

An elderly man with white hair, wearing a blue polo shirt, is sitting at a table and playing chess with a woman. The woman is wearing a light purple shirt and is smiling as she moves a piece. The room is bright with large windows in the background. A blue banner is overlaid on the image.

HOME HEALTH, HOSPICE & PALLIATIVE CARE

Taking action to make data-driven decisions.

How to utilize data to monitor important trends.

MatrixCare[®]
by ResMed



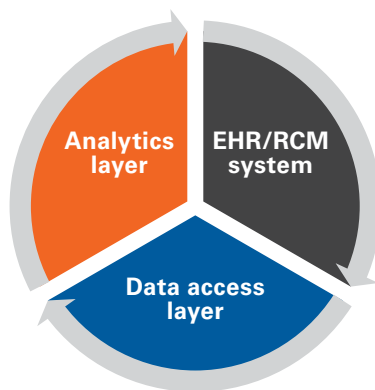
The lifeblood of any business is the flow of important information. This is especially true for home health, hospice & palliative care, where knowing how to analyze that information can help you make better business decisions.

This eBook discusses the challenges facing these markets, how data access can be a differentiator, and how using analytics goes beyond basic reporting—empowering organizations to take informed, data-driven action for their growing businesses.

Data-focused solutions to industry pain points.

In home health, hospice & palliative care, the pain points are simple: slim margins, tight labor markets, and time constraints. These seemingly simple challenges combined with a highly competitive industry call for a toolset that's easy to use and that provides visual trends for KPIs in the market. While the labor market is always tight and competition never goes away, it's the organizations that adopt these kinds of tools that consistently maintain (and go beyond) success.

Analytics and reporting bring value to industry pain points, but these tools are only one layer in a full spectrum of data solutions.



Data access and management: a full-spectrum solution.

There are three layers to the full information spectrum—the analytics layer, the EHR/RCM layer, and the data access layer. Whether it's raw data or summarized data at a visual level, these layers revolve around analysis, while also providing a variety of purposeful toolsets that handle every angle of the data process.



EHR/RCM layer

There is always a source system for an electronic health record or revenue cycle management system where information is captured for billing, clients, caregivers, and clinical data. This layer represents the management of real-time information, featuring tools that generate operational reports, point-of-care alerts, and reporting that helps frontline workers instantaneously.

- Operational reports and dashboards
- Point-of-care alerts and decision-making
- Workflow reporting (collections, claims, worklists, etc.)
- Real-time data



Analytics layer

This pre-built layer shows visualizations at a glance, allowing organizations to explore important trends. An effective analytics layer analyzes quickly, giving those in home care and private duty an instant view.

- Management reports and dashboards
- BI visualization tool
- Dashboard mash-ups on mobile app
- Data refreshed daily



Data access layer

This layer goes deeper by providing access to key information and data tables at a very technical level from within your source system. Allowing you to manage that data in a customized way so that you can truly understand your business.

- Direct data access to key source system tables (refreshed daily)
- Licensed toolset attachment capabilities
- Output files for corporate database

Data access vs. analytics.

If the difference between these two concepts needed to be defined, it would be that data access creates, whereas analytics analyzes.

- **Data access** focuses on creating corporate databases or reporting systems to serve business needs, with IT expertise being an absolute requirement.
- **Analytics** focuses on analyzing important business trends to enable macro decision making.

As a highly technical IT project, data access is not meant to be easy. Analytics systems, however, are pre-built with automatic data flow.



Choosing the right tool for your organization.

Whether you are looking to incorporate analytics into your system to have insight into key business trends for the C-suite and executive leadership or to gain access to more customized data, it's important to make a list detailing what you need and what you want to achieve.

Another factor to consider is cost of ownership. Since some platforms require users to have a highly paid skillset.

Using the Gartner Magic Quadrant—an unbiased market research resource for demonstrating market trends—the most popular data tools are scored into four different vendor position quadrants and rated based on their ability to execute:

- **Leaders:** these vendors have the market share, credibility, and marketing capabilities to drive the acceptance of new tech.
- **Challengers:** these vendors have strong products, credible market position, and resources to sustain continued growth.
- **Visionaries:** these vendors deliver innovative products, but have not yet demonstrated the ability to capture market share or sustain profitability.
- **Niche players:** these vendors are narrowly focused on specific markets, adapting existing products, or are having difficulty executing their vision.

