Developing an Endoscopic Bariatric Practice and Reimbursement

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www.stopobesityforlife.com
www.bellyballoon.com
## Disclosures

Companies with which I have a financial or other relationship(s):

<table>
<thead>
<tr>
<th>Company Name(s)</th>
<th>Nature of Relationship(s)</th>
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<tbody>
<tr>
<td>ReShape Medical</td>
<td>Consulting fees, Clinical preceptor, Clinical trial fees</td>
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<td>Apollo Endosurgery</td>
<td>Consulting fees</td>
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<td>Obalon</td>
<td>Clinical Trial fees</td>
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<td>Virtual Healthcare Partners</td>
<td>Founder/shareholder</td>
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<td>Baritrax360</td>
<td>Founder/shareholder</td>
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<td>Ethicon Endosurgery</td>
<td>Consulting and speaker fees</td>
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<td>Medtronic</td>
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New York Bariatric Group

- Nine full-time bariatric surgeons
- Combined performed more than 6000 laparoscopic gastric bypass, 3000 Lap-Band, 5000 laparoscopic sleeve gastrectomy, over 2000 laparoscopic bariatric revision procedures
- Have large experience with endoscopic bariatric surgery revision
- Offices in Nassau County, Suffolk County, Westchester County, Dutchess County, Manhattan, Fairfield, CT
- Endoscopy suite in four offices
- Full time anesthesiologist
- ASMBS Center Of Excellence in all of our hospitals
Shawn Garber, MD FACS FASMBS

- Establish NYBG in 2000
- Chief of Bariatric Surgery entire Catholic Health System
- Chief of Bariatric Surgery NYP Hudson Valley Hospital
- Director of the largest fastest growing bariatric surgery practice in the country
- Most experienced in USA with intragastric balloon placement – placed over 650 since FDA approval in August 2015
Endoscopic Bariatric Procedures We Offer

• Gastric Balloons
  – Reshape
  – Orbera
  – Obalon

• Endoscopic Stomal Reduction using Overstitch
• Aspire Assist
Gastric Balloons Address A Major Unmet Need

60 Million Patients

Non-Invasive / Minimal Effect: Diet Exercise Drugs
BMI <29.9

FDA approval for gastric balloons
30-40

Invasive / High Risk: Gastric Banding Gastric Sleeve Gastric Bypass

Only about 1% of eligible patients choose surgery

Slide concept adapted from “Defining Outcomes-Weight Loss” presentation by Louis J. Aronne, MD, FACP
Emerging Weight Loss Procedures Market

New Technologies

- ASPIRE
- Spatz3
- allurion
- ReShape
- OBALON
- apollo endosurgery
- BARONova
- valentx
- GIWINDOWS
- FRACTYL

2015: $671.8m
2020E: $1.1b+
The Potential Market is Huge

Estimated Percentage of Americans by BMI

- **6.3%** — 40+ BMI
- **35.7%** — 30-40 BMI

A 5x larger addressable patient population

Source: NHANES, 2009-2010
Differentiation: Steps to a Successful Practice

• Cash pay patients demand more attention than insurance covered procedures

• Customer service is most important
  • Front line to your practice
  • Extensive call center training

• Track patients closely from first registering on your website until time of procedure – increase conversion rates

• Make it easy for patients to get to their procedure date
  • Bariatric concierge
Patients want instant gratification

Get them booked ASAP!!!
Key Issue

How to attract the right patients to your practice?

How to communicate the value of gastric balloons or other endoscopic bariatric procedures?
Attracting Patients to Your Practice
Building a Marketing Plan

- Update your website
"Bad dog! What'd I tell you about relying on the Internet for medical advice?"
Get the Word Out

- Advertising and PR

Choose Wisely
Picking between media channels or pathways.

