

No More Half Measures: Applying “Breaking Bad” Principles to Good Risk and Quality Programs

Presented By:

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Polling Question

How many of you have seen the show “Breaking Bad?”

- A) Yes, I have seen it
- B) No, I have not seen it

Polling Question

How many of you who have seen the show “Breaking Bad” liked it?

- A) I liked it
- B) I did not like it
- C) I have mixed feelings about it
- D) I did not like it but the music was great

Premise of the Show “Breaking Bad”



- The series follows Walter White, a dispirited high-school chemistry teacher with a pregnant wife and disabled son, who is struggling with a recent diagnosis of incurable lung cancer (**HCC20**).
- White decides that “crime pays” and partners with a former student, Jesse Pinkman, to produce and distribute crystal meth to secure his family's financial future before he dies, while navigating the dangers of the criminal underworld and the fact that his brother-in-law is a DEA agent.
- The show premiered in January 2008 and continued for five seasons through September 2013. It has been consistently rated as **one of the best television series of all-time** and received numerous awards.

Your Presenter



- Dawn Carter is the Senior Director of Health Policy and Regulatory Affairs at Centauri Health Solutions, with over 30 years of experience in the healthcare industry. She has a proven track record of success in developing innovative products and services for the Medicare Advantage, Medicaid, and Commercial health plan markets and is a sought-after industry speaker and author as well as independent consultant and educator.
- Dawn holds a Bachelor of Science in Business Administration and a Master of Science in Healthcare Administration and is currently pursuing a Doctorate in Business Administration with a focus on Healthcare Management. She is a member of the American College of Healthcare Executives (ACHE) and is a Fellow of the American Academy of Professional Coders (AAPC). Her extensive AAPC certifications, including the CPC, CRC, CPMA, CDEO, and CPCO and recent appointment to the AAPC National Advisory Board for the 2025 -2027 term further demonstrate her deep commitment to knowledge and expertise in the healthcare field.

Technical Expertise is Not Enough



- **Half-Measure:** Only utilizing CMS/HHS reporting for completeness and accuracy metrics/KPIs, and/or not performing a leakage analysis and data inventory that extends back to the moment the member sets foot in a provider's office.
- **Half-Measure:** Punting operational improvement for risk and quality to IT with little/no/inappropriate business oversight, and/or excluding other data quality key stakeholders, such as enrollment, claims, provider systems, care management, etc..

Polling Question

How many of you have identified and can explain the root cause(s) for the percentage you are leaving on the table after EDPS/EDGE/Medicaid submission of encounters?

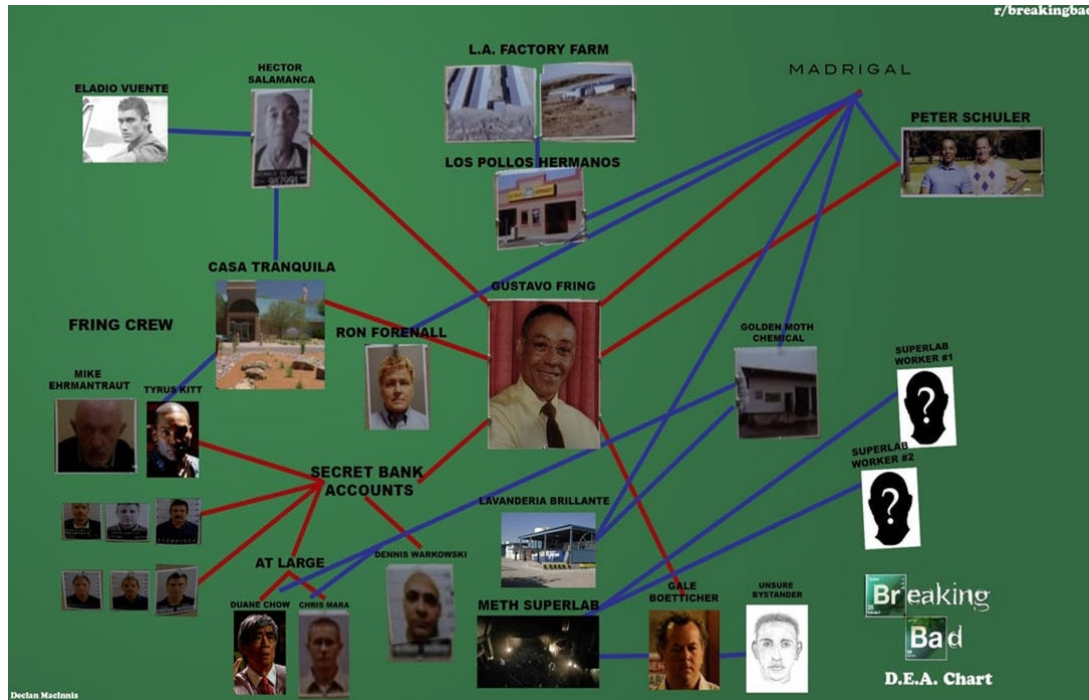
- A) We are at 100% submission acceptance
- B) Yes, we can explain them and actively work to close the gap
- C) No, we cannot explain them and need resources to help us do so
- D) Root cause? Isn't that a kind of vegetable?

