

Enhancing Revenue for RDNs Demonstrates Value for Expanded Scope of Practice and Increases Access to Care

Continuing Professional Education
Webinar



Earn 1.0
CPEU

Complimentary Live Webinar Courtesy of Becky Dorner & Associates: Thursday, 3/13/24 (2-3:00pm EDT) Convert to your own [time zone](#)

Description and Speaker:

Join registered dietitian nutritionist **Wendy Phillips, MS, RD, LD, FAND, FASPEN** and learn how RDNs can expand their scope of practice and increase access to care.

Do you wonder how you can increase practice autonomy, higher salaries and reimbursement, and respect in the healthcare community? Learn how to advocate for the value that you as a RDN provide to your patients, clients, communities, and healthcare institutions to achieve these goals, while increasing access to safe, quality care. This session will discuss how RDNs can establish and maintain competency to provide safe and effective care.

Expanding skills to provide more nutrition-related services demonstrates expertise while increasing the variety and viability of revenue streams. This presentation shares a framework that RDNs can use to accomplish those goals, using examples from successful RDNs and nutrition practices in a variety of roles and settings.

Objectives:

After completing this continuing education course, the learner should be able to:

1. Evaluate applicable rules and regulations to justify an expanded scope of practice.
2. Create a proposal to provide services that enhance revenue opportunities in healthcare facilities or outpatient settings.
3. Advocate for expansion of nutrition services coverage in multiple care settings.

Disclosure:

Wendy Phillips certifies that no conflict of interest exists for this program.

Professional Approvals:

Becky Dorner & Associates, Inc. has been providing continuing professional education (CPE) since 1983 (Commission on Dietetic Registration provider number NU004).

Intended Audience: RDNs	CDR Activity Type and Number: Activity Type: 171 Live webinar/175 Recorded Activity number: 180978 Recorded Webinar: 180979
CPE Hours: 1.0	CDR Level: II
Suggested CDR Performance Indicators: 3.3.5, 4.1.4, 4.2.1, 7.4.1	

Note: Numerous Other Performance Indicators May Apply.


Expiration Date for Recorded Webinar: March 13, 2027.

How to Complete a CPE Course: <https://www.beckydorner.com/continuing-education/how-to-complete-cpe/>

IDEA Statement: <https://www.beckydorner.com/continuing-education/idea/>

Questions? Please contact us at info@beckydorner.com


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Details for Today's Program 

<p>Today's Webinar</p> <ul style="list-style-type: none">• Please refer to your handout for instructions <p>Program Length</p> <ul style="list-style-type: none">• 60 minutes <p>Questions</p> <ul style="list-style-type: none">• Live: Use GoToWebinar to ask questions• Recording: Email info@beckydorner.com	<p>Handouts</p> <ul style="list-style-type: none">• Live: Emailed to the person who registered for the program, and posted in the Go To Webinar System• Recording: Available on our website with the recording <p>Credit Hours/Certificate</p> <ul style="list-style-type: none">• Please refer to handouts for details
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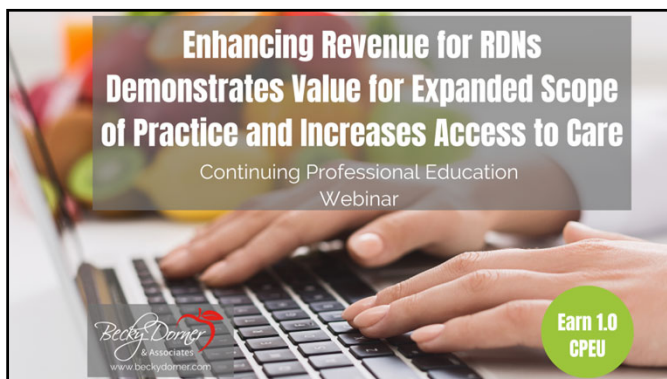
Wendy Phillips, MS, RD, LD, FAND, FASPEN



