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Leveraging Analytics to Plan for 2022



Today's Presenters



Andy Guarnera

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Vice President, Business Intelligence
Home Care & Hospice Division
CommonSpirit Health at Home

Today's Agenda

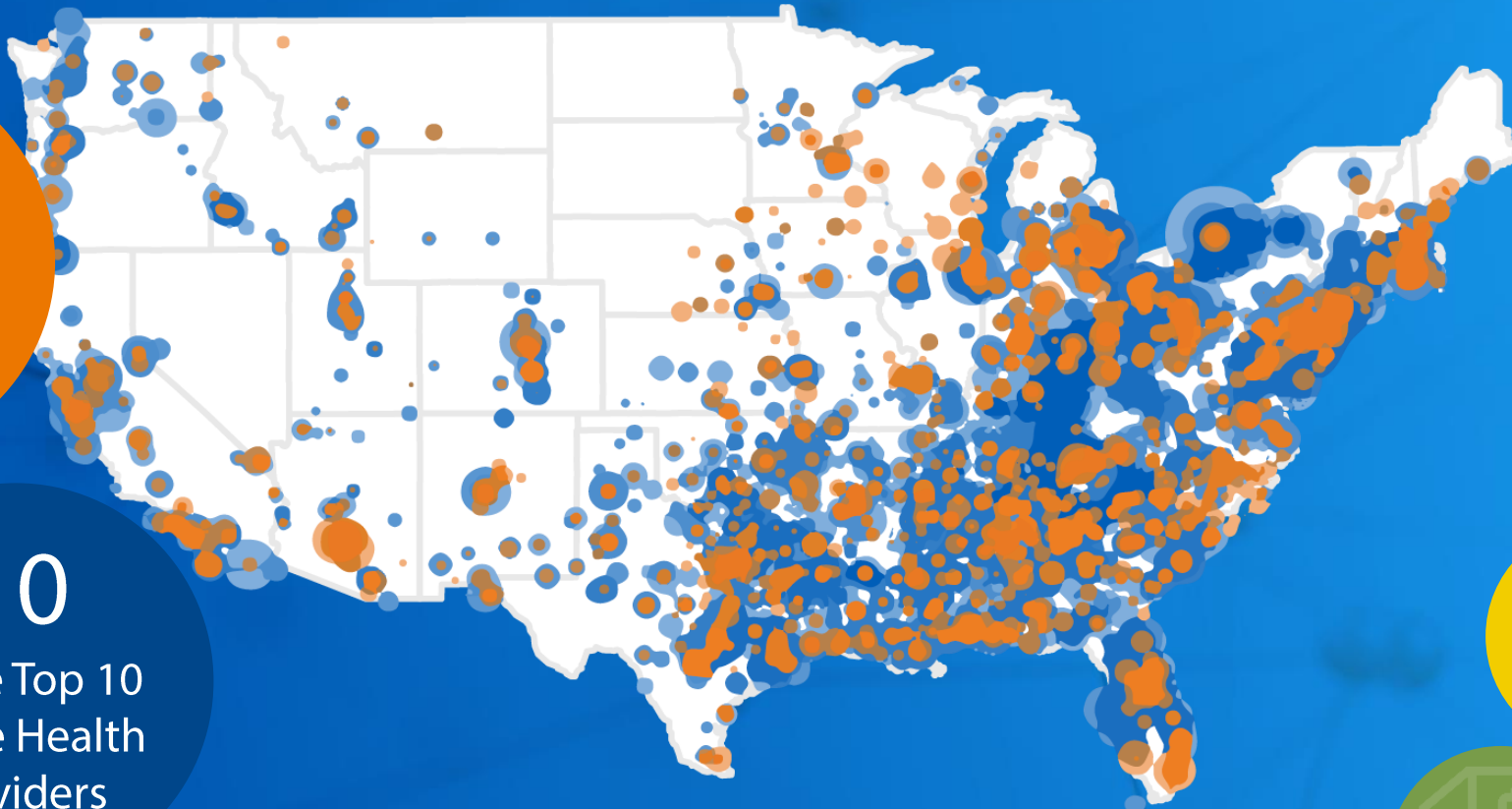
- Homecare Homebase & HCHB Analytics
- How to use data to create benchmarks and targets for the future
- Using analytical tools for forecasting and targeting admissions
- Plan for staffing needs using data
- Anticipating the financial impact of regulatory changes
- Q&A / Closing

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HCHB Empowers the Home-Based Care Community

8
of the Top 10
Hospice
Providers

10
of the Top 10
Home Health
Providers



33%

Home Health
Marketshare

35%

Hospice
Marketshare

752k

Patients Served
Daily

100M

Annual
Visits

18.4M

Annual Claim
Count

\$19.3B

Total Annual
Claim Payments

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Operational Visibility & Data Analytics

- **Business intelligence platform**, providing HCHB customers insights into their operational, financial, quality, and clinical data
- Over 100 **role-based dashboards** out of the box
- Configurable and customizable – trained users can perform **ad hoc analysis**, and **build/publish custom dashboards**



HCHB Analytics

Revenue HIS Sales Metrics
Coordination Notes OASIS Quality PEPPER AR Aging
Episodes Demographics Visits Hospitalization
Productivity Admits Orders Referrals
Wounds Physical Assessment Invoices Census Workers
F2F PDGM Workflow Payroll
Supplies Online Learning Hub QI Events Non-Visit Activity
Medications

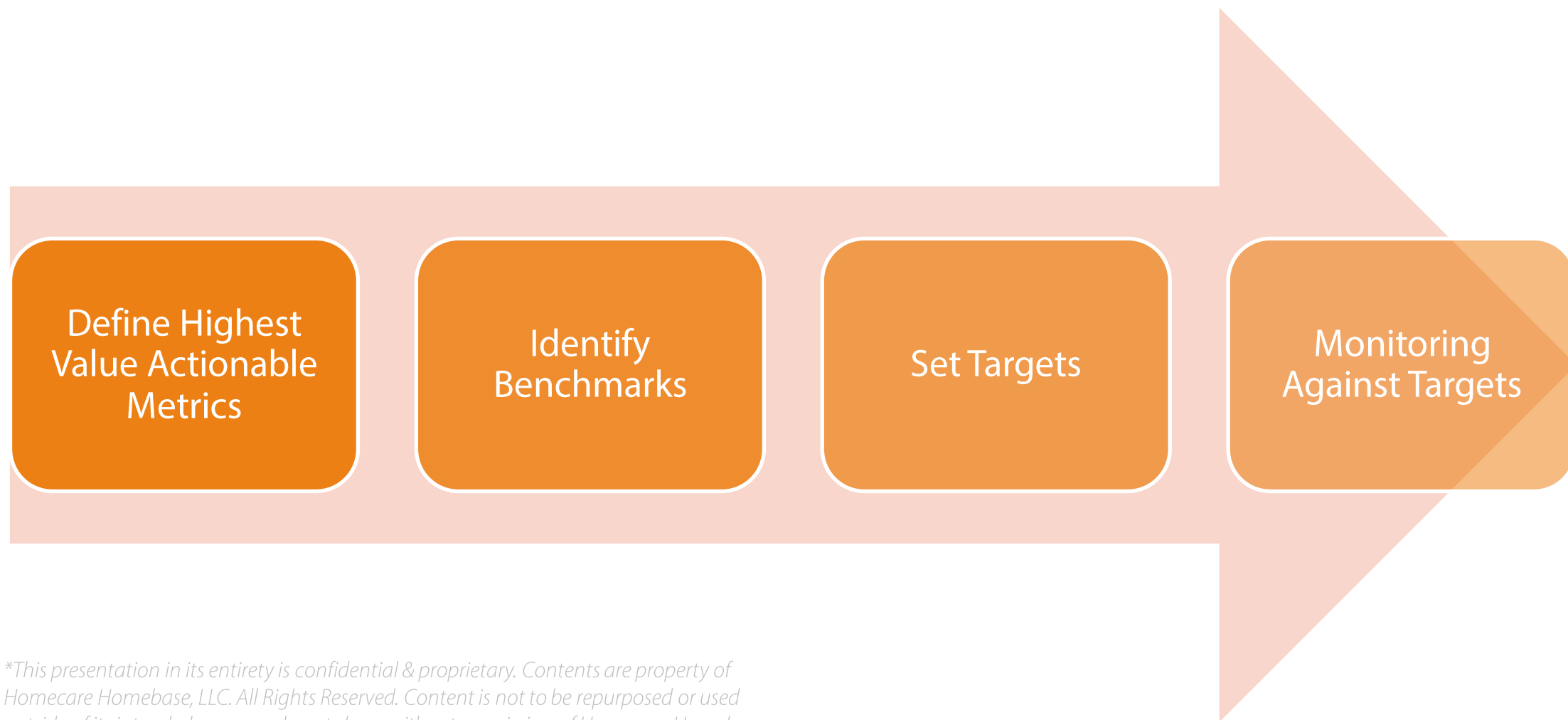
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How to Use Data to Create Benchmarks and Targets for the Future



