

Adding Allergy Testing and Immunotherapy to Patient Care

Background & Overview

A thriving practice delivering comprehensive patient services in-house, including family care, pediatrics, internal medicine, rheumatology, gynecology, and dietitian services, wanted to expand its offerings with on-site allergy testing and immunotherapy. The practice’s physician team strived to improve the level of care they provided by going beyond simply treating allergy symptoms to address the causative agents of allergies.

Solution

The practice partnered with United Allergy Services (UAS) for in-house allergy testing and immunotherapy to ensure patients receive high-quality care in one convenient location.

UAS’s Clinical Allergy Specialist, integrated within the practice and working under the supervision of practice physicians, handles most allergy-related tasks. This arrangement significantly reduces the administrative burden on physicians while maximizing patient benefits.

Because of the substantial patient education, training, and support included in the UAS protocols, immunotherapy injections and sublingual drops can be safely administered in the office or at home.

While a pediatrician in the practice initiated the partnership with UAS, the entire practice now utilizes allergy services for its adult and pediatric patients.

Every year, the practice provides allergy testing and immunotherapy to a steady stream of patients, which also results in a consistent stream of added revenue, typically exceeding six figures annually.

ABOUT THE PRACTICE

THE PRACTICE:

Primary care

PATIENTS:

Adults and children

LOCATION:

East Coast

SERVICES:

Comprehensive primary care in one convenient location

MEDICAL TEAM:

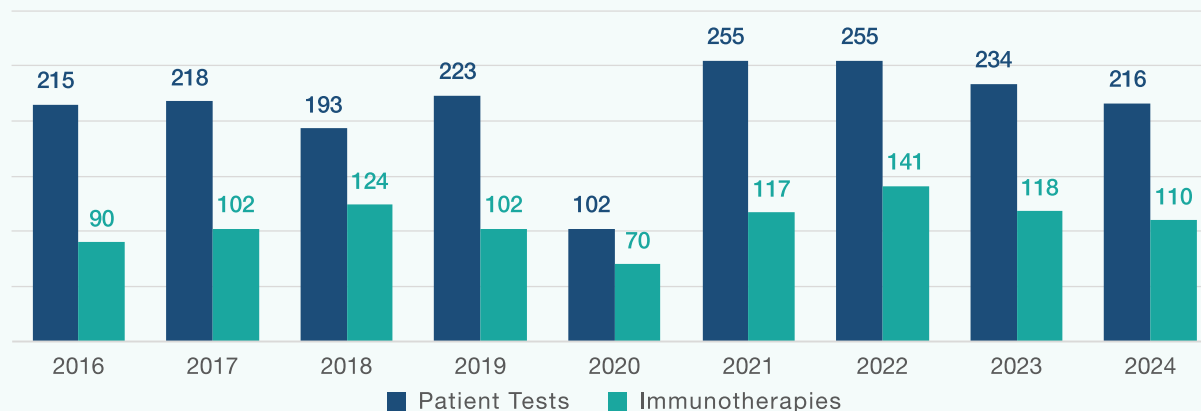
4 physicians and 3 CRNPs

UAS IMPLEMENTATION DATE:

5/11/2015

The graph depicts annual numbers of patients receiving allergy tests and immunotherapy under the UAS protocol from 2016 through 2024.

Allergy Testing and Immunotherapy by Year



*Jan-Feb 2016 and Oct-Dec 2024 are estimates

A Win-Win

Prior to the partnership with UAS, practice physicians referred allergy patients to an outside specialist. Since adding allergy services in-house, the practice has seen:

- The growth of on-site allergy testing
- A reduction in the number of sick visits related to allergies
- Patients who feel more comfortable with testing and immunotherapy due to the convenience and comfort of it being provided in familiar surroundings
- Higher patient compliance with allergy treatment protocols

The practice's patients now see allergy testing and immunotherapy as an integral part of the services they receive and report that it is more cost-effective than getting the same

care from a specialist. For the practice, offering allergy services helps keep patients within the office for coordinated care.

When asked why the practice chose to partner with UAS instead of providing a home-grown allergy service solution, the Director of Operations offered the following:

"UAS provides comprehensive support in deploying our allergy services. The team provides labor-intensive operation support, such as marketing, employee management, prior authorization, and screening processes. Most importantly, the UAS leadership team provides protocol compliance, quality assurance, and consultation support to ensure that every patient receives the greatest care possible."

Patient Success Story

Here's just one patient's perspective on her experience with UAS after having received allergy injections since July 28, 2023:

"Prior to me taking allergy injections, I was constantly sick, catching colds, bronchitis, all kinds of upper respiratory infections, and having asthma attacks. Being treated with steroids and antibiotics for the majority of my life really made me tired."

"Finally, at the age of 48, I got sick of being sick and just decided to try immunotherapy. I scheduled my appointment with our lab, and that is where I met the amazing Clinical Allergy Specialist, Megan. She is a very confident, knowledgeable, friendly and patient individual. She walked me through the process and made sure to answer any and all questions or concerns."

"Since I have been on allergy injections, my life has changed tremendously. I have not had any major colds or anything. Even my doctor made a comment when I came in for my physical. She was surprised that she had not seen me for any sick visits. Thanks to your amazing staff. They are truly making this process a great experience."

Conclusion

Every practice stakeholder benefits from providing in-house allergy care as an ancillary service. Allergy testing and immunotherapy deliver an additional revenue stream, improve patient outcomes, and free up time for physicians to focus on other health issues due to the support that's in place for their chronic allergy sufferers.

Patients appreciate the one-stop convenience while receiving high-quality services that help improve their lives. The integration of allergy services has enhanced patient satisfaction and strengthened the practice's financial stability and potential for growth.

