

# 2011 Industry Thought-Leader

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The Accreditation Commission For Health Care

## Reflections Of The Year 2011 – What Has Home Care Learned?

### The Accreditation Commission For Home Care

919-785-1214

[www.achc.org](http://www.achc.org)



**Barb Sylvester**, Vice President Of Clinical Compliance & Accreditation

Marketing a home health agency in 2011 became more difficult as agencies were confronted with the face-to-face requirement. At least two lessons should have been learned. One, evaluating and streamlining every possible process in operations to reduce costs and two, increased efforts to educate the doctors on the value of patients receiving care in their homes while diligently strengthening those physician relationships for retaining referrals.

Risk management should have also been in the top 2011 priorities. Perhaps the greatest risk in the industry this year has been an increased number of OIG Health Care Fraud Prevention and Enforcement Action Team (HEAT) activities targeting home health agencies. Home health was put on alert in 2010 to be fully compliant with a wide variety of Medicare and Medicaid statutory and regulatory requirements. Providers were warned to take the HEAT initiative seriously. During the past year, prudent administrators thoroughly scrutinized their Compliance Plans to be assured that they were up-to-date and in compliance with all regulatory requirements.

2011 will likely be recorded as the nation's worst year on record with natural disasters that included floods, blizzards, tornados, and hurricanes. Home health disaster plans were put to the test like never before throughout the country. Coming out of a catastrophe for an agency should generate a number of questions: Had the staff adequately prepared patients for potential disasters? Was the agency able to mobilize staff? Was a disaster plan evaluation conducted after the disaster to identify strengths and weaknesses?



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### HealthWyse

877-777-9973

[www.healthwyse.com](http://www.healthwyse.com)



**Michael Kramer, CEO**

Home care and hospice agencies are wondering what their role will be in the new continuum of care. There are new care models (Patient-Centered Medical Home), new organizational models (Accountable Care Organizations) and new reimbursement models (bundled payments) coming to the market. The million dollar question for home care and hospice agencies should be ‘how do we become a major player in these models?’

Agencies need to see the opportunity in this future and adapt quickly. The reduction of costs and the improvement of outcomes for high-risk, high-cost patients is a common theme in healthcare reform.

*Home care and hospice agencies are uniquely suited to provide exactly the right kind of care for these patients.* These patients require “high-touch” management driven by proven evidence-based models, which is a direct extension of the existing competencies of excellent home care and hospice agencies across the country.

To that end, HealthWyse is now introducing technology to enable agencies to support all aspects of this approach to care for the first time. This technology begins with intelligent assistance at the point-of-care and supports coordinating the entire extended care team on a health information exchange. Agencies will now be able to deliver this care and have a compelling and prosperous business proposition to make in their changing markets.

HealthWyse was founded in 1998 to help agencies survive and thrive in periods of transition. In 2011, HealthWyse is further transforming the game for agencies in order to allow them to support disease management going forward.

### Product Information

Proven to increase revenue, decrease costs and improve patient outcomes, HealthWyse offers a fully integrated clinical and financial software solution for home health, hospice and private duty agencies. With the most progressive software developers at the helm, our solution is intuitive, powerful and customizable to the unique processes of your agency. Proactive software updates are seamlessly distributed to keep your agency in compliance with existing and upcoming regulations, and our survivability architecture ensures the security and accessibility of your data should disaster strike. Our award-winning solution includes:

- Agency management; intake/referral, scheduling, clinical workflow, timesheet review, reporting and analysis and secure messaging – made easy with the HealthWyse office-based module. Supplemented with our optional time and labor export module, you’ll enjoy streamlining and eliminating many manual data entry tasks.

- Finance and billing; identify 100% of billable revenue and decrease DSO by 49% with our all-inclusive billing, claims, processing and remittance module.

- Point of care and telephony; one of the only point of care solutions to run on Windows 7, PDAs and iPads, the RAC-proof HealthWyse solution runs on the industry’s widest selection of devices and has an astounding 100% clinician adoption rate!

- Custom reporting; supplement the already-extensive library of standard reports with a module that allows you to create customized and ad hoc queries to your database. Recognize new opportunities and gain competitive advantage in the marketplace!

- Medication management and navigation modules can also be integrated into your software system to provide an advanced solution to help propel your agency to the top.

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Enhancing Outcomes for Patients and Their Caregivers.™

## Hill-Rom Offers Education Workshops Designed For Post-Acute Caregivers

### Hill-Rom

800-638-2546

[www.hill-rom.com](http://www.hill-rom.com)

### Product Information

Hill-Rom has been a trusted partner in health care since 1929. That is when our founder, William A. Hillenbrand, decided to “bring the home into the hospital.”

Today, we provide innovative solutions through our clinically trained sales force and national service network. We are a leading supplier of home care bed frames, therapy surfaces, patient lifts, bariatric solutions, furniture and clinical education services.

As an innovator in patient care technology, Hill-Rom offers you post-acute care continuing education courses that provide high quality programs to fulfill your ongoing CE credit needs. Hill-Rom’s programs are conducted by our trained account managers and can be scheduled at a time convenient for you.

Completion of each program provides you with 1.0 contact hour of continuing education credits. Hill-Rom post-acute care CE programs are accredited by the California Board of Registered Nursing and by the Commission for Case Manager Certification (CCMC).

