How the Smartphone and m-Health Technologies will Transform Home Care

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Agenda

• Home Care 2013 - Changes in the Industry
• How changes effect business
• Mobile Solutions that work
• Social Media Options for Home Care
• Review
• Q & A
FACT: Home Care is Changing

• Affordable Care Act = Health Care Reform
• ACO’s & Population Health Management a new standard
• Hospital Readmission Penalties
• Post Acute Care is patient centered now
• Care Transitions Management
• Improve Patient Care within an Integrated Health Care Systems
  – State, local, geographical initiatives are coming into play
• Shifting from Volume to Value –
  – Bundled Payments
  - Measured & Reportable “Better” Outcomes

Why? Because it has to!

• As a Nation our Healthcare is unaffordable
  – Older Generation is growing everyday
  – Moving towards Population Health Management
  – ACO’s or MCO’s or PCO’s all different models but,
    • They are All looking for Analytics
    • All follow the Triple Aim
    • Bottom line: Accountable care and population health management go hand in hand, and they are here to stay!
Patient Protection Affordable Care Act

PPACA was created with the “triple aim” philosophy in mind:

1. Improve the health of patient populations
2. Improve patients’ experience of healthcare
3. Reduce per capita costs of healthcare

“The components of the Triple Aim are not independent of each other. Changes pursuing any one goal can affect the other two sometimes negatively, sometimes positively”
Donald Berwick, *Triple Aim: Care, Health and Cost; Health Affairs;* 27, no. 3 (2008)

Changes Occurring Today

– Increased Reporting /Regulations/Audits
– Shifting from Volume fees to value
– Outcome Based Reimbursements
– Shrinking Reimbursement Rates
– Less Referrals for independent home care agencies
– ACO’s want to know how well you deliver care
  To get their referrals
  Keep their patient well
  Avoid the dreaded hospital readmission
– They want more data to fit you into their plans
Population Health Management

• So what’s the deal with all this data?
• Identifying risk is the key
• Predictive Models applied to Patient “big data” allows for retrospective predictions against future risks
• Known Risk – apply better health behaviors before the patient even becomes a patient!
• That’s their goal that’s why they want data

Population Health Problem

• Plenty of data about Patients
  — Claims based reporting
  — All retrospective  -Sick - why - because - results
• Patient is already a patient
• Almost no data about “the Healthy”
  — No forecast nor data on them
  — Because they have never been a patient
  — How could we get that “healthy data”
Mobile Apps Today

• Population Health means *Staying Healthy*!
• Daily Management of your health goals

Personal Health Applications

Can these apps begin to provide MORE “healthy data”? 
The Future? Body Area Networks

Data wirelessly transmitted to Smartphones
Monitoring app transmits/receives data to/from EMR systems
Alerts/alarms can be received as they occur!
Devices connected to patients, transmitting:
- ECG, EEG
- Blood pressure
- Stress, sweat, temperature
- Patient movement
- Falls

So, What are YOU Thinking?

- This is a New Age/New Market in Home Care
- The data is Necessary
- What have you done to adjust to new regulations?
- What are your market realities and your value proposition?
  - Will you admit that Paper records are Problematic?
  - Reactive Management Processes need to be fixed?
  - Are those two items costing you time, money and... fresh opportunities?
  - That you Cannot Control Delivery costs with self reported data?
  - The only way to grow is to follow this new age of care delivery?
Mobile Solutions are step one to meet the new market requirements

Mobile Applications at the Point of Care

— Simplify & improve processes
  save time - less paper

— Better Delivery of Care
  real time data improves outcomes

— Decreases operating costs
  accurate travel - time - scheduling data

— Enhances Communication
  know of staff whereabouts to improve compliance, speed and safety

Where to start after NAHC

• Automate Processes –
  — Both Administratively & Clinically
• Automation Reduces Errors
• Clinical Pathways
  — Managing Patient Progress
• Mobile Applications to Manage Support Staff
• Improving the Patient Experience
• Discharge Planning
  — Leading towards NO Readmissions
  — Poor planning complicates every recovery
Additionally

