

2011 Industry Thought-Leader



The Accreditation Commission For Health Care

“How Is Your Company Positioned As A Partner To Home Care Agencies?”

The Accreditation Commission For Home Care

919-785-1214 • NAHC Booth #349

www.achc.org



Barb Sylvester, Vice President of Clinical Compliance & Accreditation

ACHC Insights Passion Through Engagement

Affecting patient outcomes provides an adrenalin rush equaled to the exhilaration experienced on a roller coaster. Home care field staff and administrators alike experience these surges of excitement when dedication and hard work is rewarded by successful outcomes.

The Accreditation for Health Care (ACHC) considers partnering with home care agencies as a method to insight passion through engagement. Positive patient outcomes coupled with regulatory compliance is acknowledged during on-site surveys. The staff’s interaction with the accreditation surveyors provides a valuable source of best practices to front-line workers by industry experts.

Although the services that ACHC provides to home care agencies are specifically standards and on-site surveys, the essence of partnering is the education that is provided that leads to successful business practices and improved patient care. The collaborative approach that ACHC utilizes with home care agencies empowers organizations to excel.

Many home care organizations find that their greatest constraints are lack of both time and financial resources. This limits their ability for peer-networking, exploration of advanced technology and access to innovative PI practices. ACHC provides a consultative approach to every organization.

The everyday business partners we contract with provide a rhythmic, merry-go-round approach which is routine and predictable. ACHC provides home care agencies with a *strategic* partnership which heightens enthusiasm through engaging staff and inspiring excellence.



“How Is Your Company Positioned As A Partner To Home Care Agencies?”

Cardiocom

888-243-8881 • NAHC Booth #322

www.cardiocom.com



Daniel L. Cosentino, MBA, CEO And President

To overcome today's home health agency challenges, you need to deploy telehealth to operate smarter, not work harder. With Cardiocom, it's as if you are making a home care visit every single day. Cardiocom's Telehealth Solution can decrease acute care hospitalizations and optimize skilled nursing visits for high-risk patients. By using the Cardiocom System, you know exactly who to visit and when to visit your patients based on their daily reported telehealth data. Cardiocom has created a new value proposition by developing home telehealth intervention and disease management processes that are proactive, efficient and effective. Our targeted telemonitoring solutions improve remote patient care and reduce unnecessary medical costs.

Cardiocom focuses your financial and clinical resources so they know who, when and why to intervene each day. Cardiocom's **Integrated Clinical Telehealth Services** model combines state-of-the-art remote patient monitoring technology with targeted, personalized nurse intervention and patient management services using our sophisticated software platform and patented telehealth processes.

Telehealth is a key component of any care transitions or care coordination business model. It can extend your service duration or enhance your value proposition with influential referral sources. Home Health is moving rapidly towards outcomes and value based purchasing where quantitative outcomes results matter, not visit frequency. Call Cardiocom today to implement telehealth and enhance and secure your home health agencies market leadership position.

Product Information

CARDIOCOM COMMANDER FLEX™ – Connecting Patients Using Advanced Wireless and Cellular Technology

Cardiocom's Commander FLEX™ device offers an unprecedented array of unique telehealth features such as: Active Voice, Branching Logic, Rotations, Two-Way Messaging, Multi-Format Survey, Integrated Blood Pressure with Smart Sensing Technology, Integrated Cellular and Remote Programming that makes the system easy for your patients. Commander FLEX's modular design allows you to select vital sign measurement devices that provide the most appropriate and cost-effective care. Commander FLEX simplifies home telehealth management and education for patients with complex conditions such as: heart failure, hypertension, COPD, asthma, diabetes, chronic kidney disease and end stage renal disease.

BLUETOOTH WIRELESS HEALTH DEVICE PROFILE (HDP) – Cardiocom is one of the first telehealth providers to embed the Bluetooth® Wireless Technology using the Health Device Profile (HDP). This is the new industry standard wireless protocol

for transmitting medical data.

GRAPHIC INSTRUCTIONS – COMMANDER FLEX features a large, LCD graphic display for illustrative photo instructions that further simplifies daily use and offers another dimension for interaction and education. Vital sign and other key data can be trended and accessed right on-screen.

