

## Department of Dermatology

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# Small, but **BIG** Aspirations



Clinical Faculty – 3.7  
Residents – 6

Affiliate Faculty – 10  
Fellow - 1

# Suburban Site Opening November 14, 2016:

## Approx 30,000 square feet for dermatology

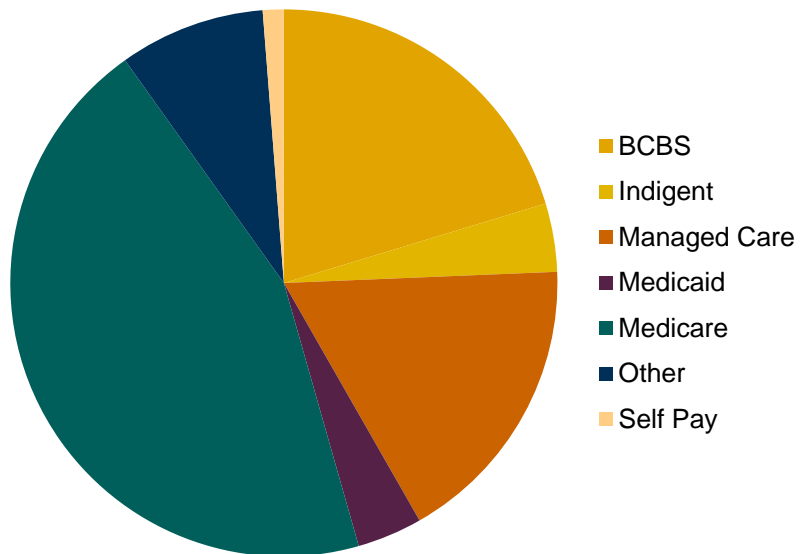
- 24 medical dermatology examination rooms
- Phototherapy center, including Daavlin ML24000 pure UVA 1
- Contact dermatitis laboratory and testing services
- 2 procedural dermatology pods of 4 procedures rooms each
- Histology laboratory
- Dedicated dermatopathology service
- 6 procedural dermatology examination rooms
- 4 room laser suite
- Central sterile on site
- Physician office and administrative space
- Conference space for 50 attendees

## More details.....

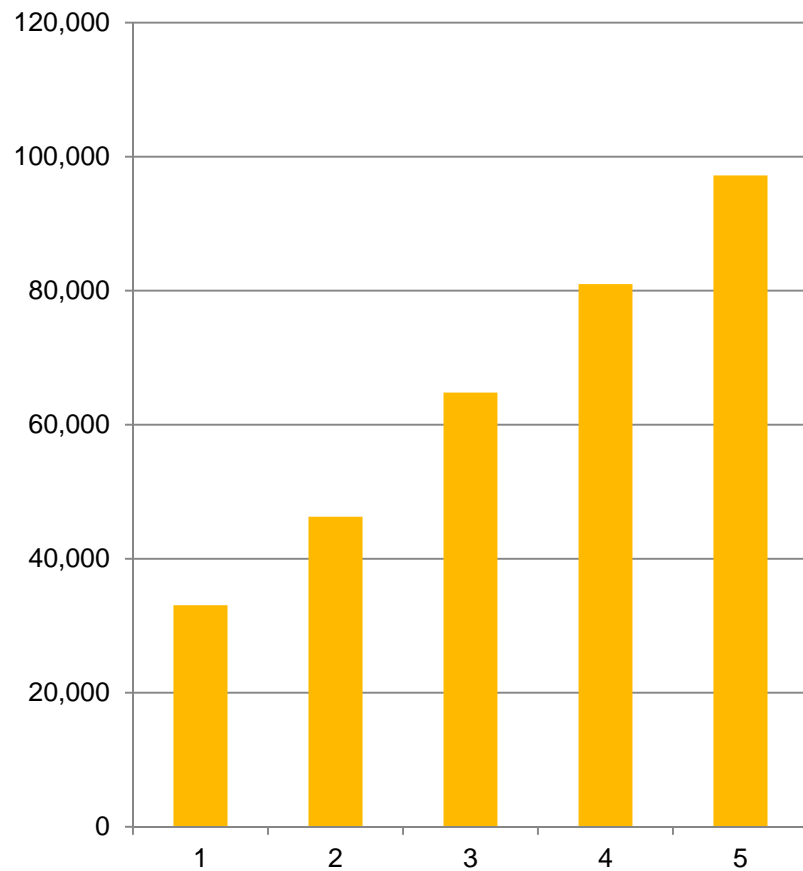
- Non provider based billing model
- All building overhead and expenses are borne by the practice plan
- All employees work for the practice plan
  - 14 medical dermatology
  - 22 procedural dermatology
  - 4 administrative staff – administrator, associate administrator, coordinator, financial analyst
- Moving from a dyad management model to a triad model