Focus on What's Most Important and Actionable

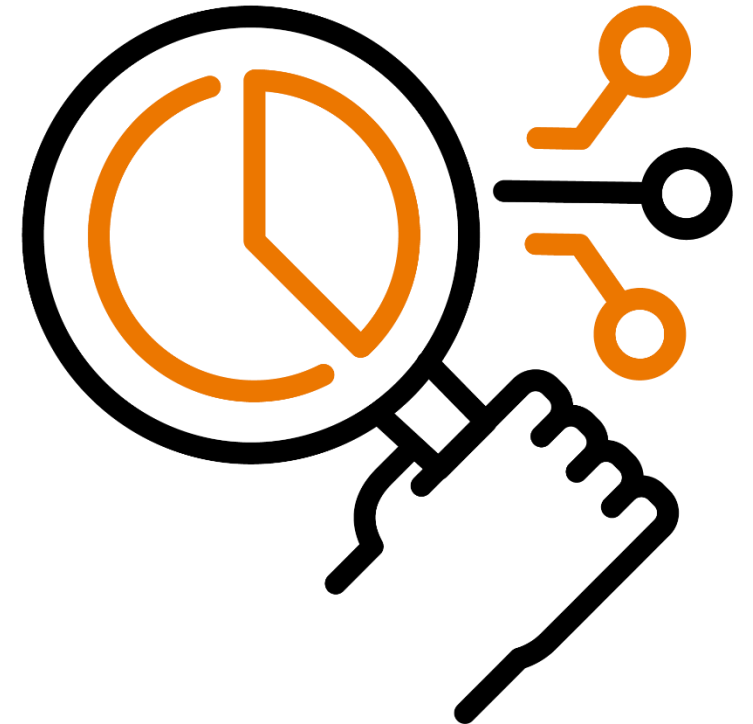


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Defining Most Important Metrics

- Highest value
 - What are your organization's largest pain points?
 - What metrics would yield the most value to your organization?
- Measurable
 - Do you know what your expectations are?
 - Can you translate expectations into targets?
- Actionable
 - Once you identify opportunities, can you take action to improve?
 - Are improved results within your control?



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Approaches to Benchmarking

- **Internally:** Benchmark against your own organization
 - Branch locations
 - Teams
 - Case managers
- **Externally:** Benchmark against your peers
 - Other organizations of similar size (HCHB medians)
 - CMS provided averages/medians



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Set Targets

- Percentile of benchmarks (top 10%, top 25%, etc.)
- Realistic, achievable, sustainable
- Align with what works best for your organization
- Consider volatility of each metric



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Monitoring Against Targets

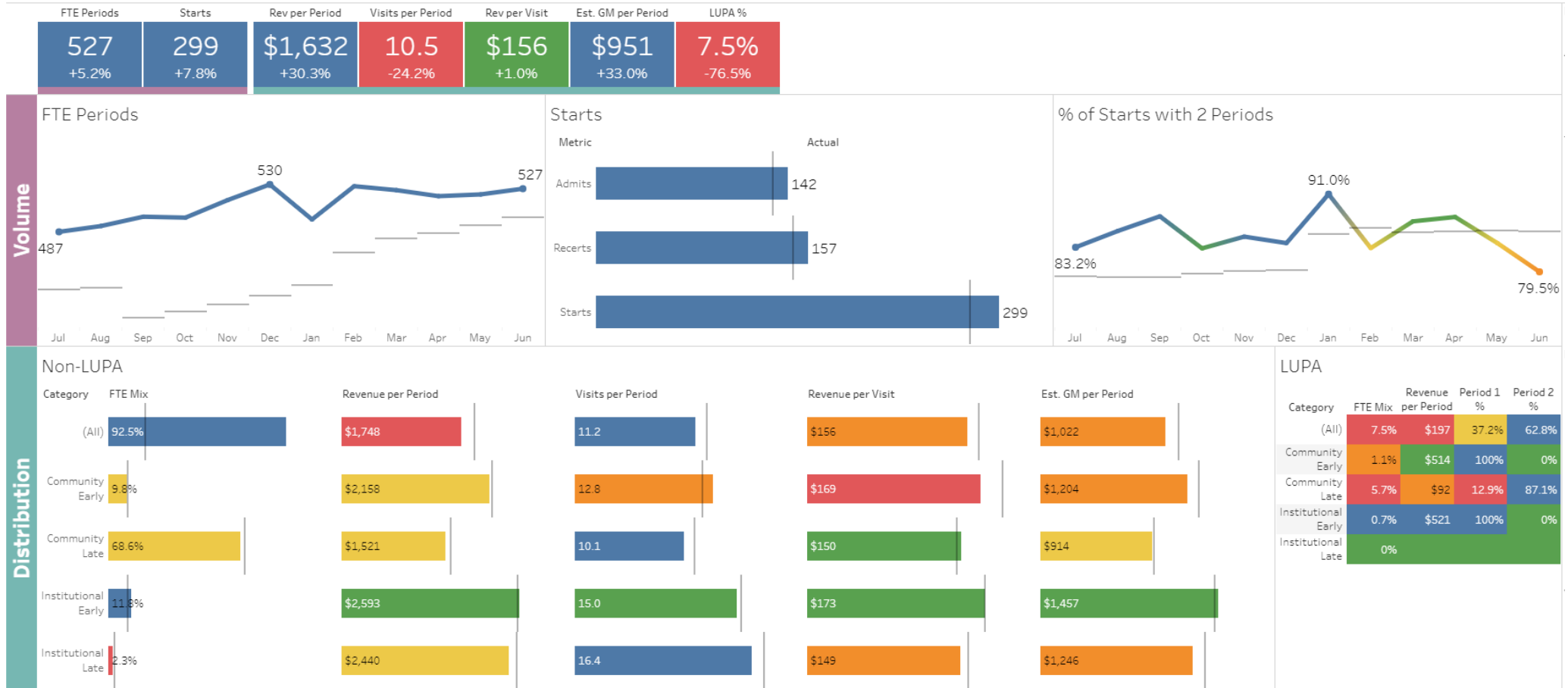
- Focus on problem areas, manage by exception
- Create a single source of truth, and common language
- Provide visibility to all levels of stakeholders (executives, regional directors, branch management)
- Consider optimal delivery mechanism for each metric (push vs pull, self-service dashboards, etc.)
- Use data to inform and drive positive change in your organization





