



# Operating Under Narrowing Margins

*Creating Better Work Experiences Through Efficiency*





# Agenda

- Introduction
- Operating Under Narrowing Margins
- Three solutions VNHS Used to Find Efficiencies
  - Aligning technology and staff
  - Centralization
  - Outsourcing services
- Results
  - Benefit to the bottom line
  - Better work experiences
- Q&A

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# Meet the Panelists



Brandy Sparkman-Beierle

*Sr VP and Chief Clinical Officer*  
Homecare Homebase



Jacqueline Ralph-Blair

*Chief Innovation Officer*  
Visiting Nurse Health System



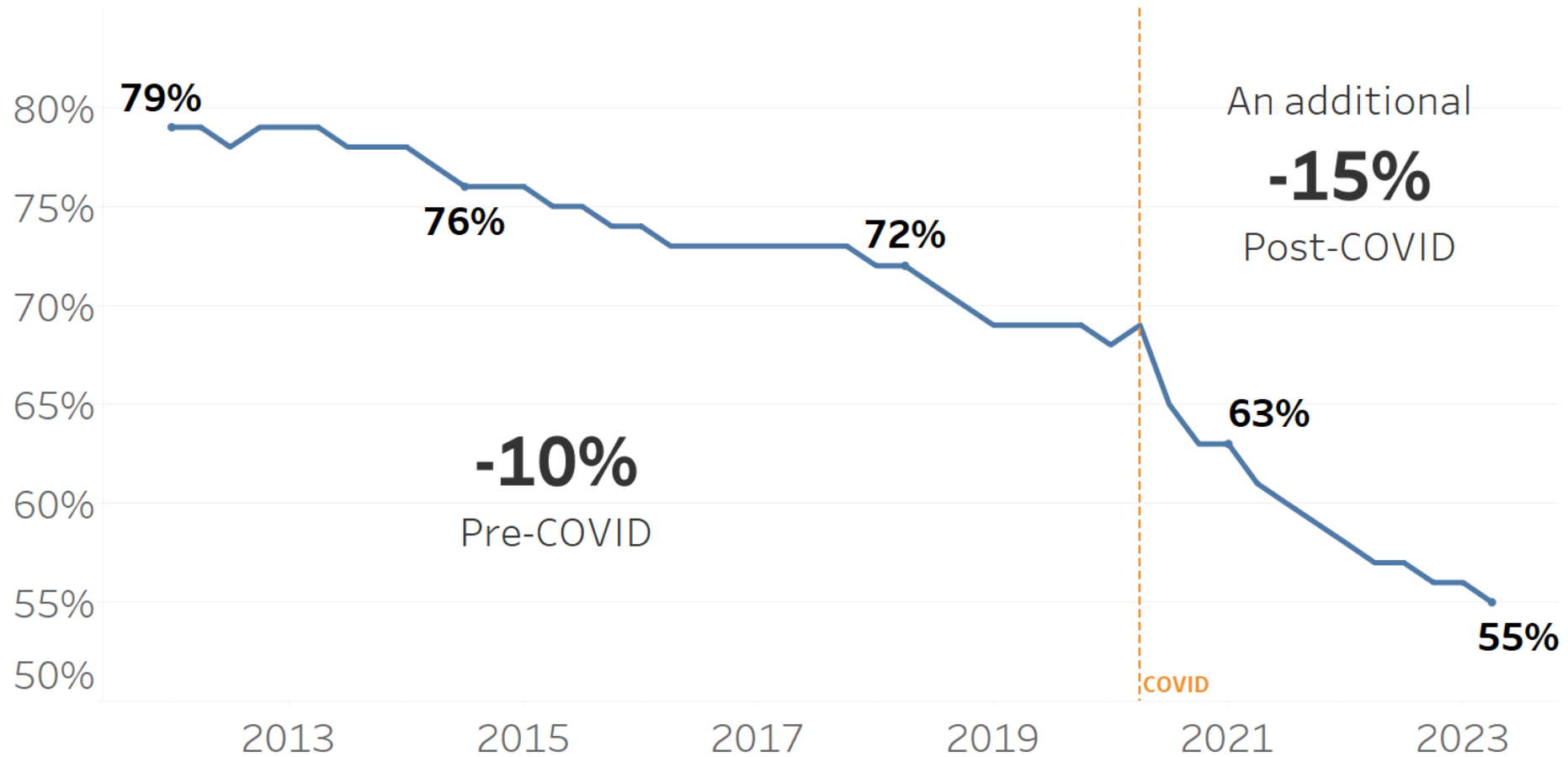
Joyce Osborne

*Director of Clinical Operations*  
Homecare Homebase



# Why Finding Efficiencies is Vital

Percent of Referrals Converted to Admits

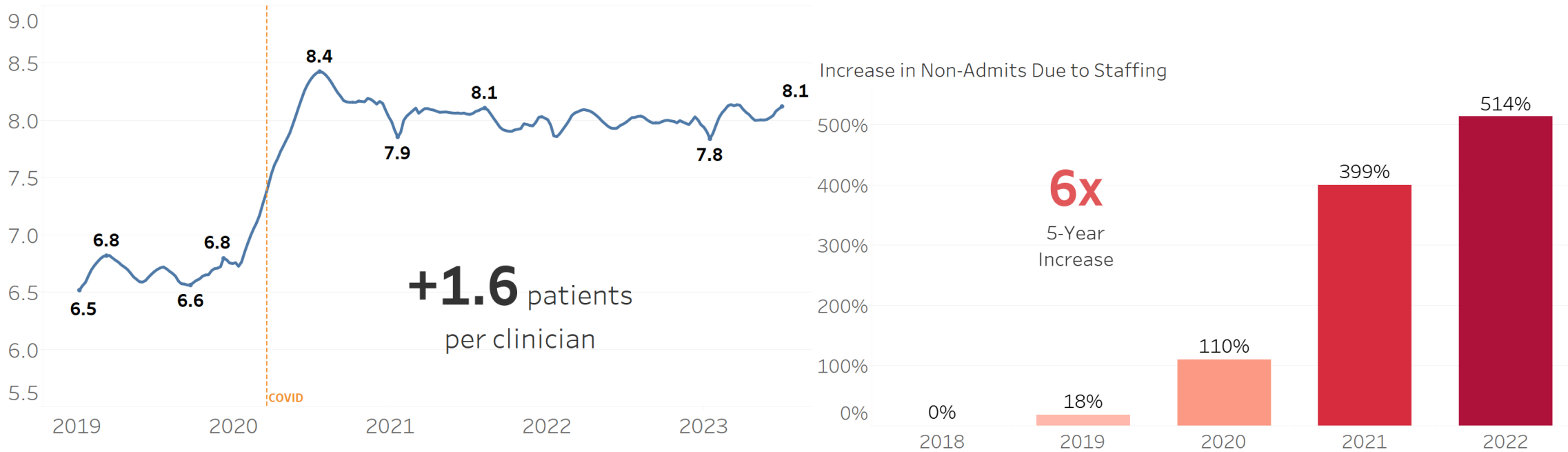


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# Why Finding Efficiencies is Vital