- Regional VP, Morrison Healthcare
- Wendy has also worked for Morrison as a Division Director of Clinical Nutrition
- Experience leading teams for outcomes measurement studies and enhancing revenue sources for RDNs and healthcare facilities
- Certified nutrition support clinician, fellow of the Academy, fellow of ASPEN, and a certified lactation educator
- Current Chair of the Academy's Nutrition Services Payment Committee and a member of the Dietitian Licensure Compact Technical Advisory Group

Disclosures: Wendy Phillips has certified that no conflicts of interest exist for this program.

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Session Description

Within applicable rules and regulations, RDNs can establish and maintain competency to provide safe and effective care. When these conditions are met, the Academy of Nutrition and Dietetics and the Commission on Dietetic Registration support and encourage an enhanced scope of practice for RDNs. Expanding skills to provide more nutrition-related services demonstrates expertise while increasing the variety and viability of revenue streams. This presentation shares a framework that RDNs can use to accomplish those goals, using examples from successful RDNs and nutrition practices in a variety of roles and settings.

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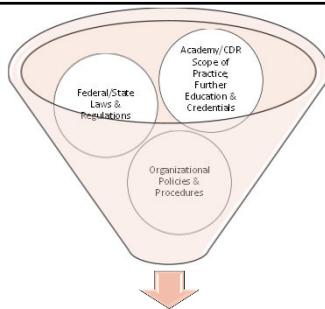
Objectives

After this presentation, attendees will be able to...

1. Evaluate applicable rules and regulations to justify an expanded scope of practice
2. Create a proposal to provide services that enhance revenue opportunities in healthcare facilities or outpatient settings
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Scope of Practice



Individual Scope of Practice

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2024 Update

Focus Area Standards
<https://www.cdrnet.org/Focus>

Revised 2024 Scope and Standards of Practice for the Registered Dietitian Nutritionist

Commission on Dietetic Registration
Scope and Standards of Practice Task Force

www.cdrnet.org/scope

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Federal Regulations

Based on Practice Setting

- Centers for Medicare & Medicaid Services (CMS)
- Accreditation Agencies (TJC, HFAP, DNV, etc.)

Congressional vs Agency Actions

- Medical Nutrition Therapy Act – Congressional
- Order writing privileges for RDNs in hospitals - Agency

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State Specific Laws and Regulations

Professional Licensure Acts and Regulations

- RDNs
- Other health professionals

<https://www.eatrightpro.org/advocacy/licensure/licensure-map-and-statutes-by-state>

Facility Licensing Rules and Regulations

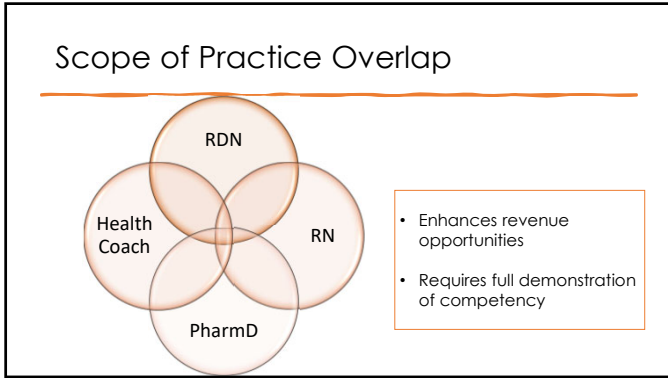
- Ask facility Quality Department or Administrator
- State Hospital Association and Medical Associations

Private Practice

- Reimbursement rules
- State Insurance Commission

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Increase Value & Revenue Opportunities Through Enhanced Scope of Practice

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Order Writing Privileges

Hospitals, Long Term Care Facilities

- Decreases length of time until intervention
- Improves patient outcomes
- Decreases provider burden, streamlines RDN work
- Decreases facility costs
 - Appropriate parenteral and enteral nutrition orders
 - Shift salary costs from physicians to RDNs

