

Hospitals Must Create New Post Acute and Healthy Lifestyle Service Lines that Create New Revenue Streams to Survive in a post-ACA Model

According to a new report by the nonprofit coalition Northeast Business Group on Health (NEBGH), a successful coordinated care model must encompass three elements:

- Identify high-risk patients and support them through the transition of care process.
- Create new revenue sources through transitional care services to ensure the model is sustainable.
- Ensure employee engagement and communication to ensure the new services are sustainable.

"To really move the needle on readmissions reduction, stakeholders need to pool their resources and engage in pre-planned management activities that would better identify patients at high risk for readmissions and lead to more efficient use of clinical support resources from both health plans and health systems," said Jeremy Nobel, M.D., executive director of the NEBGH's Solutions Center (Fierce Healthcare, July 10, 2014)

Hospitals and health systems should start by identifying which services make sense in their market, and then start evaluating how the service might serve as a new source of revenue for the organization. With inpatient revenues continuing to decline, hospitals and health systems must find new sources of revenue to ensure the bottom line remains stable. Operating a hospital as a stand-alone entity is no longer a sustainable model - hospitals must innovate and partner with post acute providers or get into non-traditional post acute services and healthy lifestyle business models to survive and thrive in a post Affordable Care Act model.



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