Use Color to Draw Attention to Problem Areas

Home Health Medicare Key Metrics



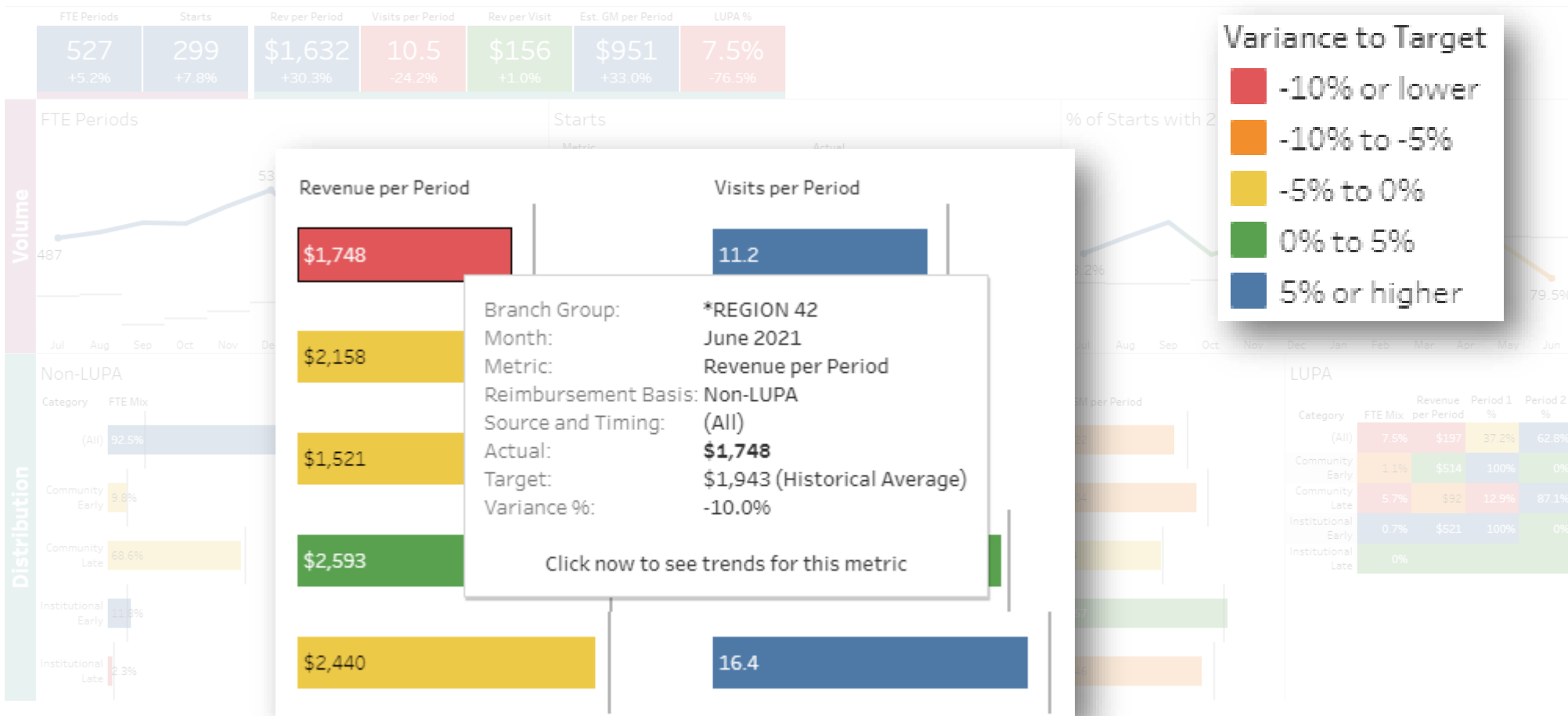
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Use Color to Draw Attention to Problem Areas

Home Health Medicare Key Metrics



Revenue per Period

Visits per Period

Branch Group: *REGION 42
 Month: June 2021
 Metric: Revenue per Period
 Reimbursement Basis: Non-LUPA
 Source and Timing: (All)
 Actual: \$1,748
 Target: \$1,943 (Historical Average)
 Variance %: -10.0%

Click now to see trends for this metric

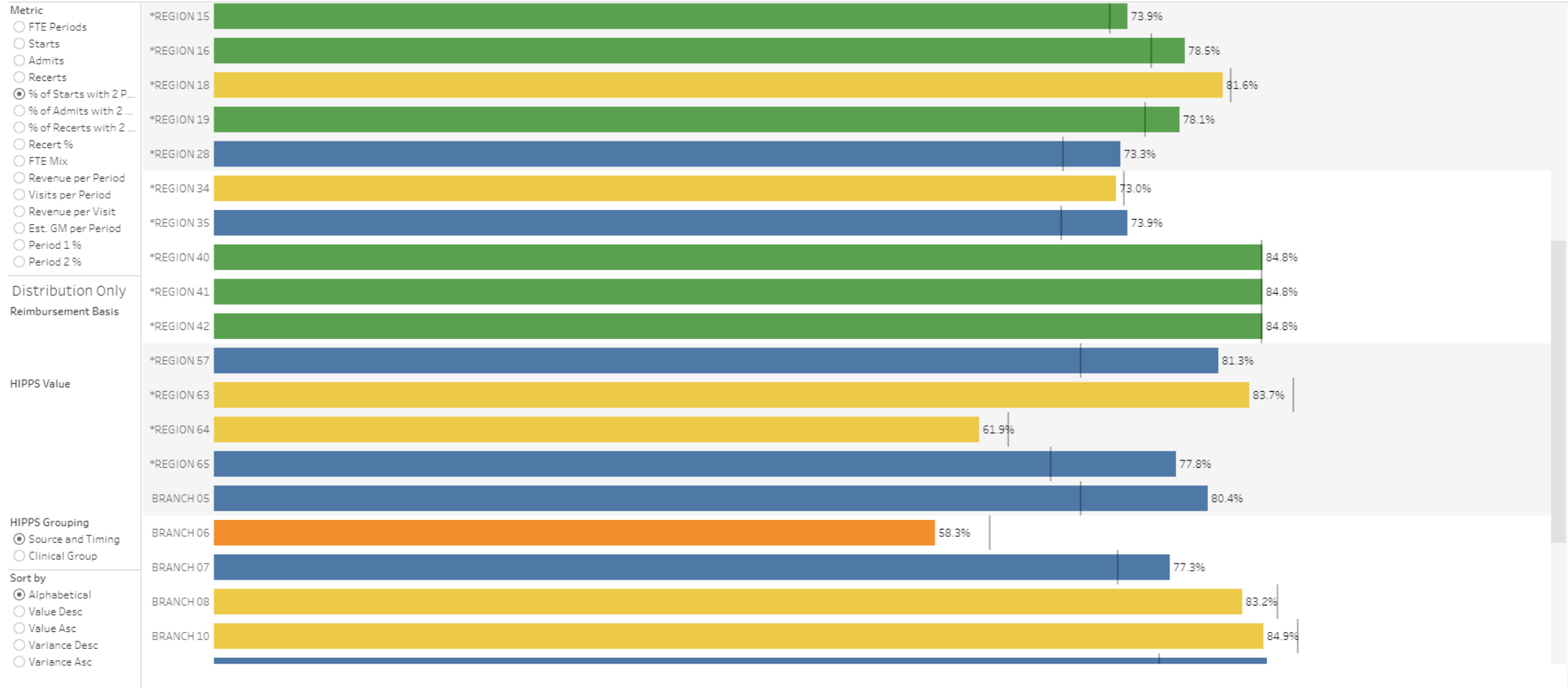
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Compare Your Own Locations/Regions