- Workforce shortages and wage pressures



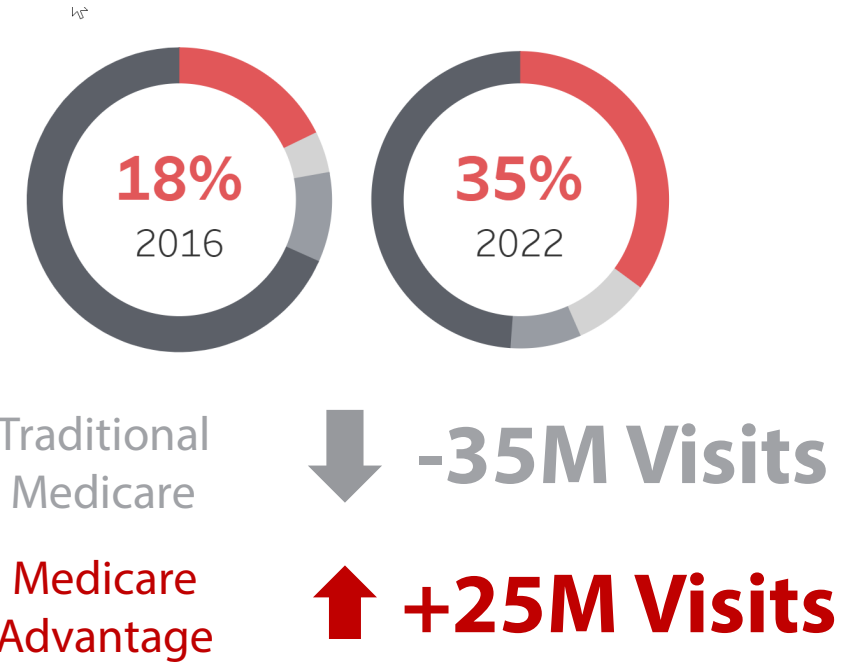
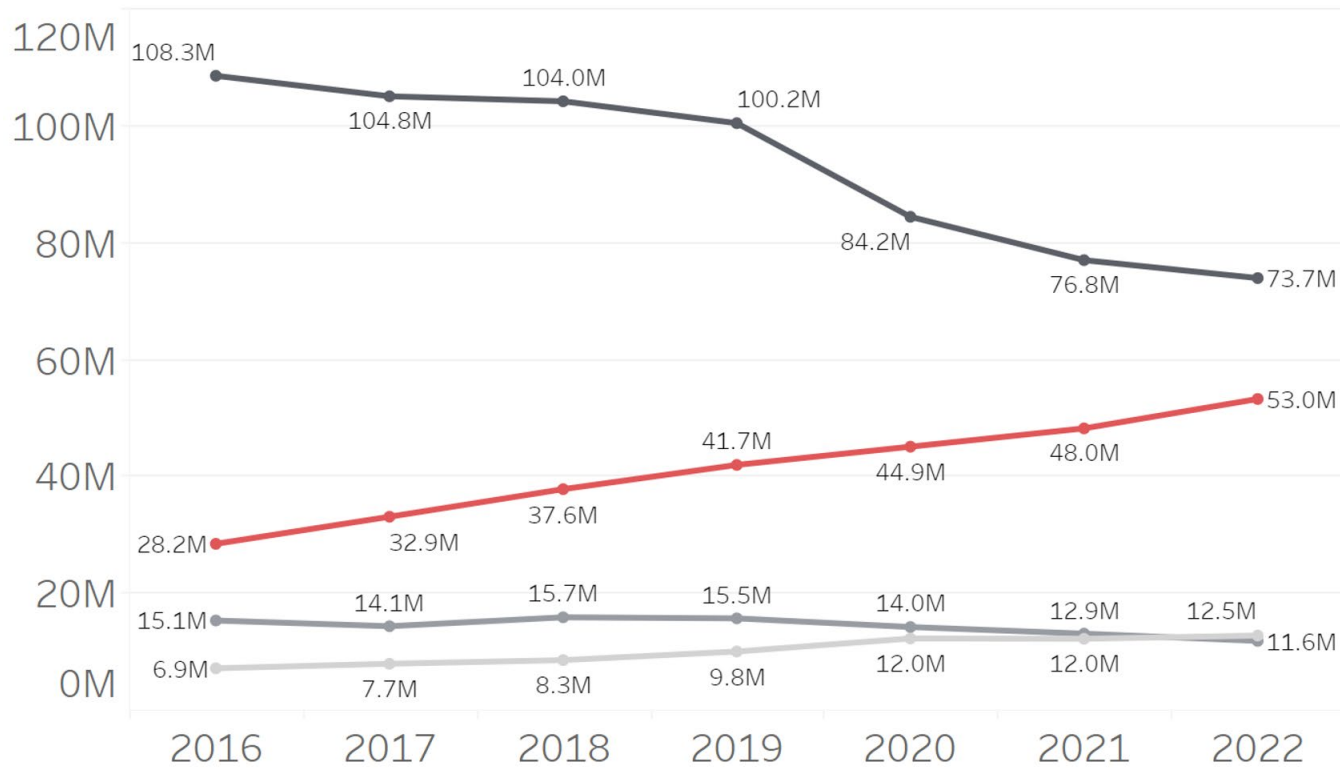
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# Why Are Home Health Margins Narrowing?

