



# "C" Change: How COVID-19 Has Sparked New Opportunities for Private Duty Care

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## Presenters



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Transcend helps you **reframe** your challenges, **connect** with the right audiences and **grow** your agency.

Lead through crisis with research-driven opportunities to grow census, improve retention, strengthen culture and deepen relationships with referrers.

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## Key Findings

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## Who Survey Respondents

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1,000 family healthcare decision makers

**ages 40 to 65**

40 to 49 – 23%    50 to 59 – 55%    60 to 65 – 22%



70%



30%

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**992 respondents actively involved in healthcare decisions for an adult age 75 or older**

In-home use among respondents:

- Home healthcare services 24%
- In-home physical therapy or rehabilitation 21%
- In-home skilled nursing care or private duty nursing care 18%
- In-home companion care 16%
- In-home palliative care 7%
- Hospice care at home 4%
- No, none of the above 49%

## Crisis changes perspectives

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COVID-19 has completely changed respondents' opinions about the best way to care for aging seniors

**65** %  
agree

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## Confidence with in-home care rises



In-home care

In-facility care

**60%**  
more confident

that quality care can be  
provided in the home

**33%**  
more confident

that quality care can be  
provided in the facility

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## More would now choose in-home care



In-home care

In-facility care

**36-38%**

more likely to use  
in-home care services

**45-51%**

less likely or "definitely won't use"  
in-facility care

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## Confidence with in-home care rises



In-home care

In-facility care

# 52%

say they are **more likely**  
to use **in-home private**  
**duty/skilled nursing**

# 46%

who considered a facility for the  
future **have now ruled it out**

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## Confidence with in-home care rises



In-home care

In-facility care

# 70%

with more confidence in home  
care **would move their loved**  
**one from a facility** if possible

# 38%

with a loved one in a facility  
**more likely to consider** in-home  
private duty/skilled nursing

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## Confidence is high



In-home care

**66%**  
agree

in-home caregivers are **following**  
**all necessary protocols**

**60%**  
agree

they have **confidence in the**  
**home care being provided**

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## However ...



In-home care

**69%**  
are concerned

about their **loved one being**  
**exposed** to the virus by a caregiver

**70%**  
are concerned

for the **safety of caregivers**  
visiting homes

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However ...



In-home care

78%

are concerned about a **loved one**  
catching **COVID-19 in a facility**



40%

who feel this way are **more likely**  
**to consider in-home** private  
duty/skilled nursing

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## In-home care during COVID-19



In-home care

Used video conferencing or telehealth in place of in-person visit by care providers	28%
Reduced the level of in-home care	26%
Requested additional safeguards of caregivers	24%
Stopped using in-home care	23%
Increased use of in-home care	16%
None of the above	24%

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Answered by those who have a senior that used an in-home service in the past year (n=501)

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Telehealth provides an attractive alternative and families say they're **more likely to use telehealth in the future**

**62**%  
agree

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## Implications

Trust | Credibility | Control

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# Trust

- Majority of families **already believe in-home care offers quality** and they're confident providers are following necessary protocols
- Must be reinforced **at every step of the patient experience**
- Reinforce team's expertise and explain specifically **what they're doing to minimize risk of exposure**

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**78** % vs. **40** %

**confident protocols being followed**

Respondents *nearly twice as likely to be confident in quality of care* if they're confident they'll receive open, honest communication

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IMPLICATIONS: TRUST

**OPPORTUNITIES:**

Patient care experience

Communication plan

Culture + connection

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## Credibility

- **Needs to be confirmed** or re-established between families and providers throughout care experience
- Families hungry for information; **be the credible source**
- Understand family's needs and wishes, **manage expectations and perform as promised**

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IMPLICATIONS: CREDIBILITY

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**83** %  
more  
likely

**to now believe quality care  
can be provided** in a home  
compared to a facility

**46** %  
have now ruled  
out in-facility care

out of those who currently  
receive in-home services

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IMPLICATIONS: CREDIBILITY

**OPPORTUNITIES:**

Position for preference

Elevate quality mentality

Fill the disconnect with purpose

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# Control

- Coveted by patients and families at a time **many of them feel powerless**
- Go the extra mile in keeping patients and families involved in decisions and **honor their preferences** on how/when care is implemented

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IMPLICATIONS: CONTROL

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# 69%

of respondents with a loved one currently receiving in-home care **are concerned about them being exposed to COVID-19 by caregivers**

# 71%

of those are now more **interested in embracing telehealth** (greater concern = greater interest in the service)

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IMPLICATIONS: CONTROL

**OPPORTUNITIES:**

Telehealth strategy

Caregiver empowerment

Advocate for patients  
with referrers

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## Seize the moment

Capture those who are more open than ever  
to in-home care.

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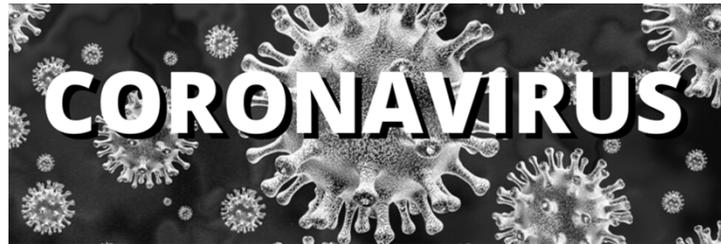
# Recap

- Reframe
- Connect
- Grow

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# Q & A

## NAHC COVID-19 Information and Resources



[nahc.org/covid19](http://nahc.org/covid19)  
[nahc.org/covid19faqs](http://nahc.org/covid19faqs)

## Join PDHCA

The Private Duty Homecare Association (PDHCA) is a national professional organization comprised of private duty home care providers dedicated to helping the unwell, elderly, and those in need of daily life assistance remain in the comfort of their homes. PDHCA is an affiliate organization of NAHC.

Learn more at <http://pdhca.org>

Join Today!



**PRIVATE DUTY  
HOMECARE  
ASSOCIATION**

NATIONAL ASSOCIATION FOR  
HOME CARE & HOSPICE

# Upcoming Events

Home Care Industry COVID-19 Legislative Update  
Webinar Series Part Seven  
June 4, 2020

**\*VIRTUAL EVENT\***  
**2020 Financial Management  
Conference & Expo**  
July 27-30, 2020

**2020 Home Care and Hospice  
Conference and Expo**  
October 18-20, 2020  
Tampa, FL

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