

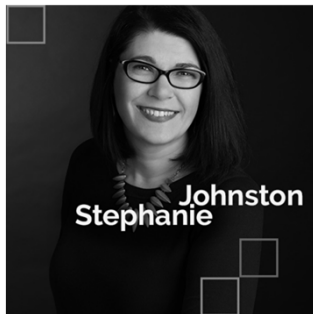


"C" Change: How COVID-19 Has Sparked New Opportunities for Private Duty Care

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Presenters



President & CEO



Partner & Lead
Consultant

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

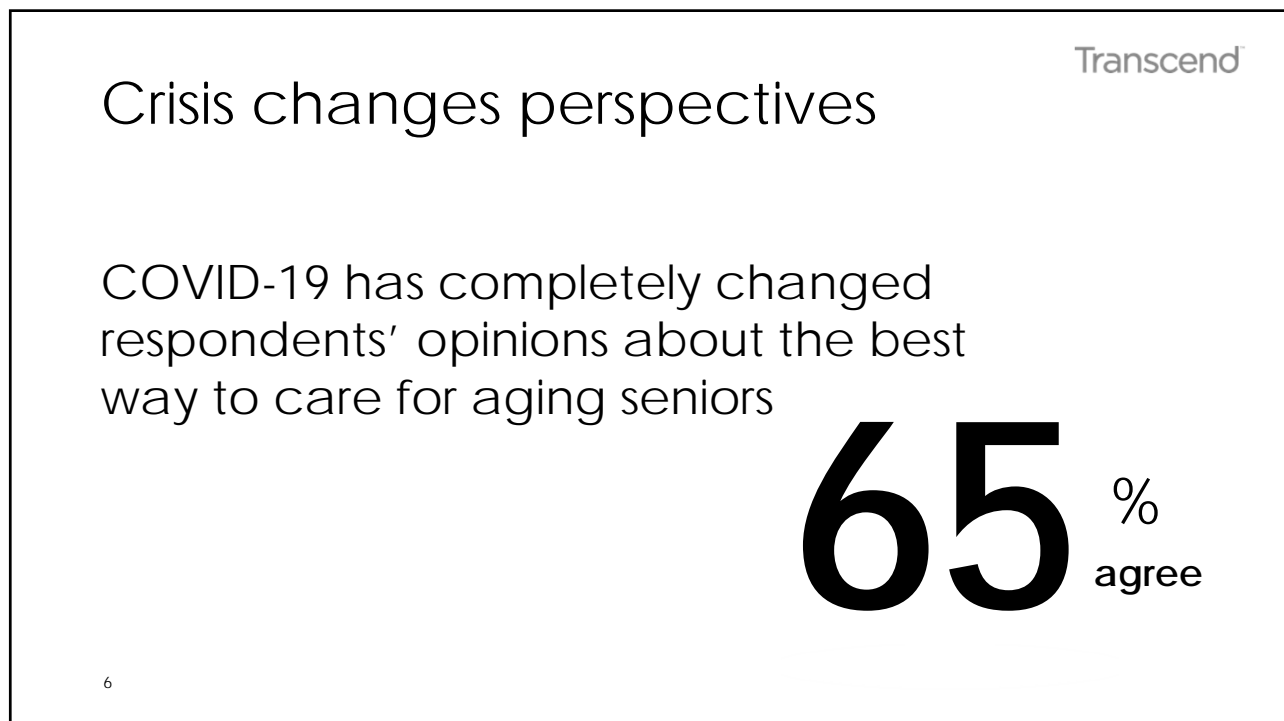
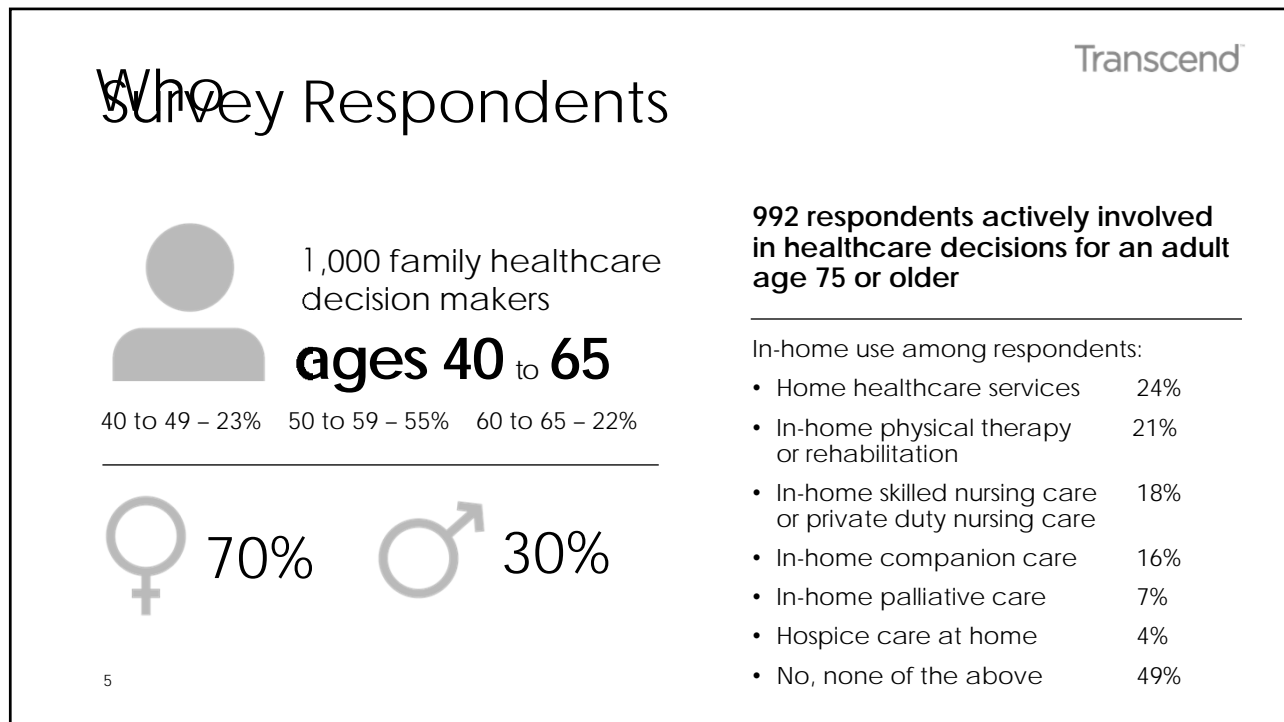
Lead through crisis with research-driven opportunities to grow census, improve retention, strengthen culture and deepen relationships with referrers.

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Key Findings

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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
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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