## – Medicare Advantage

CMS National Annual Visits by Payor  
(Not just HCHB)



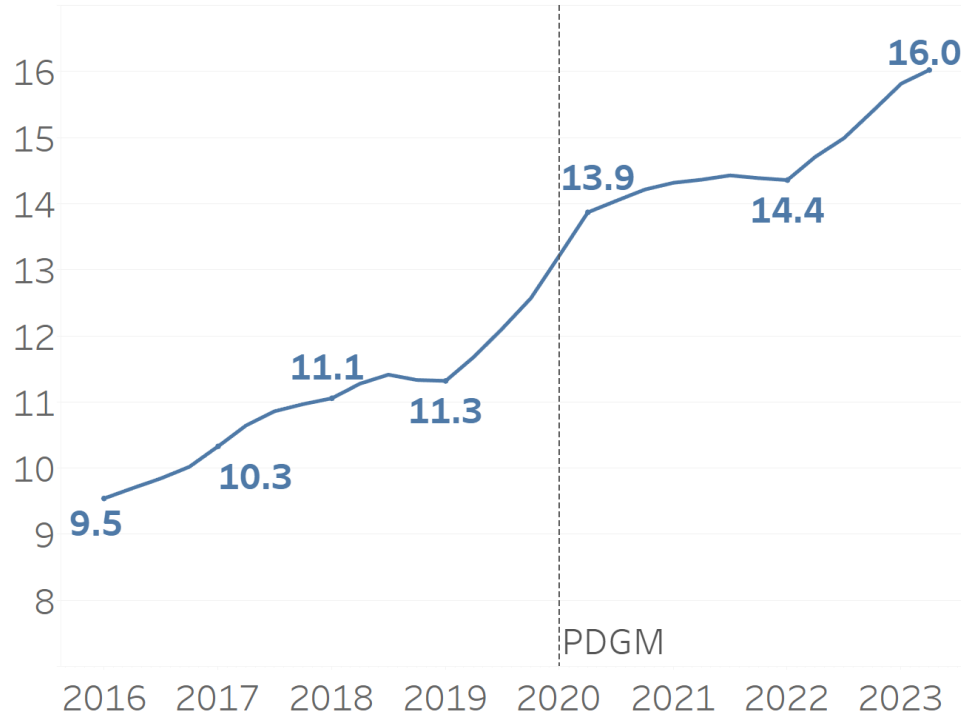
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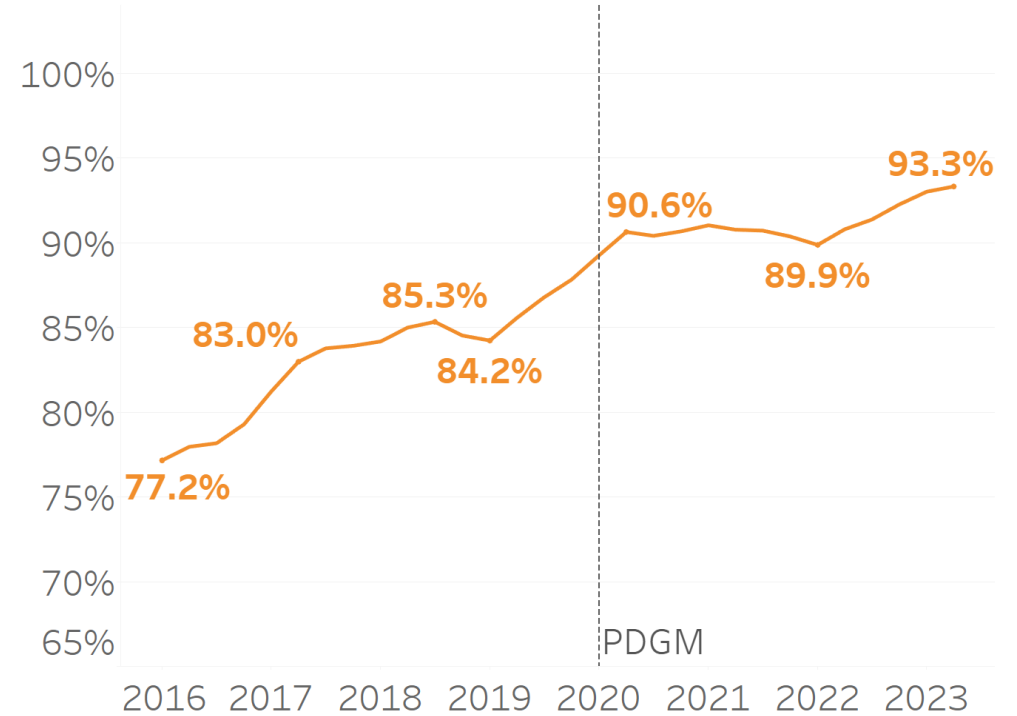
# Why Are Home Health Margins Narrowing?