# Performance Statistics

## Payor Mix



## Anticipated Visit Growth



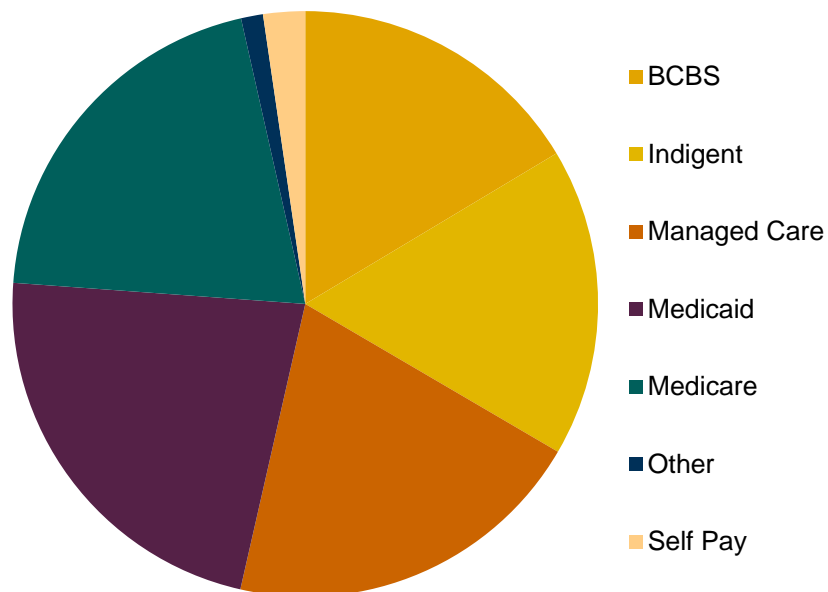


# Downtown Urban Campus



# Downtown Richmond Level I Trauma Center on major interstate Safety net hospital with Ambulatory Clinics

**Payor Mix**



- Provider based billing model
- Staff employed by VCU Health
- Approx 6 employees
- Medical dermatology only
- Inpatient consults
- 3,600 - 4,000 visits annually
- Transitioning to resident practice