Home Health Medicare Key Metrics - Branch Compare

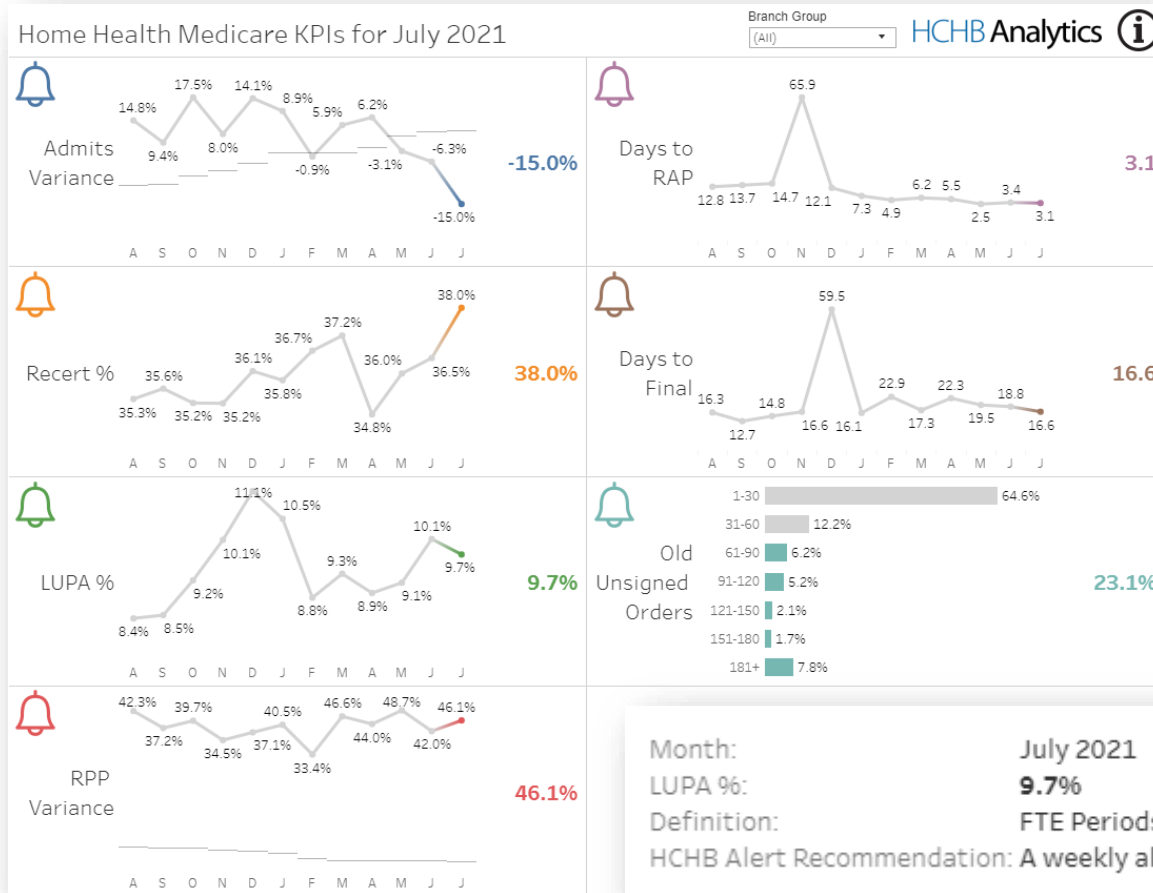


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KPI Alerts



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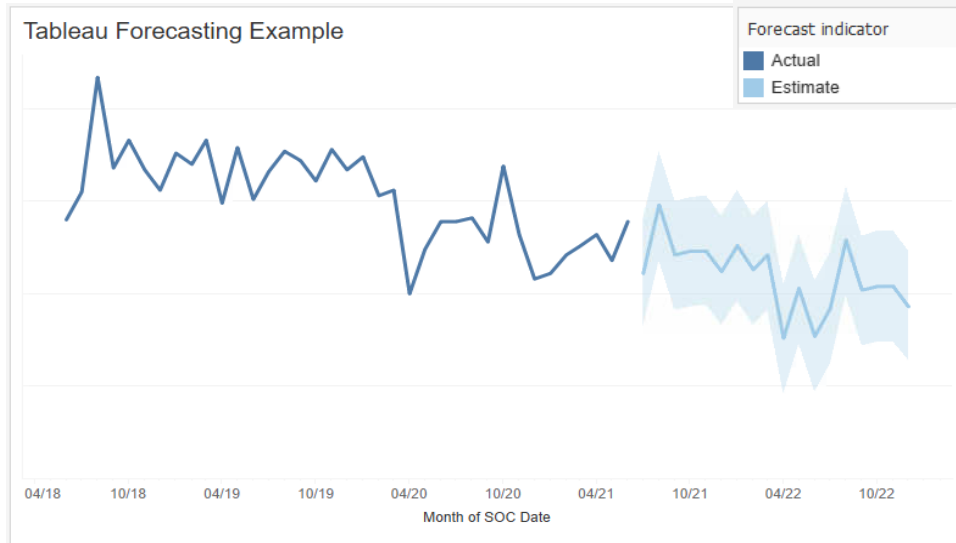
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Using Analytical Tools for Forecasting and Targeting Admissions



Forecasting and Targeting

- Forecasting feature in Tableau yields better future period projections
- Automatically optimizes proportions of trend vs. seasonality
- Examples: a) Budgeting annual targets
b) Patients taking Coumadin for PT/INR orders



Initial	Change From Initial	Seasonal Effect		Contribution		Quality
07/21	07/21 - 12/22	High	Low	Trend	Season	
111 ± 29	-18	08/22 27	04/22 -32	23.3%	76.7%	Ok

All forecasts were computed using exponential smoothing.