EASY INTERFACE WITH ACTIVE VOICE – Active Voice optimizes the patient's experience and ease-of-use by asking questions in a clear, friendly voice. The patient is provided with both audible voice and written prompts to enhance interactivity. COMMANDER FLEX includes a brightly lit LCD display that's easy to read, adjustable speech volume and large textured Braille buttons.

MULTI-SURVEY FORMAT – Health messaging, education and surveys can be provided through the COMMANDER FLEX to your patients in a variety of formats including: Multiple Choice, True-False, Likert Scale, Alphanumeric and Yes-No.

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HealthWyse

877-777-9973, Ext 305 • NAHC Booth #448

www.healthwyse.com



Michael Kramer, CEO

It's not just the HealthWyse software solution that helps home health, hospice and private duty agencies succeed – it's the partnerships we forge with our clients that propel them to the tops of their industries. A software solution alone cannot help an agency leverage best practices to drive efficiencies. But when your software partner is as dedicated to your agency's success as you are, you'll understand how to use your software as a means to increase revenue, decrease costs and improve patient outcomes. Our clients have seen revenue increases upwards of 55% within 15 months of implementation! We've seen DSO reduced by over 49%. And adverse events reduced by over 40%. These are real results generated from the collective efforts of both our clients' teams and our team.

Beyond helping our clients improve the overall performance of their agencies, we also help them proactively address regulatory changes – without business disruption. We quickly and seamlessly distribute software updates to address regulatory changes before they happen, ensuring that our clients are not only compliant but also eligible for the maximum amount of financial reimbursement.

Having a software provider is rarely enough to promote agency success. You need a software partner. Someone who helps your agency fully leverage its software solution. Someone who shares best practices. Your software partner should consider your agency's success to be their own. At HealthWyse, we provide our clients with technological customizations that can help them gain a strong competitive advantage. But even without advanced customizations, our clients get much more than a clinical and financial software system – they get access to a team of industry professionals who are equally dedicated to their success. And that goes a long way.

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 • NAHC Booth #515

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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“How Is Your Company Positioned As A Partner To Home Care Agencies?”

Homecare Homebase

1-866-535-4242 • NAHC Booth #340

www.hchb.com



April Anthony, CEO

Ten years ago we founded Homecare Homebase on the simple premise of leveraging technology to give home care and hospice agencies access to the data they need to make sound, strategic business decisions and provide the best care for their patients. At that time patient visit data was captured and stored almost exclusively on paper, and every step from intake to receipt of payment was laborious and inefficient. Today, we wirelessly capture patient data during the visit and utilize technology in the back-office to share data in real-time with everyone in the patient’s circle of care. One integrated system allows agency management instant access to truly meaningful data that can be used to positively affect agency operations.

By combining our in-depth industry knowledge with today’s technology, Homecare Homebase has created a scalable, dynamic software platform that empowers caregivers to deliver an increasingly higher level of care through the use of a consistent set of clinical protocols. From management’s perspective, Homecare Homebase delivers objective measures from which to benchmark results and maximize service utilization. As a result, our customers are experiencing increased organizational productivity, optimizing lower cost disciplines without sacrificing quality outcomes, all while lowering staff turnover. Homecare Homebase gives agency management the tools they need to be successful, not only in today’s challenging regulatory and reimbursement environment, but also in the future.

Product Information

Homecare Homebase™ is a comprehensive software solution designed specifically to improve the clinical, operational and financial effectiveness of homecare and hospice agencies. The Homecare Homebase solution provides robust reporting tools for all levels of agency management with a constantly-expanding library of over 250 standard reports, providing the ability to dive into agency data and craft meaningful strategies to operational challenges and changing industry trends and requirements.

Comprehensive understanding is critical to a successful business, which is why Homecare Homebase is such a complete solution; it enables agency staff to improve overall patient care with accurate, complete and timely information, while also adding to the bottom line. Agencies can see cost reductions in back office staffing, forms production and storage, and non-billable clinician time while adding revenue through better field staff utilization, increased productivity for caregivers and overall improved case management and reporting.