Measure Results
Tracking performance of your marketing program.
NYBG Marketing: What We Do

• Live online informational seminars each month with video chat capability of up to 100 people.
• Extensive primary care physician outreach
• Live online after hours chat through website
• E-blasts to patient database
• Increased patient reach with new technology and procedure offerings
Media Purchased

• Subway ads
• Television commercials on major networks – ABC, CBS, NBC, Cablevision
• Radio ads
• Extensive PPC and SEO Internet campaign
• Direct Mail
• Billboards
• Print Advertising
• Social Media Advertising
New York Bariatric Group Advertising and PR

Client: New York Bariatric Group
Title: Obalon
ISCI: NYBGO0117H
Length 30sec
Date: January 16, 2017
New York Bariatric Group Advertising and PR

StopObesityForLife.com
New York Bariatric PR

People Magazine
What Patients Need to Know Before the Procedure

Setting expectations

Committing to healthy living

Support them along the way
The Importance of Education and Engagement

- Reinforces the value of the procedure
- Supports better weight loss
- Encourages referrals
Keeping Patients Engaged
Aftercare is Critical to Success

• Participation: patients who participate in follow-up lose up to 2X more weight than those who don’t participate
• Staff: critical to have dedicated support and encouragement by dieticians, psychologist, exercise specialists
• Virtual aftercare – increases compliance
• Workflow solutions to keep track of balloon patients and contact them monthly to remind them of need for follow-up appointment and removal at 6 months
• Adjuncts: internet-enabled scales are helpful and also track otherwise noncompliant patients
How EBP Can Feed Your Practice

• Converting patients not appropriate for EBP
• As a next step for EBP failures
  – Note that some patients have increased stomach wall thickness after IGB treatment and need to wait at least a few months prior to surgery
• Preparing high BMI patients for surgical procedures
  – Smaller viscera, better metabolism?
  – Would avoid!!!!!!
Virtual Aftercare

• Patients make own appointments online or via app with nutritionist and fitness instructors
• Live one on one virtual nutrition and fitness sessions on computer or on iphone/android phone with app.
• Live streaming group nutrition and fitness classes
• Pre-recorded fitness and nutrition classes
• Automated email and text reminders to keep patient engaged and increase follow-up compliance
• Recording of patients one on one sessions and saved in own folder for reviewing at anytime
Nutrition & Patient Compliance

~60% of patients do not follow up with nutrition post bariatric surgery(1)

- 69% of patients prefer virtual care follow-up after surgery (JAMA) (2)
- Increased compliance rates with patients using telemedicine & virtual healthcare platforms (3)
- Postoperative nutritional consult improves bariatric surgery outcomes(4)
- Multiple patients surveys and studies have demonstrated patient and consumer compliance increase with on-demand services (5,6)

(2) http://hitconsultant.net/2015/09/25/veterans-prefer-telehealth-visits-to-in-person-follow-ups/
My New Year's resolution was to stop lying to myself about making lifestyle changes.

So far... so good!
Reimbursement

• Are gastric balloons covered by insurance?
• Is Aspire Assist covered by insurance?
• Is Endoscopic Sleeve Gastrectomy covered by insurance?
INSURANCE POLICY
NOT ALLOWED
NOT COVERED
NO WAY
NO HOW
Do we want these procedures covered by insurance??

• Reimbursement rates will probably make it not worth our time to perform these procedures.
• For gastric balloon will probably reimburse close to price of endoscopy
• For Aspire Assist will probably reimburse close to price of a PEG
Can you bill any portion of services through insurance?
AT&T Careplus

• Supplemental Insurance Policy for current and past employees of AT&T

• Effective 1/1/2016
  – ReShape Duo Non-Surgical Intragastric Balloon for treatment of obesity is covered
Determining Self Pay Pricing

• Do NOT undervalue your services
  – Balloon patients will torture you for at least a few days. Expect many phone calls.

• Calculate Costs
  – Physician fee
  – Endoscopy facility fee (insertion and removal)
  – Anesthesia (insertion and removal)
  – Cost of device and ancillary supplies
  – Medications
  – Aftercare
    • Nutrition and Exercise
  – Need to discuss possible unexpected costs with patients
    • Emergency room visits, etc.
Offer Financing

• Care Credit
• Prosper Healthcare Lending
• Greensky Credit
Thank you

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