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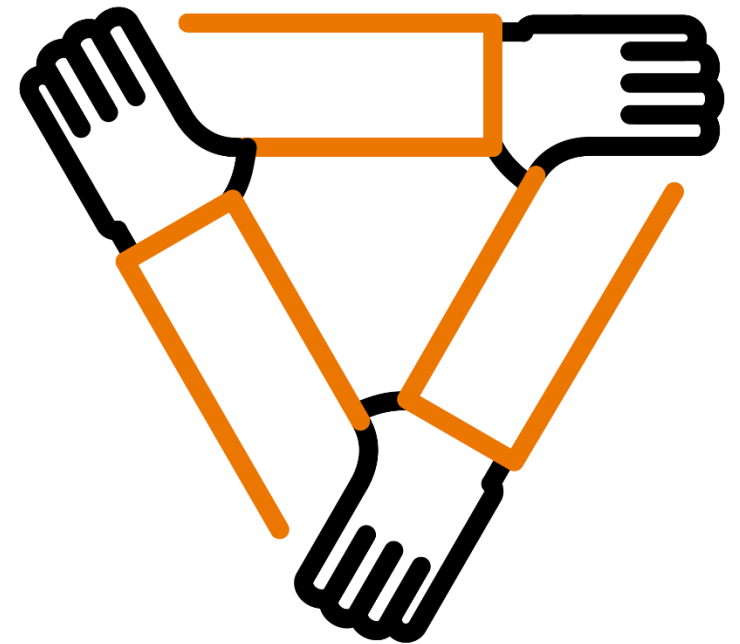
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Plan for Staffing Needs Using Data



Use Data to Drive Staffing & Accountability

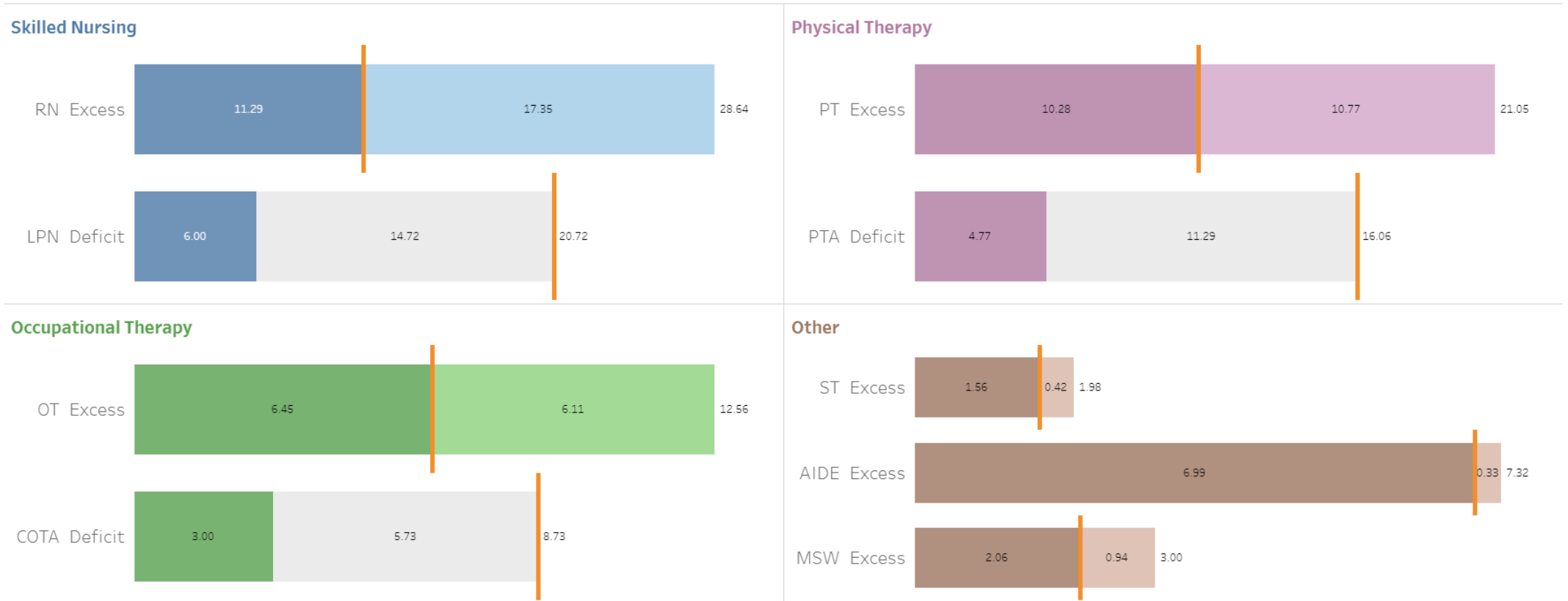
- Monitor field productivity metrics and utilization data to inform field staffing needs
- Use back office productivity data to inform your staffing model
- With industry wide staffing shortages, optimizing your staff is more critical than ever



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Evaluate Staffing Levels vs Optimized Volume



Future HCHB Analytics dashboard (development in progress, subject to change).

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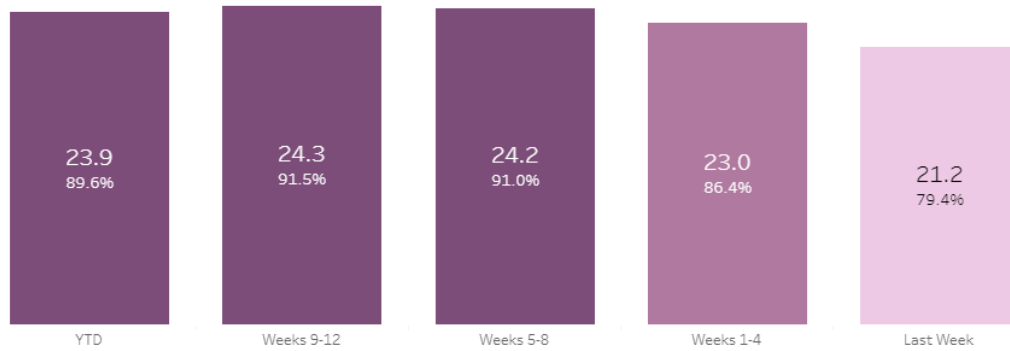
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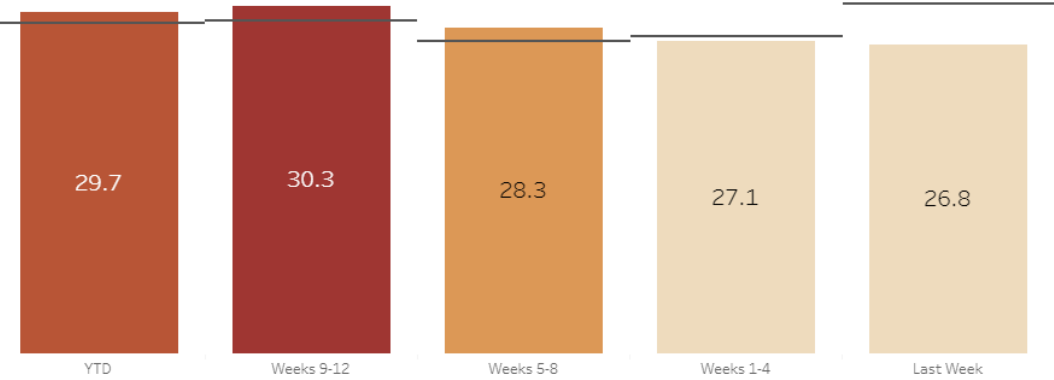
Measure Productivity of Field Staff

