

HOME HEALTH, HOSPICE AND PALLIATIVE CARE



Driving technology to enable real-time care team collaboration and referral management for post-acute providers.

MatrixCare[®]
by *ResMed*

With the push for more comprehensive care in the home setting, connecting the patient care journey across the post-acute ecosystem is more important than ever.

From the point of view of industry thought leaders, this eBook discusses how interoperability, telehealth, RPM, and cross-care setting communication will be essential for providers to stay competitive as healthcare delivery continues to evolve.

Telehealth and RPM

Empowering patients (and clinicians) with patient-centric tools

With patient-centric tools like telehealth and remote patient monitoring (RPM), patients and their families are empowered by having real-time access to their health data—no longer having to wait for a nurse or clinician to visit in order to ask questions. Clinicians get immediate EHR updates on their tablets, fostering their relationships with patients through instant communication and enhancing the care they're able to provide.

We need to keep these patients home. Having that data here and now in real time will prevent those patients from being hospitalized.

Deborah Wesley, CEO, Addison County Home Health and Hospice



Slowing the shift toward value-based care

At the core of value-based care is better health outcomes for patients and the ability for providers to deliver better care. It can be an economic and clinical



win for both sides. The key to achieving success with this model is bridging all the moving pieces and parts, and managing a coordinated effort as it relates to care. **However, many organizations are slow to adopt this model for three main reasons:**

1

Data transparency

Organizations must look at how to bring together disparate sources of information, while maintaining transparency with patients.

2

Financial incentive questions

The shift from fee-for-service to fee-for-value brings up a lot of questions on how incentives will align around this new model.

3

Care resources

The need for coordination of care will create a need for resources.

Staying competitive in a value-driven market

To remain competitive in this market, it comes down to operational efficiencies and effectiveness. Having the data, gathering patient information, and sharing with your referral partners and other players in your patient's care—and doing it all efficiently—are crucial to driving value.

You can't be an impeding factor in all of the cogs that are running. You have to drive that value and we can do that tremendously through these new opportunities.

Amy Rose, Chief Quality Officer, Sangre de Cristo Community Care

It's not just about having the right technology that gives you a competitive edge—it's also about using that technology as leverage when marketing to the people who are looking to use your services. Once you make it obvious why they need to work with you, then your reputation develops.



Patient and family engagement

Finding connection in our new normal

In recent consumer research sponsored by Citus Health, a conclusion was that patients and their families want the ability to communicate in an omni-channel way, meaning any way that's convenient for them. Patients and family members who used mobile communication via apps were four to five times more likely to get a quick response—a significant finding, especially when considering how that could affect a CAHPS score.

But how do we get patients and families to adopt these technologies that are available to them?

While some in the industry may worry about pushback from patients and their families when it comes to adopting these technologies—especially because they're sometimes viewed as impersonal—the truth is that the pandemic upped the ante on technology expectations for all aspects of life, from getting groceries delivered to Amazon purchases. And healthcare is not exempt from that.

One of the tailwinds that came out of the pandemic is the rise of consumerism for all patients. We now have this huge population of patients and family members who are used to an online experience and having the ability to track the status of where things are. This is a huge opportunity for differentiation amongst post-acute providers to effectively engage patients and their family members remotely.

Nick Knowlton, Vice President of Strategic Initiatives, ResMed and Board Chairman, CommonWell Health Alliance





Guiding clinical teams that resist new technology

Pandemic or not, new technology can cause anxiety among those who need to adopt it. The key is demonstrating its value, the features that will make their jobs easier, and how it will enhance the quality of care.

The game changer for us was demonstrating the interoperability and how it can enhance their work. Staff were able to see the true value in it.

Deborah Wesley, CEO, Addison County Home Health and Hospice

Clinicians are often the single point of contact by default, giving patients and family members their cell phone number to call and text. The right technology and tools can alleviate this with a system that allows

for communication to the care team, and not just one single clinician—which is a huge selling point for staff.

