Partnering with Non-Medical Home Care

• Changing environment incentivizes new mindset.
• Why Non-Medical Home Care?
  – HRRP, MSPB, BPCI driving Non-Medicare payment expertise
• Formal VS Informal relationships
  – Ideas for Partnerships
Non-Medical Home Care Mindset Then and Now

4 years ago

- Non-Medical Home Care only
- ADLs only Bathing, Dressing, Transferring
  - Call 911
- Private Pay Cash only
  - Wealthy patients

Today

- Expanding services to facilitate all areas of Non-Medical Care (AL, IL, MC, AFH, and Technology)
- Non-Medical readmission prevention interventionists
  - CHF, COPD, Diabetes,
- Alternate Payment Expert
  - LTCI, VA, Insurance, Care Credit, Voucher
  2015 DART introduced
  - Assess, Care plan, CG Journal, report
Example CHF Patient

• 3 years ago, wait call 911
• DART
  – Non-Medical Interventions
    • Weigh each day, low sodium diet, med reminders
• Keys are…
  – CG education with link to medical partner (Fri 9pm)
  – ACO, HMO, BPCI RN or SNF return within 30 days
  – Follow-up Communications with at-risk stakeholders
4 years ago

- Medical referral focus
  - SNF, LTAC, Home Health, DME
- Medicare FFS Mindset (Large network)
  - SNF, LTAC, Home Health, DME
- Home Care offered to those refusing SNF and Home Health
  - Wealthy difficult patients

Today

- Non-Medical Resources being utilized more
  - Better Outcomes and patient satisfaction
- New Medicare reimbursement drives HMO like mindset (narrow network)
  - HRRP, MSPB, BPCI, ACO-
- Home Care offered earlier and more often
  - Ride Home packages, BPCI, Managed Medicare, and Non-Medicare sources used.
Why Non-Medical/Medicare Options First?

- Expertise in utilizing Non-Medicare Payment sources
  - LTCI, VA, Life Insurance, Reverse Mortgages
- Non-Medical interventionists
  - CHF, Diabetes, COPD,
- Affordable In-Home Care
  - Daily Eyes and Ears
- Decreased MSPB, 30 day Readmissions, Patient Lojack for Hospital readmit.
  - Give me a line of communication and I have to use it.
Home Care Partnerships

• **Informal**
  - Home Care companies that understand and adapt to your needs
    - Readmission prevention, MSPB, BPCI
    - Non-Medicare payment sources
    - Non-Medical interventions
    - Higher level of communication and coordination
  - Not the ones who bring the best goodies and gifts

• **Formal**
  - BPCI bundles
  - Care Credit Programs
    - Hours tracked/utilized
    - Clients
  - Placement voucher programs
    - Placements received and given
  - Joint Ventures with Home Care and Placement Companies
  - Narrow network of providers
    - 1 of 2 1 of 1 of 3 strategies
Non-Medical Home Care

Perception VS Reality

- Brenda SNF SW
- Your and your DP’s perception will drive utilization
- How Many People have Long-Term Care Insurance? (650K)
- How Many Veterans who served one day during wartime?
- How many who have Life Insurance?
- How many who let Life Insurance go? (30%)

- What can you do?
- Ask the non-medical magic questions…
- Do you have Long Term Care Insurance?
- Are you or was your spouse a veteran? Serve 1 day during time of war
- Do you have life Insurance?