



Grow your Business ... Get Ready for the Future

Sales & Marketing Strategies for PPS Performance

This hottest topic in home health care today is the coming change to Medicare PPS. This adjustment in the way your agency is reimbursed for care will have a huge potential impact on the future of your agency. Some agencies will receive less money, and some will receive more.

The data from CMS and Outcome Concept Systems suggests several factors that will enable your agency to prosper during the coming transition. One of those factors is the focus of your sales and marketing efforts.

Since this change in reimbursement is “budget neutral,” some agencies will win and some will lose. In this interactive teleseminar series, experts from Leading Home Care ... a Tweed Jeffries company, will give you the latest strategies and insights to help you grow your business and prosper under the new reimbursement system. You won't want to miss this opportunity to help your sales and marketing team make the best of this changing situation.

Thursday, January 17, 2008 – 1:00 p.m. Eastern time

PPS and its Impact on your Sales & Marketing Strategy

With Stephen Tweed and Judy McGuire

In this opening session, Stephen and Judy will give you their insights on the effects of the new PPS on your agency, and how Sales & Marketing will be an important factor in determining the winners and the losers. They'll give your sales & marketing team the insights they need to bring in referrals that turn into profitable admissions.

Home Health Reimbursement - Medicare PPS

2000-2007	2008 changes
60 day episode rate of payment inclusive of all disciplines: SN, PT, OT, MSS, HHA and supplies when > 4 visits/episode	Differentiated payment based on early or late episode and with or without therapy visits (<i>4 equation model</i>)
80 case-mix groups	153 case-mix groups
LUPA episode = 4 visits or less/episode	Wage indexed add-on to the episode rate of \$87.93 for the initial LUPA episode
Payment adjustments for Partial Episode and Significant Change in Condition	Significant Change in Condition eliminated from payment calculations
National base rate = \$2,339.00 for CY2007 with payment + or – base rate depending on case mix from OASIS	National base rate = \$2,270.62 for CY 2008
Base rate included estimate of \$49.62/episode for supplies	Add on episode payment of \$14.12-\$551.00 based on clinical severity responses to clinical OASIS items with points from 0-99 for level 1-6

Additional payment for episodes with > 10 therapy visits (combined: PT, OT and ST)	Payment adjustments when over 6, 14 and 20 therapy visits <u>depending</u> on early (1 st and 2 nd) or late (3 rd on) adjacent episodes, regardless of change in HH Provider
5 different OASIS assessments required at different points in time for all Medicare and Medicaid patients	Several changes to OASIS items to capture data for changes; injectable medication assistance now gives points
Points added to case-mix based on a few diagnoses , primary diagnosis only and limited to Diabetes, Orthopedic and Neurological	Some secondary diagnoses add points as do several <u>new</u> diagnosis groups: Blindness/low vision, Cancer, Heart Failure/CHF, Pulmonary conditions, Hypertension, <i>all</i> ostomies, Multiple Sclerosis, Gait abnormality <i>with</i> decubitus ulcers; Psychiatric conditions (degenerative and other psychiatric disorders) added
Quality Data reporting for Home Health Compare based on 10 risk adjusted outcomes	Added reporting of improvement in surgical wounds and emergent care for wound infections

For more information, visit:

http://www.cms.hhs.gov/mcd/viewlcd.asp?lcd_id=23604&lcd_version=2&show=all

Implications of PPS for Sales & Marketing Professionals

- ❖ Revenue per episode will be influenced by the type of patient and diagnoses referred
- ❖ There will be new opportunities to partner with physicians
- ❖ Focusing your Sales & Marketing efforts can pay measurable dividends

Key Diagnoses with greatest impact on therapy visits

- ❖ Patients who require more than 14 and/or 20 combined therapy visits
- ❖ New CVA with well planned home rehab program
- ❖ Abnormality of gait with presence of decubitus ulcers
- ❖ Long term therapy based on clinical pathways

Key Diagnoses with greatest impact under coding changes

- ❖ Chronic skin ulcers
- ❖ Heart failure
- ❖ Essential hypertension
- ❖ COPD
- ❖ Cancer
- ❖ Trauma wounds
- ❖ Ostomy patients

New Opportunity

- ❖ PT evaluation only

Work with your clinical team to identify specific diagnoses and referral sources that generate the highest revenue per episode.

Your Leading Home Care Teleseminar Presenters

Judy McGuire, RN, CHCE, FACHE, has spent the past 30 years in home health care as a nurse, manager, executive, CEO, and consultant. Most recently, she served as director of the largest hospital based home health agency in the state of Hawaii where she achieved 100% growth in patients served. Judy is a Certified Home Care Executive, and a Fellow of the American College of Healthcare Executives.



At **Leading Home Care**, Judy works with hospital based home care agencies that want to grow their businesses, improve quality, be more closely integrated, and increase profitability.

Stephen Tweed, CSP, has spent the last 25 years working with home care organizations that want to grow and with home care leaders who want to get ready for the future. He is currently Chairman and CEO of **Leading Home Care ... a Tweed Jeffries company**. His firm provides strategies and insights for home care companies that want to grow, and for home care leaders who want to get ready for the future. Stephen is the author of **Strategic Focus: A Gameplan for Developing Competitive Advantage**, and co-author of four books specifically for home care leaders.



He is the editor and publisher of **Stephen Tweed's Leading Home Care Report**, the largest electronic newsletter for home care leaders, and the publisher of **Private Duty Today**, the leading electronic newsletter for Private Duty Home Care.