Figure 1. Magic Quadrant for Analytics and Business Intelligence Platforms



Source: Gartner (February 2020)

Looking at the quadrant above, you can see there are a variety of toolsets to choose from. Microsoft® PowerBI is a top performer for the second straight year, but there are many other quality choices depending on your organization's needs.

Data access: a differentiator for your organization.

With data-driven organizations typically able to outpace their competition, data access can truly become a differentiator. Here are some important characteristics of data access:

- Direct data access to high-value source system tables appropriate for reporting use cases
- Nightly updates from the source system
- Ability to attach your own licensed reporting toolset
- Zero footprint on source system performance
- Documentation to assist with query writing



The single pane of glass: do you need an enterprise data warehouse?

The phrase “single pane of glass” refers to needing one system for executives and leadership to see the important things that need to be managed each day. This need is becoming more popular among organizations looking for a single solution to manage data from multiple systems.

If you’ve found yourself wanting the same report with minor changes, needing a new report altogether, or needing a new data feed for census to drive workflow, then it’s time to stop relying exclusively on your EHR/RCM vendor reports. Instead, you need to create your own enterprise data warehouse (EDW), a collection of databases that centralizes your information.

To do this, you need to combine data from disparate sources like RCM, EHR, AP/GL, payroll, CMS, etc. Then use your own selected “BI toolset” (Tableau, PowerBI, etc.) to create a single pane of glass for leadership.

The right skillsets are essential before you can engage in such a project. For example, you must utilize your own IT staff or hire consultants.

Consider it an investment in your business. One case study on a large organization estimated about \$100,000 in saved opportunity costs for each daily report automated.*

*<https://www.matrixcare.com/wp-content/uploads/2020/03/MatrixCare-CaseStudy-AmericanSeniorCommunities-v1-3.pdf>.
Results non-typical and may vary based upon specific circumstances.

Analytics vs. reporting.

It's often assumed that analytics and reporting are similar, but they each have key differences and features:



Analytics

Management is typically focused on analytics. These stakeholders often include C-suite, executives and directors, all of whom may never even log into the RCM/EHR system. People in these roles want to see summarized KPI trends across all care settings and corporate-wide analysis in near real-time.

- Focused on comprehensive organizational strategy
- Filtered and summarized visual layout
- Summarized snapshots available immediately
- Won't impact the source system performance
- Can explore multiple metrics using various dimensions
- Refreshed daily across all offices
- Visualizations are modern and invite analytical discovery



Reporting

Tactical stakeholders are more focused on reporting. This includes clinicians, managers and collectors—who use detailed reports with real-time information at the point of care.

- Focused on operations at each facility
- Scheduled delivery of report snapshots
- Impacts application database with each run
- Suited for everyday use to measure operations
- Can analyze only one office at a time

While embedded analytics makes RCM/EHR systems “smarter,” it does not allow for large-scale data dumps to other corporate databases. Nor does it replace operational reports from the source system.

Key takeaways.

It's clear that monitoring KPIs can help improve business performance, but how you choose to do so depends on your organization needs. Reporting provides real-time information at the point of care, directly from EHR/RCM systems. Automated analytics save time for stakeholders to analyze clinical, operational, and financial metrics. Data access goes deeper, focusing on creating corporate databases or reporting systems.

Whichever you choose to manage and analyze the information within your organization, the end goal will remain the same: take action by making data-driven decisions.





More about MatrixCare.

MatrixCare provides software solutions in out-of-hospital care settings. As the multiyear winner of the Best in KLAS award for Long-Term Care Software and Home Health and Hospice EMR, MatrixCare is trusted by thousands of facility-based and home-based care organizations to improve provider efficiencies and promote a better quality of life for the people they serve. As an industry leader in interoperability, MatrixCare helps providers connect and collaborate across the care continuum to optimize outcomes and successfully manage risk in out-of-hospital care delivery. MatrixCare is a wholly owned subsidiary of ResMed (NYSE: RMD, ASX: RMD). To learn more, visit www.matrixcare.com and follow @MatrixCare on Twitter.



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