• Patient Engagement required for better outcomes
• Health Information Exchanges (HIE)
• Social Media connects these
• Accurate Real-Time Data =
  – The Best way to gather data and provide the best analytics
  – To support the new markets as they develop
• Find Efficiencies for all Staff and your Systems

Mobile Solutions provide Automated Accurate Processes & Data

• Paper Based systems will no longer work
  – Self Reported Data is Error Prone
  – Cannot Quickly Share Latest Client Information
  – Reactive Procedures to “Troubled events”
  – Unable to transfer data anywhere
Compliant Visit Documentation

• Get latest Client Info *to and from* the Point of Care
• Why Document at the Point of Care with Mobile?
  – You’ll know what’s going on
    • Before, During and after the Visit
    • Visit Assumptions are Not Reality
  – Documenting later leads to Forgotten Details
  – Inaccurate details and errors can lower potential revenues
  – Errors Open the door for fraud during audits
  – Poor details leads to Misdiagnosis
    – Acute Conditions

In the U.S., *preventable medical errors* cost 1000’s of lives and billions of dollars each year

Productivity & Accountability Gains

• Productivity – less paper less hassle less errors
• Accountability – GPS/EVV = Visit Compliance
• Better Client Outcomes with Real Time Data
  – Effective Care & Communications
• Automation means:
  – Better Reports
  – Automated up to date Scheduling vs. pagers, calls...
  – Less Errors during Audit or Review Processes
• Controlling Costs means Bottom Line $avings
Imagine TRUE “travel” details and Safety for the individual working alone

The Mobile Clinician Application

• Clinical is truly Patient Engagement
• Pathways- keeps patient on healthy recovery plan
• Support Evidence Based Medicine
• Flexibility to accommodate variations of disease
• Structured to support differences in case severity
• Wound Care Management Applications
Mobile Solutions Provide Proactive Staff Management

• Automatically Captures & Verifies Visit Data
• Schedules are always up to Date
• Create & View Past Visit Notes and Client Data
• No Under or Over servicing of clients
• Automated “Safety” Alerts for Visits — Late, long, short, skipped, GPS too!
• Eliminates paper and manual processes
• No more “rounding” errors
• Actually know what’s going on where and when

Mobility Dynamically Changes Work Flows

• Staff no Longer Wastes Time on or Loses Paper
• Easier to document than paper
• Assumptions become Reality!
• Better Info at POC = Better Care Delivered
• No Back and Forth Deliverables Saves $ 
• Staff Work Life Balance Enhanced
Sounds great but, how do I find the ROI

• Q&A to consider for Mobile Deployment
  – Whom do we mobilize
  – What Benefits are we targeting?
    • Operational Savings Better Visit Data
      – Less paper and manual processing of it
    • Better Compliance
    • Improved Patient Outcomes
    • Better Analytics
    • Accountability of Staff
    • Marketing Differentiator

One Easy Hard Dollar Saving Scenario

• Imagine riding with every mobile worker you have on staff...
  - What would you be looking for?
  - On Time? Length of visit? Where are they now? & More....
  - The real math behind reimbursements > unless you can double check each route

- Pretend actual 4.4 miles on one visit is “rounded to 5” not really fraud but...
- If that occurs 5 times a day, that .6 extra mile per visit becomes 3 “total” miles each day!
- 3 Miles Per person - per day - 220 working days a year X reimbursement rate on all staff = potentially hundreds of thousands of dollars – LOST!

- GPS Mobile Applications & Devices PROTECT you from these “ROUNDING ERRORS”!
Reasons for not adopting mobile Technology

• A broad array of:
  – I can’t get my older people to do it...
  – The technology is harder to use than our paper...
  – This Tech stuff is too costly...
  – Our state still wants a paper audit trail...
  – We don’t have the support skills internally...
  – Why can’t we wait another year then decide...

There may be a *Big Costs* to delay again!

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Telehealth - where does it fit?

• Helps Patient Engagement
• Informs and Educates patient on current condition
• Real Time Vitals - effect outcomes
• Perfect for Rural Areas
• Promotes your Agency
• Issues…
So How can we use Social Media?

