

The PTA Differential: Important Ideas to Consider

1. Lead your efforts by being patient centered. How will the actions of the private payers impact patients? Patients are consumers. They may have a choice in who provides their healthcare.
2. Establish your goals. What is the best potential outcome? If that is not achieved, what alternatives would be better than the existing payment differential that has been implemented/is going to be implemented?
3. Recognize this fight is not over. Payers are gathering more information and will likely come back with a differential of some kind in the future.
4. Celebrate small victories. This is what advocacy can do!
5. Use a team approach. One Chapter established a workgroup of 6 individuals, each doing tasks and reaching out to different parties to get as many voices involved as possible. A neighboring state may also wish to be involved.
6. Do not be afraid to reach out to the leaders of local healthcare organizations. They have skin in the game as well.
7. Provide data whenever possible. Data comparing treatment reimbursement from 2012 to 2022, for instance, has been invaluable.
8. Your State Chapter may have an ongoing relationship with a payer contemplating implementation. They may be receptive to your concerns. Establishing these relationships is key.