



By LISA REMINGTON

Market Signals To Broaden Continuum of Care Services

How to get your organization positioned for the future.

It's not business as usual for home health, hospice, palliative care, in-home providers, and community-based organizations. Instead, the market is signaling significant change is ahead. The transformation allows new companies to enter the care at home space and signals that traditional models of care are being disrupted.

THREE STRONG MARKET SIGNALS NAVIGATE THE FUTURE

Underpinning the innovation of care at home is the expansion of chronic care management. Providers should be proactive in developing business models to expand continuum of care programs and approach clinical care management with expanded skilled interdisciplinary teams.

MARKET SIGNALS:

1. Acute Hospital Care at Home
2. Expansion of continuum of care models
3. Home-Based Primary Care

Each of these market signals can create new opportunities for growth, or a new competitor.

In this issue of *The Remington Report*, we discuss the paradigm shifts in traditional care at home models and how no two models are alike. We take a look at drivers of innovation. For example, how leaders are expanding end-of-life organizations into community-based population health organizations.

We take a deep dive into strategies and actions to navigate the future. It's a great time for leaders to be

addressing the growth, market position, and innovation of their organizations.

STRATEGIC GUIDANCE:

- How is your organization strategically planning to expand continuum of care services?
- What other provider partners should you include in the continuum?
- What technology investments should be considered?
- Is your organization ready to expand chronic care management with skilled interdisciplinary teams?
- What is your growth management plan?

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