# Employment Entities and Models



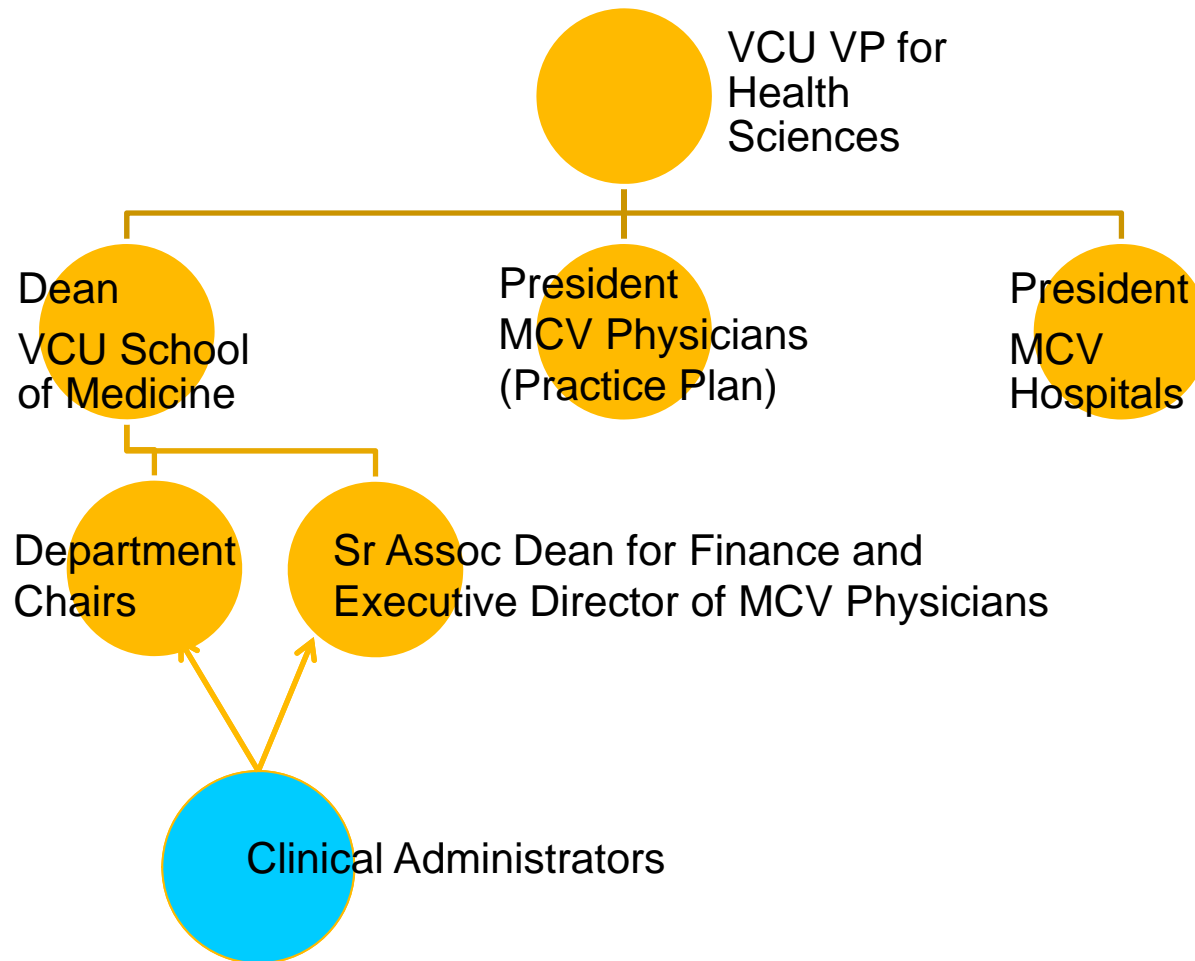
1. Traditional faculty employment model is dual: 1) University and 2) MCV Physicians (practice plan).
2. Offering practice plan-only employment more frequently for those with only clinical focus.
3. Mid levels are employed by the practice plan only.
4. Residents are employed by VCU Health.



# Productivity Metrics

- cFTE = clinical sessions + funded time
- Separate salary funding for administrative roles, UME teaching, research.
- ALL participants in the Compensation Plan have 10% funding for Citizenship, UME teaching (<10hrs) and GME teaching.
- Productivity measured in FPSC work RVUs with annual update  
FY17 benchmarks:
  - Medical dermatology 7,202 wRVUs
  - Mohs 14,472 wRVUs
- Nurse practitioners are salaried, productive and provide expedient access

# Administrative Organizational Structure



# Strengths, Opportunities and Threats

## Strengths

- Clinical productivity and revenue generation
- Strong Mohs program with fellowship
- Community extension = better payor mix
- Physician compensation plan
- Universal dedication to education
- Minimal administrative expense
- Lack of dependence on alternative funding

## Opportunities

- Research
- Faculty recruitment
  - Attracting and retaining millennials
  - Culture shift

## Threats

- Retirement
- Reimbursement
- Community competition
- VA competition

# 40TH ANNUAL SOUTHEASTERN CONSORTIUM FOR DERMATOLOGY

## *Psoriasis and Inflammatory Disorders*

October 14 - 16, 2016

Richmond, Virginia



Virginia Commonwealth University Department of Dermatology  
and

Eastern Virginia Medical School Department of Dermatology