Polling Question

How many of you perform leakage analysis on the FULL revenue cycle, meaning from the time a patient walks through a provider's door through submission to CMS/HHS/Medicaid as an encounter?

- A) Yes, we perform this analysis
- B) No, we do not perform this analysis
- C) What's a leakage analysis? Sounds like a personal problem or digestive system HCC...
- D) We perform an analysis, but not on the full cycle

Know Your Stakeholders, Including Members and Providers



- **Half-Measure:** Not having the right tools for all stakeholders to effectively access and use data that is both clinical and non-clinical, and both structured and non-structured
- **Half Measure:** Not clearly identifying all stakeholders related to data quality and not knowing that many of them are outside of risk and quality



Polling Question

How many of you have both pre- and post-visit CDI programs that include a review of the claim before it drops?

- A) Yes, we perform this analysis
- B) No, we do not perform this analysis
- C) We don't see the point in doing this
- D) Claim? What's a claim?



Polling Question

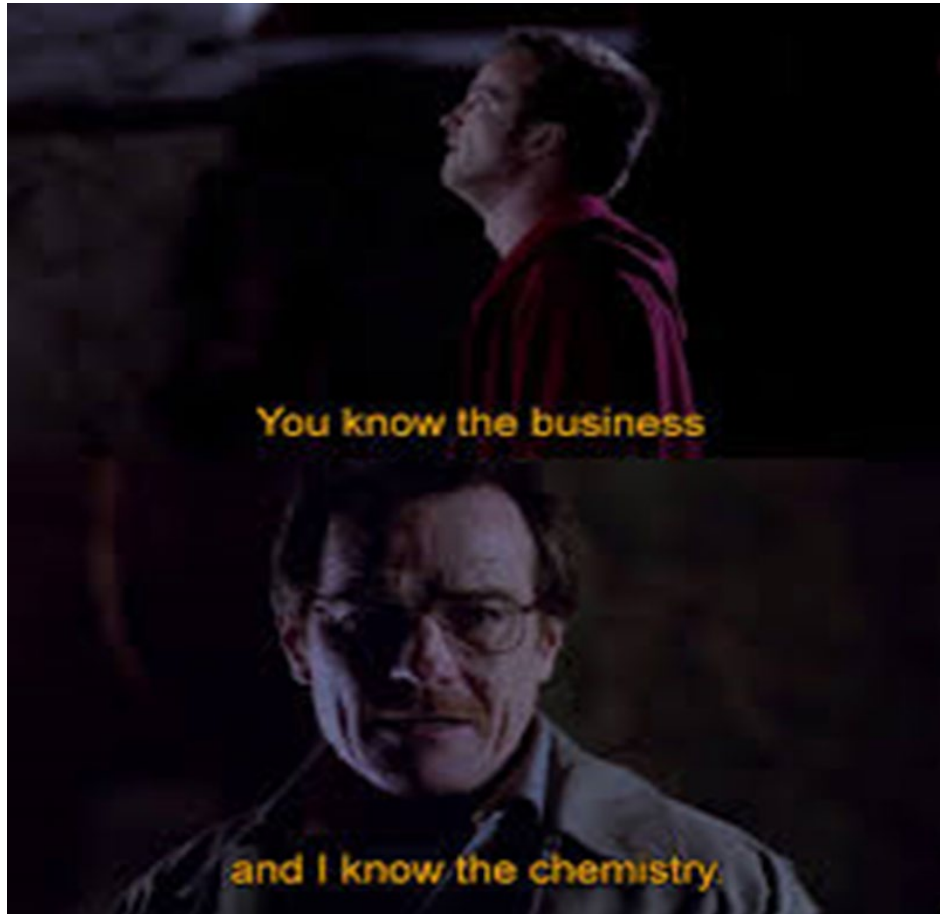
Who is the biggest stakeholder relative to data integrity and hygiene?

- A) Providers
- B) Payers
- C) The government
- D) Members
- E) All of these are stakeholders, and then some depending on the organization





Strategic Partnerships and a Culture of Innovation



- **Half Measure:** Caring for and nurturing your data assets in silos, making strategy development difficult and risk of an inability to fully assess risks and rewards
- **Half Measure:** Not fully embracing strategic interoperability through thoughtful use of automation and standards, preferably AI-enabled
- **Half Measure:** Not strategically investing in the people, processes and technologies that have the greatest ROI related to risk and quality programs
- **Half Measure:** Skimping on spending for cybersecurity and data privacy strategy



Polling Question

How many of you regularly meet with stakeholders to discuss challenges in cultivating strategic partnerships and a culture of innovation, and how to overcome them?

- A) Yes, we regularly meet
- B) No, we do not meet but we know that we should OR meetings take place and there is planning but no action
- C) I think there are meetings, but I am not sure
- D) We do not see the value in such meetings

No Half Measures



"I chose a half measure, when I should have gone all the way. I'll never make that mistake again. No more half measures, Walter." — Mike Ehrmantraut in "Breaking Bad"

Polling Question

For those of you who have not seen the show, do you now want to go and watch it?

- A) Yes!
- B) No!
- C) Maybe!



Polling Question

Did you learn something in this session?

- A) Yes! I learned that crime and half measures do not pay!
- B) No! I already knew all of these things and we do not have half measures in our risk and quality strategies.
- C) Where can we reach out to find out more about this topic?



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