Karen Lyons to Assist Health Group!



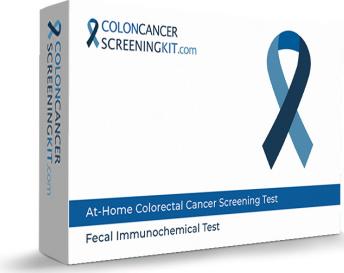
One of new team members, Karen Lyons

Increasing CRC Screening with ColonCancerScreeningKit.com

Breaking Down Barriers to Screenings

For over a decade, our program has worked to bring awareness to colorectal cancer and the importance of early screenings. ColonCancerScreeningKit.com brings colorectal cancer screenings directly to a patient's home by providing highly accurate FIT kits by mail. The total commitment time for testing is less than five minutes and the program provides easy to read reports upon test return.

The test is an affordable option for colorectal cancer screening at \$35 out-of-pocket, or free with Blue Cross Blue Shield and United Healthcare insurance plans. In addition to its low cost, the test does not require a primary care physician for a patient to order which helps break down barriers in screening.



Supporting Employers and Unions

To support cancer screening goals for employer groups and unions, ColonCancerScreeningKit.com created a turn-key solution to increasing screening rates while lowering costs.

ColonCancerScreeningKit.com offers a comprehensive campaign management tool that allows users to plan, launch and manage a screening campaign. The campaign portal allows campaign managers to view real-time statistics on their campaign screening rates and view patient reports.

Eligible members in a campaign receive colorectal cancer education by mail along with a FIT kit. ColonCancerScreeningKit.com provides members with automated follow-up reminders and access to a toll-free hotline for assistance. Members with positive results are counseled.

Working to Raise CRC Screening Rates

Currently, colorectal cancer is the third leading cause of cancer related death in the United States. Over the years of its development, ColonCancerScreeningKit.com has collaborated with the Law Enforcement Health Benefits (LEHB) of Philadelphia to combat the alarming rates of colorectal cancer diagnosis.

In 2018, our collaborative screening campaign with LEHB increased the number of members screened by a whopping 27% over a short 90-day duration. Not only did the plan see a spike in its members screened, but they were able to divert potential millions worth of cancer treatment costs for their members.

The Future of ColonCancerScreeningKit.com

In 2021, we plan to expand ColonCancerScreeningKit.com as a leading force for raising colorectal cancer screening rates in communities nationwide. We project that 50,000 FIT kits will be issued through ColonCancerScreeningKit.com in the upcoming year.

See What Our Patients Think

This quarter, we had the chance to speak with Karol Pfister to have her shed some light on her experience with our program.

Why was ColonoscopyAssist a good fit for your procedure?

Private health insurance coverage is too expensive for me, so I pay for my medical expenses out-of-pocket. I stumbled upon the ColonoscopyAssist website while getting information leading up to my 10 year screening and was relieved to find a way to protect both my health and my budget.

What were the other options to you other than ColonoscopyAssist and why did you ultimately choose the program?

The only other option to me was to pay cash with a local medical provider. I had no luck gathering information on pricing and projected charges. ColonoscopyAssist reduced my financial concerns.

How was your experience with the providers?

It was wonderful! I was a bit apprehensive at first, but when I arrived to the sure all of my worries disappeared. The staff was caring and polite and provided clear information.

Any words to the physicians considering to participate in ColonoscopyAssist?

Your involvement matters! There are so many of us who are uninsured or underinsured. Without cost effective screenings, far too many people would simply elect to not have it done. To the physicians that already participate in ColonoscopyAssist, thank you!

Any words to our readers that are on the fence about getting screened?

Colonoscopies aren't pleasant - we all know that! But they're certainly worth having done. The peace of mind in knowing that I had completed my colonoscopy with a good report was huge. ColonoscopyAssist helped make that happen, and I'm truly grateful.

Your involvement matters!
- Karol Pfister