– Higher Acuity Patients

### Average Diagnoses per Episode



### % of Episodes with 7+ Dx



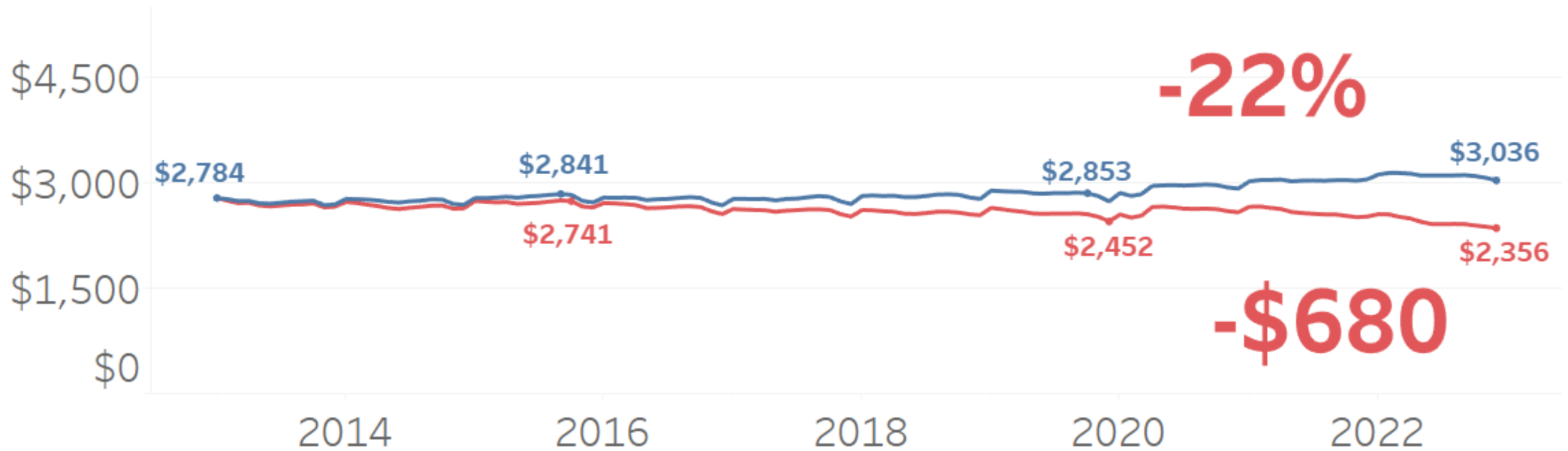
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# Why Are Home Health Margins Narrowing?

- Rising costs for providing care

Therefore, **Adjusted for Inflation**, today's Revenue is worth **22%** less than before.



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# 3 Questions to Help Align Staffing with Technology

- Do you have the right people?
- Do you have the right processes?
- How can you automate and simplify?

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# HCHB Client Spotlight: Visiting Nurse Health System



## VISITING NURSE HEALTH SYSTEM

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# HCHB Client Spotlight: Visiting Nurse Health System

- The Path to Centralization Through Outsourcing Timeline:
  - Revenue Cycle Services
  - Authorization
  - Intake Centralization

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# HCHB Client Spotlight: Visiting Nurse Health System

## – Benefits of Centralization

- 12.5% cost savings in one year
- Free up nurses
- Improves standardization and speed
- Improves work experience
- Empowers innovation
- Alleviate tied to intake staff limitations

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# HCHB Client Spotlight: Visiting Nurse Health System

## – Tips for Successful Centralization

- Change management is key
- Take a phased approach
- Communicate!
- Leverage dashboards
- Choose the right partner

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# Q&A





# Have Questions?

Reach out to the HCHB Sales team 1-866-535-4242

HCHB customers, reach out to your Account Executive

**[Register for HCHB's Upcoming Webinar May 21<sup>st</sup> at 1:00pm CDT](#)**

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# Resources

- [HCHB 2024 Home Health Proposed Rule Comment Letter](#)
- United States Census Bureau, ["2020 Census Will Help Policymakers Prepare for the Incoming Wave of Aging Boomers"](#), December 10, 2019
- American Hospital Association, ["Hospitals' contract labor costs surge amid workforce shortages"](#), March 8, 2024
- Centers for Medicare and Medicaid Services, National Annual Visits by Payer, CMS.gov

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