Yes, You Can Operate a Competitive Private Duty Program in Your Market

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Objectives

• Identify the nuances of a private duty program
• Interpret how to develop a private duty program with in a Home Health Agency
• Interpret how to succeed in private duty
Older Population by Age: 1900-2050
Family Households 65+ Householder, 2013

Percent of Population **Not** at Home
A Little Bit About Our Private Duty Experience

• Developed a hospital based Private Duty Program 1986 – 1988
• Grew a CCRC/SNF based Private Duty Program 1988 – 1999
• Grew a stand alone private not-for-profit 1999 – Present
• All tiny programs upon arrival
• All grew to encompass 25 – 60% of the employees and signification portion of Agency revenues
• All programs within a Home Health Agency
Study Your Market

- Demographics
  - Population over 75
  - Wealth distribution
  - Agency location in relation to potential patients
- Health systems and distribution
Take a Look at the Competition

- Define and evaluate your competitions
  - Size of competitors
  - Structure of their organizations
  - Rates they charge
  - How they pay
  - Who refers to them
- How
  - **Stealth** Operations
    - Call a friend
    - Stop in visits
    - Talk to staff
    - Interviewees have answers

Evaluate Your Financial Resources

- Can you subsidize the startup?
- Hiring Costs
- Space Requirements
- Administration
- On Call
- Training Costs
Determine Your Minimum Human Resource Need

- Leadership (minimum 1 FTE)
- Scheduler (minimum 1 FTE), plus 24/7 response
- Marketing (staff)
- Field Staff
  - At least 6-8 FTE’s per 24 hour case (4.2 in perfect world)
- On Call Need

Explore Licensure Requirements

- Approximately 50% of states require a specific license for Private Duty
- In some states your Home Health license will suffice
Decide on the service you will provide

- Private Duty
  - SN
  - HHA
- Non-Medical Private Duty
  - Homemakers
- Miscellaneous
  - Meals on Wheels
  - Geriatric Case Management

Determine a Rate Structure

- Know your regulations
- Know what your competition charges
- Decide where you want to fall
  - Low Cost
    - Lowest rate in region
  - Value
    - Competitive rates
    - Comparable quality
  - Elite
    - High cost, high quality
Establish a Human Resource Model

- Wages
  - Purchase Surveys
  - Find out how your competition pays
- Benefits
  - Health Insurance – learn ACA rules
  - Retirement
  - Vacation
  - Sick
  - Unemployment
  - Workman's Comp

Plan Advertising

- Ads
  - Radio
  - TV
  - Billboard
  - Internet
- Collateral
  - Quality matters
  - Old vs. New
- Social Media
  - 1 on 1
Marketing Strategy

- Launch
  - Getting the word out
  - Fast or slow
- Sustaining Model
  - Communicating availability
- Marketing Staff
  - How many
  - Territories
  - Pay structure

Plan Internal Structure

- How programs relate to each other
- Who reports to whom
- Shared services
Expect a Little of This

Create a Business Plan
Next Step Implementation

Explain the Plan to Your Team

(Expect This)
Now That You Dropped the News

- Your job is to convince them it will be a win-win for your agency

Managing Referrals Now

- You have Home Health
- You have Private Duty
- Two separate teams a must
Private Duty Intake in the Future

- Someone willing to listen
- 30-45 minute call

Scheduling

- 24/7 Accountability
- Professional
- Good Listener
- Empathy
- Able to Multi-Task
- Organized
- Good Memory
Manager/Director/Supervisor

• Key, KEY Person
  • Must have:
    • Determination
    • 24/7 Commitment
    • Knowledge
    • Willingness to do what it takes
    • Recommend it be a nurse

"THE DIFFERENCE BETWEEN A SUCCESSFUL PERSON AND OTHERS IS NOT A LACK OF STRENGTH, NOT A LACK OF KNOWLEDGE, BUT RATHER A LACK OF WILL."
Vince Lombardi

www.quote-coyote.com

Care Givers

• Compassionate Souls
• Track Record
• Kind
• Reliable
Manage the Finances

• Separate Income Statement

• Accountability

• Spread Administration

Our Agency
Volumes Over Time

Private Duty Hours per Year

0
10,000
20,000
30,000
40,000
50,000
60,000
70,000
80,000
90,000
100,000


AFTER

BEFORE

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