

# *The Nuts and Bolts of Developing an Oncology Nutrition Program*

## **Use Guidelines to Strengthen the Necessity of the Registered Dietitian**

- The Association of Community Cancer Centers (ACCC)
- American College of Surgeons: Commission on Cancer Program Standards 2012
- The Joint Commission

## **Define the Benefit of What an RD Brings to a Comprehensive Team (Bottom Line)**

- Use Evidenced Based Research
  - Evidence Analysis Library 2013: Relationship Between Nutrition Status and Morbidity Outcomes and Mortality in Adult Oncology Patients
- Consider QI projects
- Consider Outcomes Research
  - Dietetics Based Practice Research Network (DBPRN)
  - Free resource through the Academy
- Elevator Speech
  - Dietitians are “good medicine” and can provide a return on investment (ROI)
  - Prevent weight loss
  - Prevent delay in treatment
  - Prevent visits to the ED/ER or hospital
  - Save MD/NP/Nsg time with symptom management education
- Become a Revenue Generator versus a Cost Center
  - Survivorship Programs
  - Weight management
  - Cooking Classes
  - Healthy Shopping Tours
  - Organic Farm Tours
  - Metabolic Testing
  - Organic Garden
  - Retreats
  - On-line Education
  - On-line Classes

## **Determine Reimbursement Strategies**

- To Bill or Not to Bill—Use the Academy for All Things Reimbursement! <http://www.eatright.org>
  - In-patient
  - Out-patient
  - For Profit
  - Non-Profit
  - Private Practice
- Identify Grant Possibilities
- Identify Foundation Opportunities
- Identify “Seed Money” for Programs
- Determine “Champions”
  - Physicians or Management

- Key Players
  - Reimbursement Specialists
  - Billing
  - Payer Contracts
  - Credentialing and Compliance
  - Provider Enrollment
  - Medical Records
  - Accounting, Finance and IT
  - Scheduling
  - Marketing
- Meet with Insurance Companies
  - Elevator Speech
  - Market Credentials (CSO)
- Ask for Reports
  - Number of patients seen
  - Revenue Generated or Cost Center
  - Referring Physicians
  - Insurance Reimbursement

### **Market the Service**

- The Academy “Online Marketing Center” <http://www.eatright.org>
- Brochures, Handouts, Flyers
- Speaking Opportunities
- Word of Mouth
- Direct Mailing
- Newspaper
- Billing Statements
- Bulletin Boards
- Business Cards
- Promotional Products

### **Social Media**

- Facebook
  - Public (Rules for Contests) or Private
- YouTube
- Websites
  - Monitor
  - Be Aware of Content
  - FAQ
  - Nutrition Articles
- Blogs
  - Nutrition Policy
- Twitter
- Applications (Apps)