The Homecare Homebase solution is enhanced with the addition of Knowledge Link™, a powerful business tool that allows agencies to access and dynamically analyze data like never before. The executive level Agency Dashboard provides a

customizable shortcut for monitoring various sets of key performance indicators while the Business Analyzer provides a more sophisticated, data warehouse and analysis tool to compare countless variables across the agency. Combined these tools provide agencies the knowledge to make informed business decisions for ultimate success.

The power of these Homecare Homebase reporting tools is in the depth of information they provide and the ability to customize that information into specific categories for expedient, concise analysis. Given this kind of access to their data, agencies get a clearer, more complete picture of their performance for better decision making.

With this kind of analytical power the Homecare Homebase integrated solution can deliver an agency a return on investment in excess of 200% within 18 months of implementation based on average returns. Agencies of all sizes, from across the country, can reap rewards from this complete solution. The endless possibilities for clinical, financial and operational success and the invaluable ability will help ensure you and your team, are able to provide the very best in patient care.

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“How Is Your Company Positioned As A Partner To Home Care Agencies?”

McKesson

800-800-5403 • NAHC Booth #728

www.mckesson.com



Chris Dollar, Vice President And General Manager, McKesson's Homecare And Hospice Group

McKesson has been partnering with home health and hospice agencies to provide solutions to leading hospital-based and freestanding providers since 1982. Today, nearly 500 organizations representing more than 2,000 agencies rely on these solutions to support 40,000 professionals and more than 25,000 paraprofessionals in the field providing direct patient care each day. McKesson supports customers with multiple business lines in all 50 states. Our relationship with the broad diversity of agencies ensures that our products support a vast cross-section of the industry.

We rely on multiple avenues of feedback from this broad customer base to ensure that McKesson's products continue to meet their needs as the industry evolves. We partner with our customers and industry experts in a number of ways:

- The Horizon Home Care Advisory Council is made up of customer executives from whom we solicit information on industry issues and their priority and impact to their business.
- Input from customers individually and collectively through the voice of the active independent Horizon Homecare National Users Group is collected and used to determine specific requirements, projects and priority of those projects.
- Customers often are involved at various times during the development process to validate direction and to test during the development process.
- McKesson is an active participant of several leading industry trade organizations, including the National Association for Home Care & Hospice and the National Hospice and Palliative Care Organization.
- We engage with home health and hospice industry consultants to ensure regulatory compliance and incorporate best practices into application work flow.

The continued evolution of Accountable Care Organizations and transitional care models is requiring that today's homecare and hospice leaders take a broader view that positions their agencies within the wider scope of the healthcare community. As the nation's oldest and largest healthcare services company, McKesson sits at the crossroads of healthcare connectivity. With McKesson as your partner, together we have the expertise, resources and passion to adapt to changing market demands.

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Enhance Productivity On-The-Go With McKesson Medical-Surgical

McKesson Medical-Surgical

800-542-0310 • NAHC Booth #1000

HHAsolutions.mckesson.com

Product Information

McKesson Mobile Manager HCSM offers clinicians on-the-go access to McKesson Medical-Surgical's ordering system from the convenience of their Smartphones – anywhere at any time.

With the Mobile Manger HC ordering solution, clinicians have the power to view recently purchased items and place patient orders without ever having to go into the office. Easily look up patients using alpha letters, and make reordering faster by accessing purchasing lists or previous orders. Mobile Manager HC is also a great solution for replenishing McKesson Medical-Surgical's Clinician Trunk Bins to help ensure nurses are always stocked with the supplies they need on-the-go.

Mobile Manager HC doesn't just make ordering convenient, it also ensures Home Health Agency owners stay in control through integrated rules management tools. HHA owners have the power to manage all clinician Smartphone purchases based on product, spend and utilization rules – helping to better manage costs and giving clinicians more time to focus on providing patient care.

By allowing clinicians to order supplies quickly, right from the patient's home, Mobile Manager HC enhances productivity, leading to better care and more operational efficiency for your business. Mobile Manager HC is more than a Smartphone ordering solution. It's a smarter way to focus on what matters most – delivering high-quality patient care.