- **General Definition** is people using online “tools” to share content in many ways
- **Facebook -Twitter - Snap Chat**
- **Blogs**
  - Individuals, or small groups, often a single subject
- **Podcasts**
  - Audio/Video digital media subscribed or downloaded
- **Discussions**
  - Usually a Single Subject / Online Diary & Interactive

- **Multiple communication paths**, that develop joint interest and shares info very quickly –
  - *Maybe even Faster than we want to know!*

Social Media for Client Engagement

- **Health Information Exchanges**
- **Manage Clients, Caregivers & Patients**
  - Accessed with secure profiles
    - Schedules- Information - Updates
  - Connect the Caregiver the Patient the Family
  - Patient data centralized
  - Automated Client Engagement
  - Better data exchange for all providers
Client Engagement for Better Outcomes

- Health Information Exchange = Interoperability?
  - Access Clinical Data and Provider Messages
  - A Better Support System for entire health team

- Visit info +
  - Prescriptions
  - Reminders & Messages
  - Schedules
  - Pictures
  - Contacts
  - Invoicing/Budgeting - CDC
  - Pharmacy Data
  - Training/Education

The Telephone

- Here’s the original Social Media Platform!
Got a topic? There’s a social media site!

Simple Social Media Marketing Plan

- If your not using it, it may indicate a problem
- Set Policies for individuals and departments
- facebook - Peer References - Tweet News
- Use online Surveys – Television – Radio - Videos
- LinkedIn for Hiring
Maintain your Professionalism

• Use privacy settings to safeguard personal information
• Routinely monitor/ensure that your information on any site is accurate and appropriate
• Separate your personal and professional content
• Recognize online content posted can negatively affect an agencies or your reputation
• Delete - Control and Avoid Controversial Info

Managing Social Media

Social Media and “brand” management
Dashboards with interfaces
Submit messages pictures whatever
Automatically Shortens those web links
If this then that... this = trigger that = action

How to purpose in Home Care

• Start Discussions or Reviews
• Deliver Pre – Determined Content
  – Education/Health Facts & News on Health
  – Marketing your agency & Brand management
  – Opinions/Blogs/Entertainment
  – Promote Wellness & Engage e-patients
  – Trials and Workforce Recruitment
  – DO Engage/Educate ~ DON’T Diagnose & Treat

Time to take Action
Execute a Plan!

- Increase your Agencies Efficiency
- Proactively Manage Field Staff - EVV/GPS
- Find the Opportunities to Thrive during this change
- Know your visit data for the new PHM markets
- Open up an HIE for patients staff family friends
- Social Media to refresh Agencies Image

Home Care Mobile Plan

- **Be Proactive - Be Strategic - Make it Happen**
- **Accountability**
  – No More Assumptions & Self Reported Paper
- **Compliance**
  – Accurate Visit Details that also Match the Care Plan
- **Productivity**
  – Improved Work Flow for all processes
Mobile Technology & Social Media
Transforms the Delivery of Home Care

- Mobile Technology will help with:
  - Shared & Up to Date Client Visit Data
  - Assumptions become Reality
  - Signatures vs. Real EVV-GPS Proof
  - Better Accountability “Know where they are”
  - Increased Visit Compliance
  - Greater Productivity “across the agency”
  - Reduces Manual Processing Errors
  - Eliminating Paper = Green Solution
  - Happier Clients & Staff
  - Speeds Home Care Delivery
  - Social Media - use it to your advantage
  - *Disadvantage to Competitors using Automation*

We Are Always Evolving
Healthcare Reform is just the next step

- Mankind where were we 30 years ago?
- Automation - Rolodex to Pc’s to Smart phones
- Medical Technology - WOW
- Social Media
- As I said before: Accountable care and population health management go hand in hand, *and they are here to stay!*
This Business is Care Delivery

• Use ALL the lessons learned this week #NAHC
• Understand – The Home Care Market is changing
• Better visit data is required
• You can Adopt and be Successful
• Tools exist today - visit the vendors - ask questions
• Move forward with a mobile plan
  – And Remember

If your still managing visits with paper next year...

**SHAME ON YOU!**

*Let’s continue the discussion*

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Thank You for Attending Today

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