Field Productivity - Summary

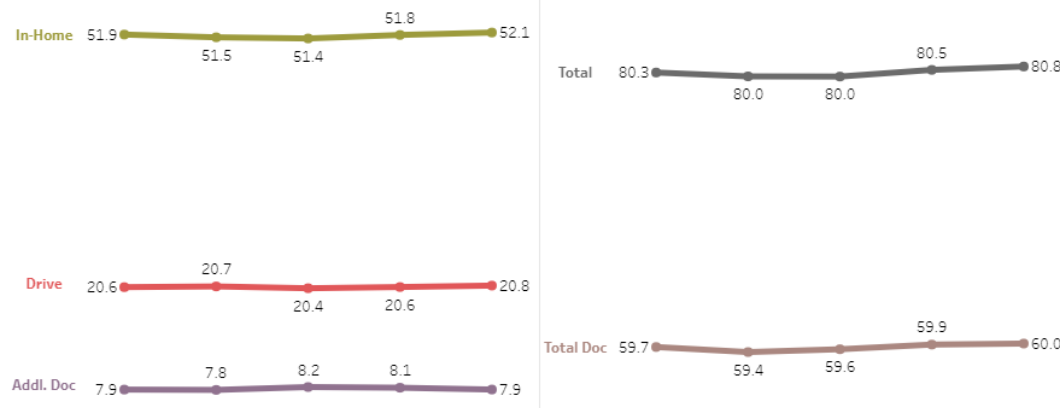
Capped Points



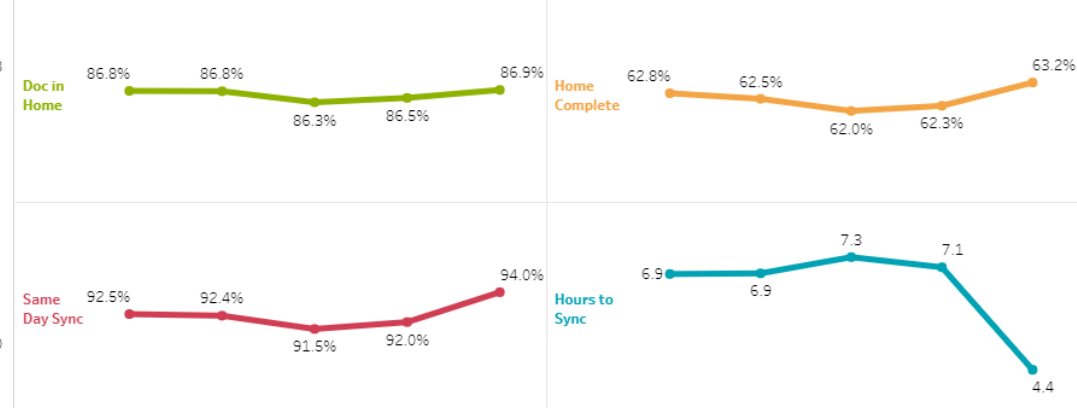
Hours Worked



Visit Minutes Per Visit



Visit Behaviors

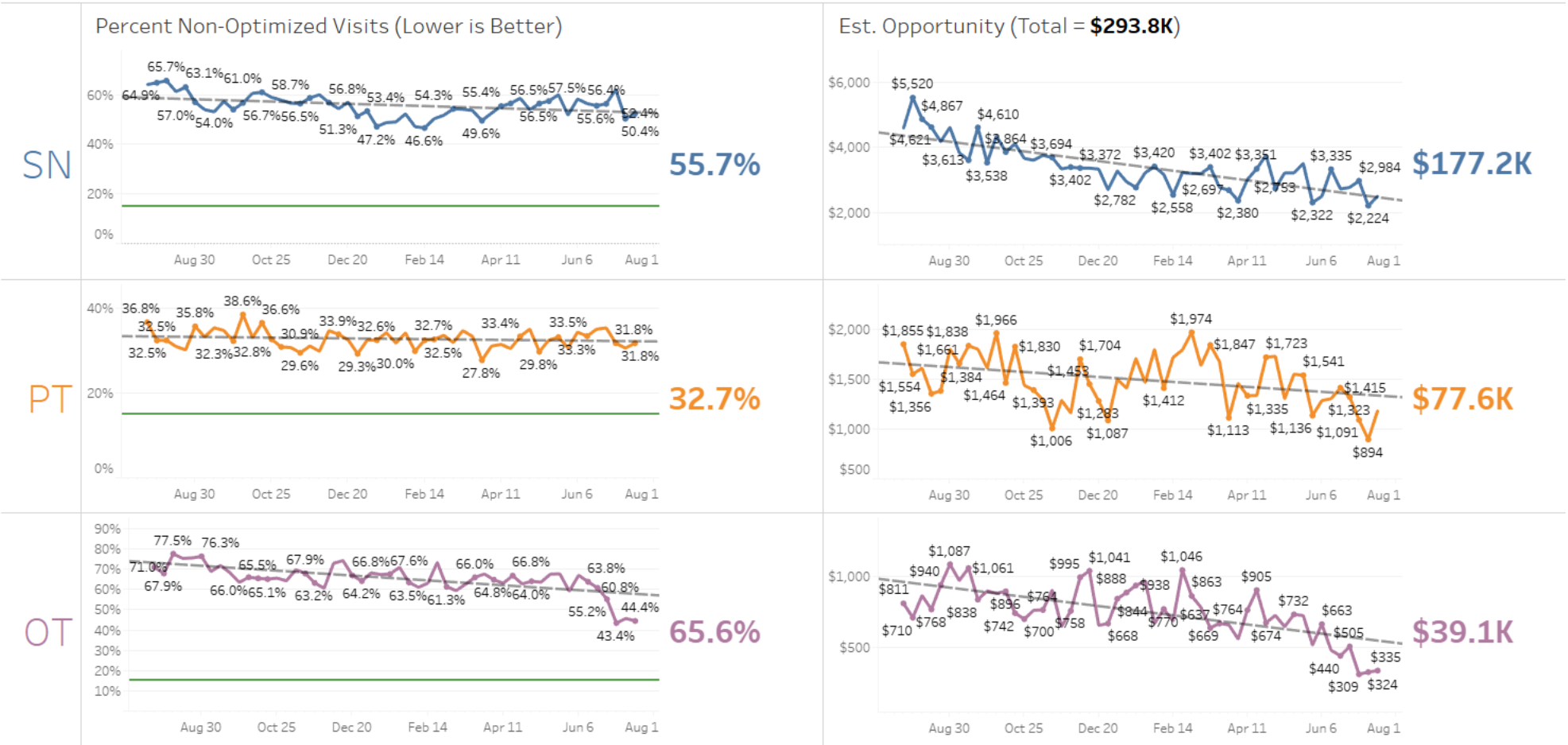


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Optimize Use of Paraprofessionals

Caregiver Optimization



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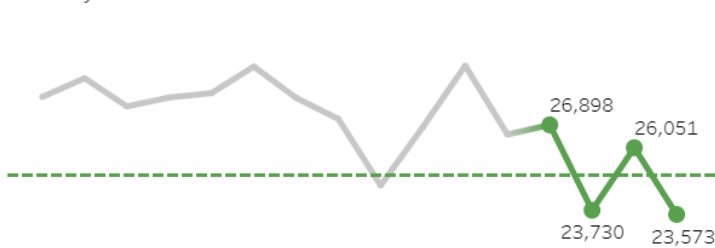


Measure Productivity of Office Staff

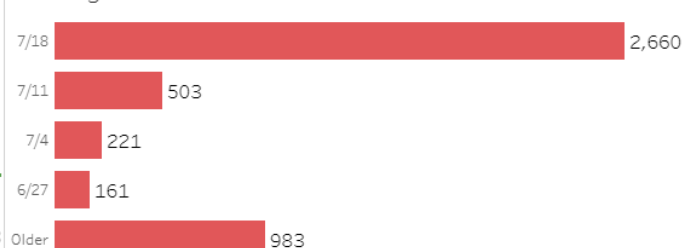
Office Productivity

25,063 Weekly Closes	4,528 Backlog	0.2 Backlog Ratio	4.6 Backlog Age	4.8 Hours to Close	11.7 Hours Allotted	0.4 Allotted Ratio
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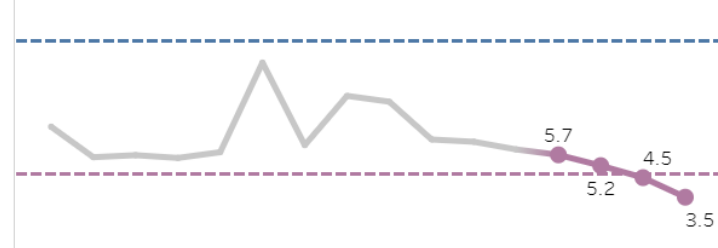
Weekly Closes