- Enhanced SOP and autonomy
- Can lead to increased RDN FTEs and salaries

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Malnutrition Coding

*Data shared at FNCE® 2023

- *Demonstrated \$\$ increase and other ROI
 - Improved coding and recognition of malnutrition with concurrent improvements in treatment
 - Increased facility revenue 440% within 2 years
 - Decreased length of stay by 1.9 days to 5.5 days in 5 hospitals across the health system
 - Enhanced interdisciplinary communication and relationships
- *Value for RDNs
- 3% salary increase at month 6 of participation and again at month 12
 - Increased RDN FTEs

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Procedures

Shift salary costs from physicians, nurses, or pharmacists to RDNs

- Feeding tube placement
- Waive testing – blood glucose measurement, blood pressure, etc.
- Nutrition focused physical exam
- Laboratory Orders and management

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Teaching Kitchens Culinary Skills Labs

- Bundled payment models
- Insurance reimbursement
- Multi- and interdisciplinary education opportunities



Check out the Teaching Kitchen Collaborative!
<https://tkcollaborative.com/>

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Outcome Measurement
to Inform Proposal
Development

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Questions That Must Be Answered For A Successful Proposal...

What new benefits will the payor (person or organization paying for the services) receive, if they start to pay for this service?

- Less expensive provider for the services already providing
- Decreased expenses in future
- Greater access to care

What will they get differently if they start paying more than they currently are?

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Questions That Must Be Answered For A Successful Proposal...

Are RDNs the only ones who can provide the service effectively, or the ones who can provide it most effectively? How can you prove that?

As an RDN, do you have the expertise to provide the service to bring the desired results? How can you prove that?

- Demonstrate safety
- Demonstrate improved outcomes

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Outcome Measurement

- Cost Avoidance or diversion
- Medications, IV fluids, parenteral nutrition
- Enteral nutrition, oral supplements
- Healthcare utilization (hospitalizations, ED/urgent care visits, etc.)
- Utilization of lower cost providers
- Length of stay



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Outcome Measurement

Category	Example
Patient/Client specific goals for care	Anthropometric, Behavioral, Clinical
Concurrent access to other health care services	GI Clinic
Quality of life, productivity	Ability to engage in activities of daily living
Community	High school graduation rates
Food security	Access to food and nutrition/culinary knowledge

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Proposal Components

- Start and end with financial benefit to the stakeholder
- Summarize in 1-page Executive Summary
- Return on investment (ROI) elements to include:
 - Patient/client/facility outcomes
 - Quality measures
 - Organizational mission/vision
 - Community reputation
 - Community health needs assessment

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Proposal Components

Needs Assessment Budget Plan – Be transparent! <ul style="list-style-type: none">• Expenses• Expected Revenue• Deferred Costs Productivity Plan Competency Assessment and Outcomes Measurement Plan	Support Needed <ul style="list-style-type: none">• Scheduling/Registration• Administrative• Marketing/Advertising Sustainability of Services Re-evaluation Date and Plan
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Advocacy

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Advocacy

- Dietitian Licensure Compact
- Medical Nutrition Therapy Act and other congressional/state legislative bills
- Publish peer reviewed research in journals, poster presentations, and other settings
- Recruit champions to support increased access to care and enhanced scope of practice

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References

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- Dosedel E. Compensation and Benefits Survey 2021. J Acad Nutr Diet. 2021(11):2314-2331.

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Thank you!



- **Credit Hours:** Please watch for a follow up email with detailed information on how to obtain your certificate (instructions are also on the next slide).
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2. Access the recording, download handouts, and review instructions on how to receive your CPE certificate at: <https://www.beckydorner.com/free-resources/free-cpes/>
3. Choose the appropriate webinar to access all the information.
4. Follow the instructions to obtain your certificate.

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