- Accurate Assessment and Documentation of Pressure Ulcers
- Bariatric Considerations for Home Care
- Braden Scale for Pressure Ulcer Prevention
- Pressure Ulcers and Support Surface Selection
- Pressure Ulcers and Wound Measurement
- Science of Surfaces
- Staging Essentials

To learn more about our post-acute care education services or to schedule a program, please contact your **Hill-Rom** Home Care account manager at **800-638-2546**.

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### McKesson Provider Technologies

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**Chris Dollar**, Homecare and Hospice General Manager

Over the course of 2011, we've seen that the pace of change in the industry is constant. Limiting your focus to whatever next regulatory item goes into effect within the next 60 days will only prepare you for the next 60 days. Agencies must learn to reinvent themselves by focusing on the future.

The CMS vision for the future of post-acute care focuses squarely on the patient, who will have choice and control of services provided. It also will feature seamless transitions between care settings, reward excellence through payment reform and make better use of health information technology.

Hospitals understand that they must reduce readmissions, meaningfully use electronic health records, demonstrate a patient-centered approach to care, have success partnering with other providers and show a low cost of care compared with peers with similar quality measures. Home health and hospice agencies that can demonstrate their ability to help hospitals achieve these goals will become the "providers of choice" to health systems looking for the right care continuum partners.

Information technology is the key. Unless you know what your costs are, for example, you can't begin to streamline your operations. If you're not taking advantage of technology to automate and support care delivery, you're likely burdened with reconciling clinical documentation versus attending to patient needs.

Yes, looking at the long-term financial and operational future of your home health or hospice agency can seem like an impossible task because of the day-to-day challenges that you face. But the delivery and payment of healthcare is undergoing a fundamental transformation, and you cannot afford to be left out.

### Product Information

McKesson offers a full suite of automation solutions designed to help your home health or hospice agency heal and comfort in a more connected way.

Horizon Homecare brings best and evidence-based practice recommendations directly to the point of care. The system allows clinicians to easily and quickly plan and document patient care and makes it available to the entire care team. Horizon Homecare makes patient chart information accessible via a laptop computer, so clinicians can automate and standardize clinical processes in the field and in the office.

Horizon Hospice fully supports the care documentation needs of hospice providers, from certifying terminal illnesses to performing the last bereavement activity. The system provides hospice Notice of Election and hospice-specific guidelines and assessments.

It allows hospice providers to track personnel, including volunteers and per diem clinicians from associated facilities.

McKesson's newest solution for home health agencies is CuroSphere™. Designed to support the strategic operational and clinical IT needs of startup and growing home care agencies, CuroSphere is easy to set up and use, affordable and simple to maintain. We deliver CuroSphere via software-as-a-service (SaaS) – sometimes referred to as "cloud computing" – so there's no on-site installation of the application at your agency.

The full McKesson suite brings together caregivers, patients and all of your partners for better relationships, efficiency and care. With McKesson solutions, you can train users faster, document better and collaborate easier. That's the power of McKesson home health and hospice IT solutions.

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### Qualis Management, LLC

866-787-3189

[www.qualismanagement.com](http://www.qualismanagement.com)



**Ray Thomas**, President

Economic factors, political change, demographic shifts, technology, and consumer perception are five mega-forces we must understand, anticipate, strategize, and proactively address within our organizations. This process can be quite complex or unbelievably simple.

More of our population will be older as baby boomers age. Because of our national debt, America must seek lower-cost health care options. We must embrace technology, thoroughly understand our own variable and fixed cost expenses, and be able to react to opportunities quickly as they present themselves. There will be an ever-increasing divide between the high-end service and low-cost value. Most of us will have to be very cost effective going forward. Doing all clinical tasks right, while important, is of little long-term value without the consumer perception of your company's high-quality care.

Intelligently marketing to your community – embrace social marketing – smart continuous investments in technology – lowered fixed costs – lower debt - refinance at lower market rates – build financial reserves – understand variable costs – build flexible cost and resource solutions to respond to fluctuating patient volume - partner with innovative leaders – question status quo – treat all employees as your most valuable resource – continually train employees - identify blessings and communicate thanks.

We at Qualis want to build on our corporate culture that celebrates the opportunity to serve our clients, building long-term trust with the continual addition of value added services. Our work doesn't have to be easy – and we cannot control the changing market – but we can control our attitudes, our appreciation, and our commitment to service.

### Product Information

#### QUALIS MANAGEMENT GOALS

**SAVINGS:** Qualis is a DME *management* company – NOT a DME vendor. This distinction is important for you since it means that we have no bias in what DME vendor you utilize. We contract throughout the country to include both national vendors and local independents. We understand that high-quality patient service is critical. While one DME vendor may be exceptional in one area, the same vendor may lack in another community.

With Qualis, use any DME you desire, and we assure all pricing is competitively bid and that service standards and accreditation are verified. Qualis can blend invoicing from various vendors into one simple per diem rate which quantify defined savings.

**SERVICE:** Qualis will provide DME service standards and benchmarking, review utilization, and make recommendations to improve cost-effective care. We actively review for fraud and abuse. Qualis will review and consolidate all DME vendor billing into one electronic report. If you have any issues with any DME at any time and want assistance, Qualis is one call away from responding to your need.

**NO-BRAINER:** A *no-brainer* is defined as “something so simple and easy as to require no thought.” We at Qualis strive to make working with us a “no-brainer.” Utilize the DME vendors of your choice. We guarantee reduced costs. We consolidate all DME invoices and provide utilization reports. We handle any DME concerns for which you need assistance. Check our references and then trust in our promise that “We will exceed your expectations – reducing DME headaches and costs.”