Backlog



Hours to Close



Task

Task	Weekly Closes	Backlog	Backlog Ratio	Backlog Age	Hours to Close	Hours Allotted	Allotted Ratio
PROCESS RESCHEDULE REQUEST (VISIT RESCHEDULED)	1,353	29	0.0	1.0	1.3	2.0	0.6
REVIEW AND APPROVE NEW ORDER (NEW PHYSICIAN ORDER)	1,224	269	0.2	1.2	3.8	8.0	0.5
THERAPY REASSESSMENT WARNING (THERAPY REASSESS..)	987	211	0.2	1.0	4.6	49.5	0.1
CLINICAL (NOTE)	822				3.1	40.0	0.1
PROCESS MISSED VISIT (VISIT MISSED)	753	142	0.2	1.0	3.1	2.0	1.6
PERFORM CLAIMS AUDIT - PDGM (EOP)	555	84	0.2	1.0	5.6	4.0	1.4
COMPLETE REQUESTED SCHEDULE (NEW PHYSICIAN OR..)	543	39	0.1	1.3	2.6	4.0	0.7
PROCESS REASSIGNED VISIT (VISIT REASSIGNED)	508	20	0.0	1.0	1.3	2.0	0.6
REVIEW/EDIT/APPROVE ADD ON ORDER (ADD-ON)	467	16	0.0	1.0	1.0	4.0	0.3
REVIEW ADD ON EVALUATION DOCUMENTATION (ADD-ON)	455	40	0.1	1.0	2.4	8.0	0.3

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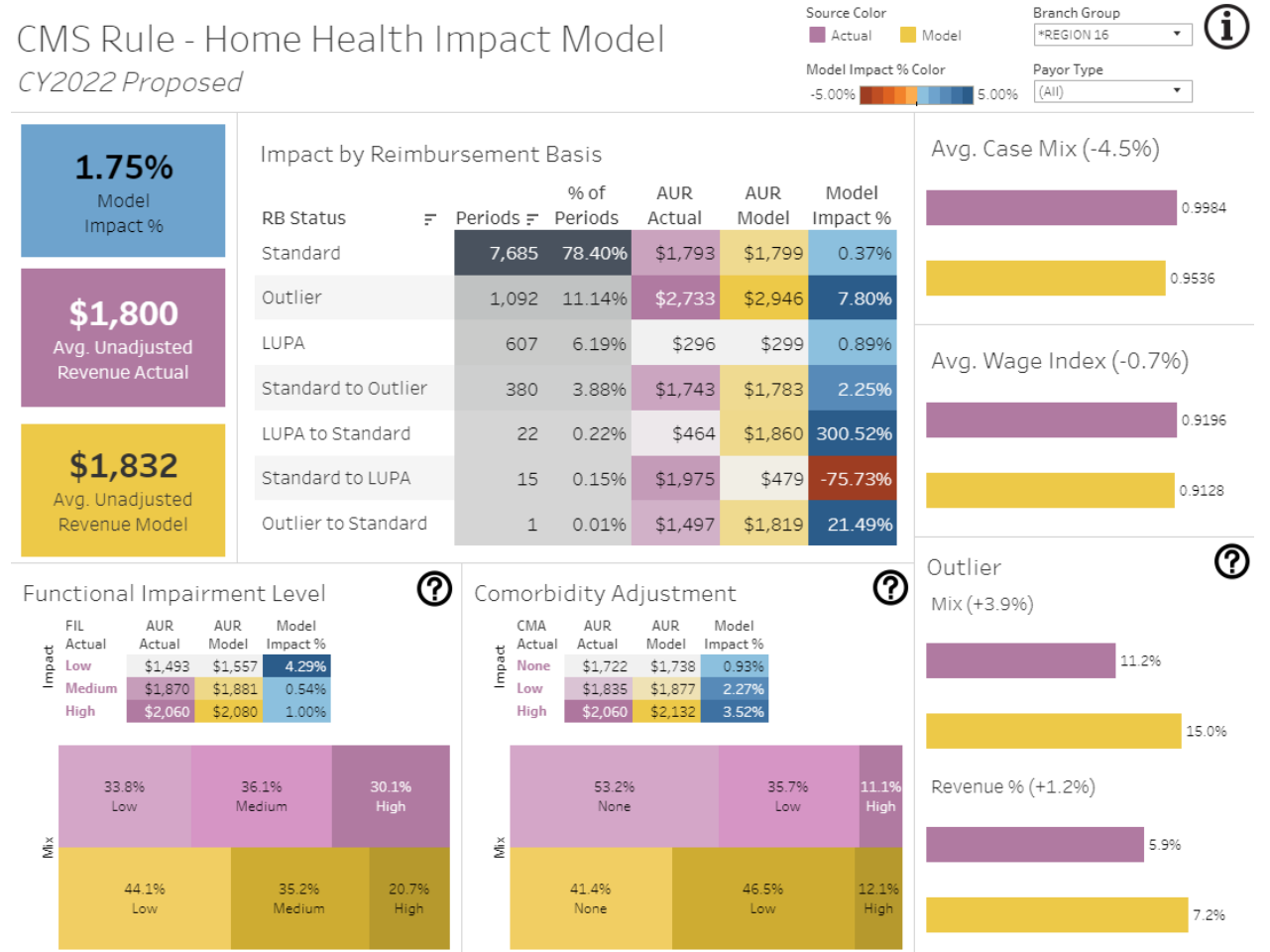
Anticipating the Financial Impact of Regulatory Changes



CMS Impact Model

- Updated upon each proposed and final rule
- Models current year PDGM periods based on future year changes
- Assess the impact that CMS changes have on:
 - Revenue
 - Case mix
 - Functional Impairment Level
 - Comorbidity Adjustment mix
 - Outlier revenue
 - Wage index