Call your **McKesson Medical-Surgical** Account Manager at 800.542.0310 or visit HHAsolutions.mckesson.com to learn more.

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“How Is Your Company Positioned As A Partner To Home Care Agencies?”

Sandata

800-544-7263 • NAHC Booth #626

www.sandata.com



Harold Blue, CEO

The old business philosophy, “to compete in business all you need is to offer a quality product, at a fair price, and good customer support,” no longer holds true in today’s evolving healthcare market. The lagging U.S. economy and recent legislative mandates have led to new types of market structures such as Accountable Care Organizations, which are emerging within the health care sector. Home care agencies are looking to establish secure footholds in regard to their standing in their communities, and will need to focus on connectivity with these emerging organizations as well as to deliver and measure quality outcomes. Multiple constituents in the community will need to share and exchange data securely and efficiently, and work together to drive positive patient outcomes.

Thus it will become even more important for home care agencies to choose technology partners that can help manage and enhance these relationships. These vendor relationships will be highlighted by advanced solutions that streamline their businesses. These solutions will be highlighted by SaaS and Cloud based technology to enhance the ability for the home care agency to extend their presence to their key stakeholders. These vendor partners also must be defined by true industry thought leaders that can provide them with a global view of the market to help them understand the impact of the changing environment for all constituents.

Technology companies who want to address these market concerns and position themselves as true partners and market leaders will have to encompass all of the factors listed. Lastly, they must have the financial wherewithal to invest in developing solutions that address an evolving marketplace.

In seeking both financial and operational efficiencies, home care agencies are partnering with forward-thinking vendors; companies that deeply understand agencies’ business needs and the broader marketplace in which it operates; and vendors with established technologies that can easily adapt to the demands of an uncertain health care environment.

Now ask yourself, “is your company positioned as a partner to home care agencies?”

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“How Is Your Company Positioned As A Partner To Home Care Agencies?”

Qualis Management, LLC

866-787-3189

www.qualismanagement.com



Ray Thomas, President

Qualis builds its partnership with Home Care Agencies by aligning our interests with their interests. It sounds simple, yet it involves much effort on our part. Our work with DME follows the traditional model of Pharmacy Benefit Managers, but with a few distinctions. First, you order directly from the DME provider you choose. Second, we are not a DME ourselves, so providers do not view us as competitors. We are a DME management company that works in your best interests 100% of the time.

DME providers send their invoices to us, and we use our proprietary systems to ensure each charge is correct; then we pay providers every two weeks. Each month, clients receive either a fee-for-service or capitation invoice from us with detailed reports, and as integrated with your accounting system as desired. Savings, better service, and the implementation of best practices are the results.

We consider ourselves a Partner with clients as opposed to a vendor, especially since if Qualis manages vendors well, then our partners benefit. Apparently, our clients feel the same way, since we grow from referrals. We welcome the opportunity to tell you more and begin with a no-fee analysis and return to you with answers. If our findings are something you desire to pursue, then we can move forward with a more formal partnership. To learn more, please call me at 252-557-1724.

Product Information

A successful business starts with a vision which differentiates a product or service. For Qualis Management, we created an expansion of a proven benefit – the Pharmacy Benefit Management (PBM) model which became a major force in the 1980's. Insurers and hospice provider's found added value through “carving out” the pharmacy benefit.

Durable medical equipment costs have been rising at a rate higher than that of health care inflation, so the Qualis vision was to provide guaranteed savings and improved services through a DME carve out. We felt we could best distinguish our services by allowing our customers to participate in the creation of their own preferred provider DME network. We decided that Qualis Management was not going to compete with our provider network as an equipment vendor. Our focus was to be recognized as the

industry's DME management expert. Because service is such an important factor in hospice, nurses could use their favorite suppliers, and Qualis Management would handle the contract negotiations, invoicing, credentialing, auditing, and quality monitoring.

With the vision in place, Qualis built the needed technology, hired committed staff, and integrated an extreme level of high customer focus. In five years we have built a national network with local neighborhood DMEs as well as national vendors. The Qualis Management vision for success concentrates on lowering DME costs and eliminating administrative burdens while providing the highest quality standards in the industry for our clients, their patients, and our company.