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

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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.
Survey Respondents

1,000 family healthcare decision makers

ages 40 to 65

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

♀ 70%  ♂ 30%

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

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

65% agree
Confidence with in-home care rises

**In-home care**

60% more confident that quality care can be provided in the home

**In-facility care**

33% more confident that quality care can be provided in the facility

More would now choose in-home care

**In-home care**

36-38% more likely to use in-home care services

**In-facility care**

45-51% less likely or “definitely won’t use” in-facility care
Confidence with in-home care rises

In-home care: 52%
say they are more likely to use in-home private duty/skilled nursing.

In-facility care: 46%
who considered a facility for the future have now ruled it out.

Confidence with in-home care rises

In-home care: 70%
with more confidence in home care would move their loved one from a facility if possible.

In-facility care: 38%
with a loved one in a facility more likely to consider in-home private duty/skilled nursing.
Confidence is high

66% agree in-home caregivers are following all necessary protocols

60% agree they have confidence in the home care being provided

However...

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
However...

78% are concerned about a loved one catching COVID-19 in a facility who feel this way are more likely to consider in-home private duty/skilled nursing.

In-home care during COVID-19

- 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%

Answered by those who have a senior that used an in-home service in the past year (n=501)
Telehealth provides an attractive alternative and families say they're more likely to use telehealth in the future. 62% agree.

Implications

Trust | Credibility | Control
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

IMPLICATIONS: TRUST

78% vs. 40%

Respondents nearly twice as likely to be confident in quality of care if they’re confident they’ll receive open, honest communication
IMPLICATIONS: TRUST

OPPORTUNITIES:

Patient care experience
Communication plan
Culture + connection

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
IMPLICATIONS: CREDIBILITY

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

OPPORTUNITIES:

- Position for preference
- Elevate quality mentality
- Fill the disconnect with purpose
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

IMPLICATIONS: CONTROL

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)
IMPLICATIONS: CONTROL

OPPORTUNITIES:

Telehealth strategy
Caregiver empowerment
Advocate for patients with referrers

Seize the moment
Capture those who are more open than ever to in-home care.
Recap

- Reframe
- Connect
- Grow

Q & A
NAHC COVID-19
Information and Resources

[Image with the words "CORONAVIRUS" and website links: nahc.org/covid19, 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](http://pdhca.org)

Join Today!
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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