CMS Rule - Home Health Impact Model CY2022 Proposed



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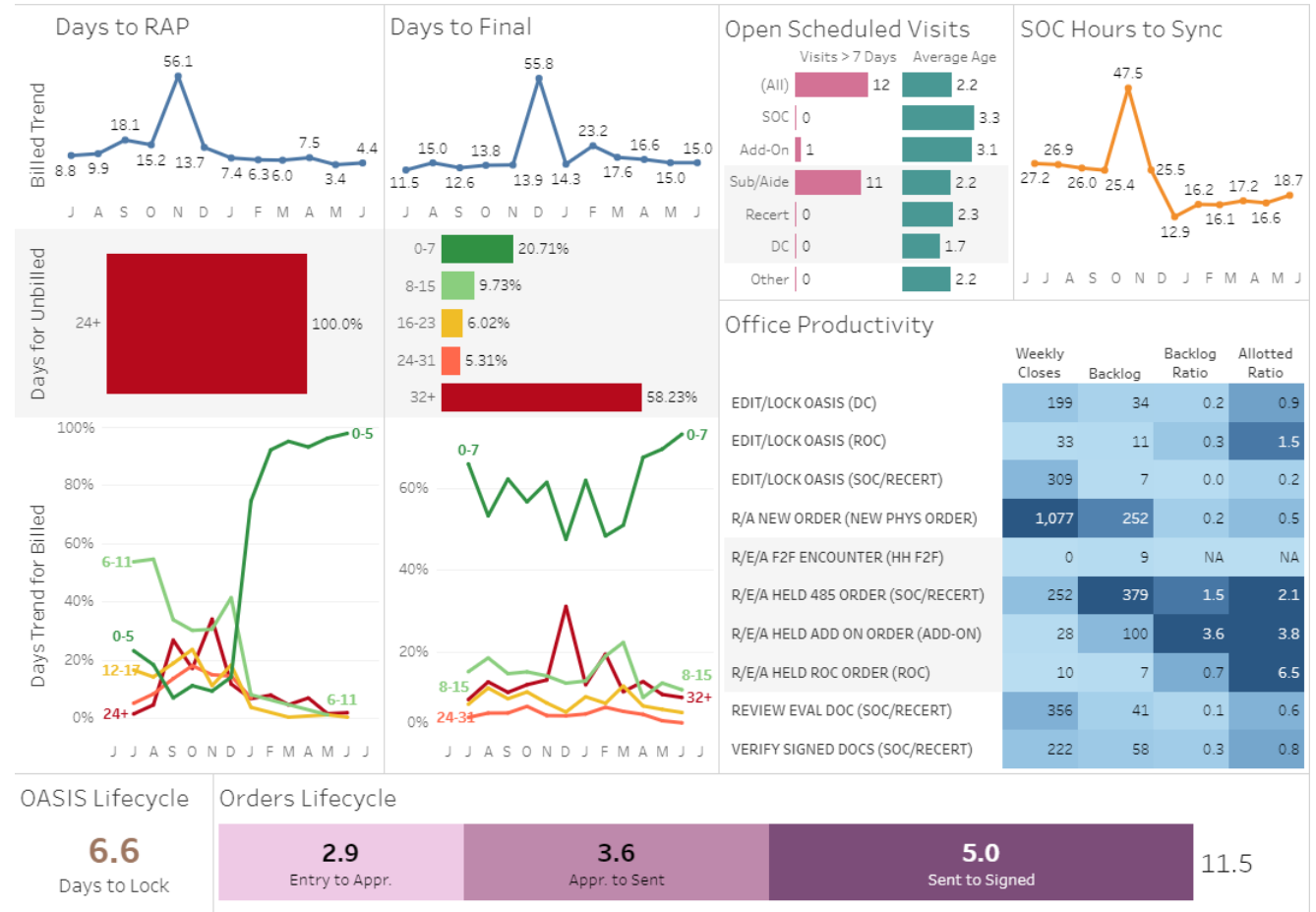


Medicare Timely Billing

- Track days to RAP, days to Final
- View aging of unbilled periods
- Monitor potential bottlenecks that can hold up timely billing

Home Health Medicare Timely Billing

Branch Group: *REGION 07 **HCHB Analytics**



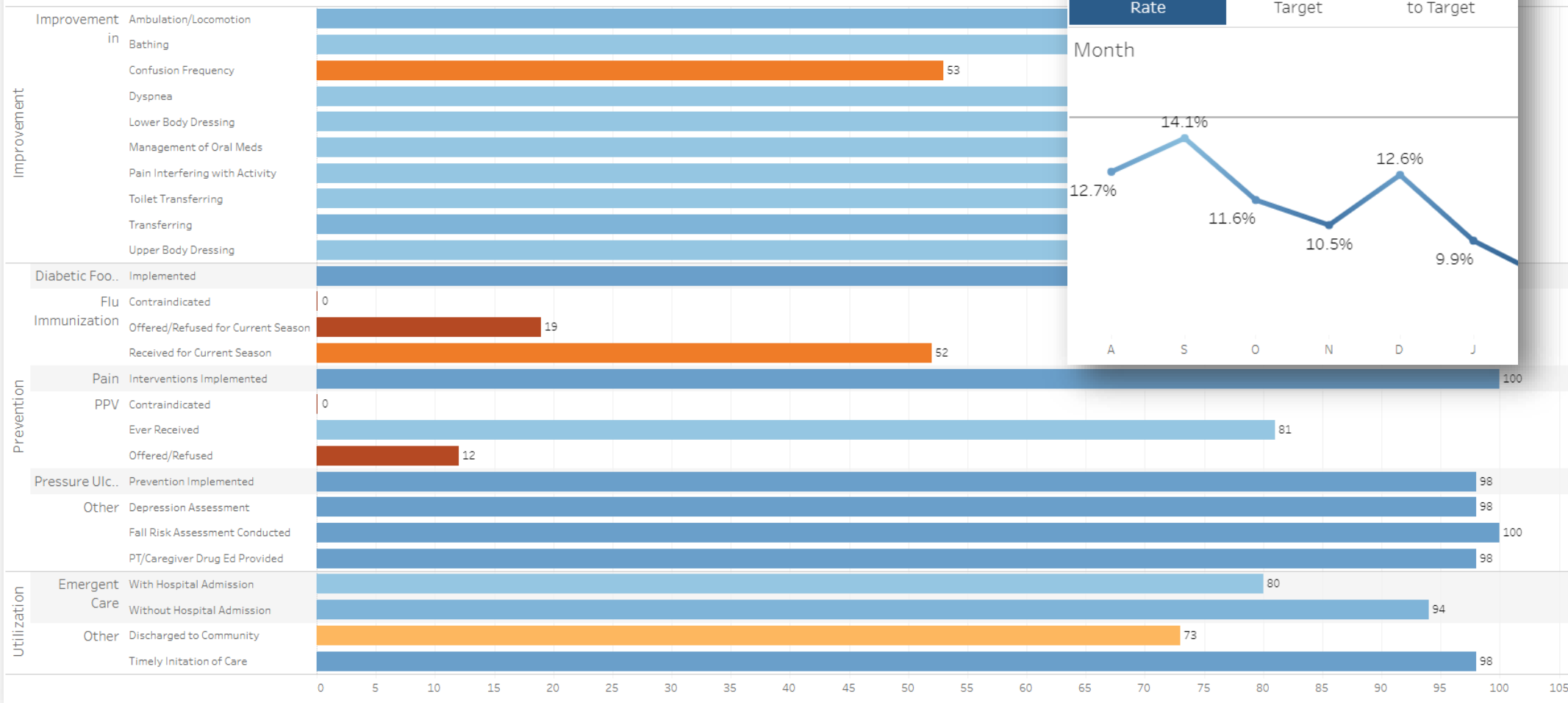
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Value Based Purchasing (VBP)

Home Health Quality - Summary



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Future Regulatory Changes

- Expansion of VBP
 - CMS proposing to roll out to all 50 states in CY2022, with CY2024 as the first payment year
 - Proposed maximum payment adjustment, upward or downward, of 5%
 - CMS will assess HHA performance on applicable quality measures based on benchmarks, achievement thresholds, and improvement thresholds
- Notice of Admission (NOA)
 - Starting in CY2022, agencies will submit a one-time NOA that establishes the period of care
 - Payment reduction if NOA is not submitted within 5 days from the start of care
- HCHB is currently building new dashboards to help agencies monitor related metrics and minimize penalties specific to NOA and VBP





Let's Continue the Conversation

Contact Homecare Homebase

- hchbinfo@hchb.com
- 214-239-6700
- hchb.com

Questions & Answers