An investment in technology is not only an investment in the quality of care you'll provide, but also in the experience of your clinicians. If the pandemic showed us anything, it's that the potential for burnout is real. Taking their processes and work-life balance into consideration is necessary for recruiting and retaining staff, and to show them they are truly valued.



Clinicians would love to hear that they don't have to give out their cell phone numbers anymore—that the entire team will be leveraged instead of it falling on their shoulders.

Melissa Kozak, RNI Co-Founder and President, Citus Health

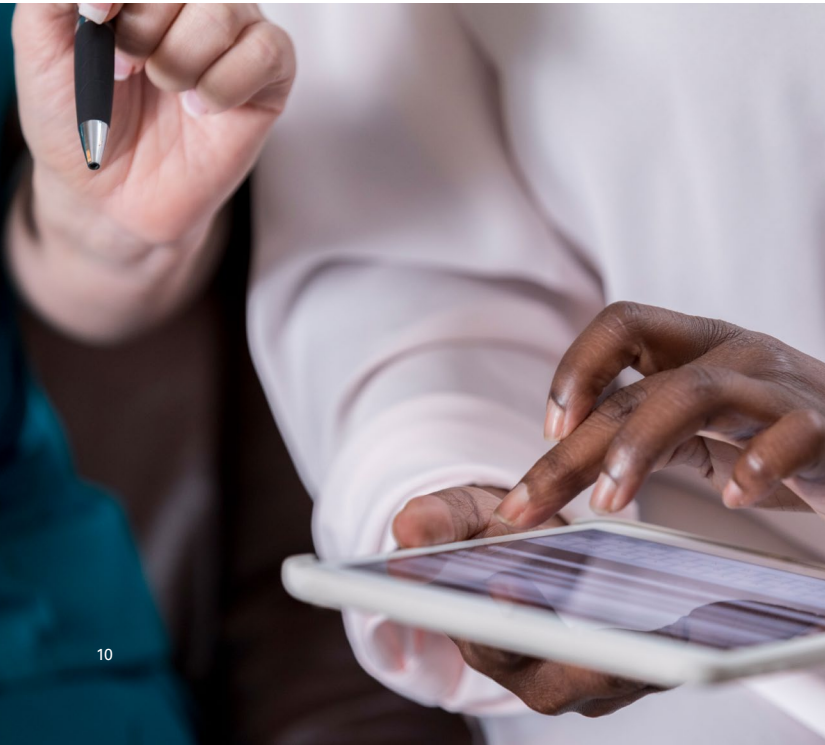
**With all this texting,
is HIPAA an issue?**

The key is that regardless of the channel being used to communicate, it needs to be HIPAA secured.

Interoperability

Bringing truly connected care to post-acute

The ability for collaboration tools to integrate with each other as well as with an organization's EHR is crucial to achieving connected care. When you don't have the ability to move from one system to another—without having to duplicate data entry—provider participation will typically fall by at least 50%.



The importance can't be overstated for making sure collaboration tools are integrated within your EHR and that providers—regardless of where their position is within the ecosystem—stay in their workflows and have the ability to consume information they need.

Nick Knowlton, Vice President of Strategic Initiatives,
ResMed and Board Chairman, CommonWell Health Alliance

Changing care delivery for post-acute

With providers being disconnected from patients and sometimes from their own care settings, the pandemic was an accelerant for needing more interoperability. It replaced paper-based processes with real-time electronic data exchange—and it will only continue to evolve from here.

Referring providers have the opportunity to work with post-acute care organizations that can provide visibility into a patient's care journey. And that's always been music to their ears.

Nick Knowlton, Vice President of Strategic Initiatives, ResMed and Board Chairman, CommonWell Health Alliance



Technology and staffing

Using interoperability to recruit and retain staff

Cited as the top challenge for home health and hospice providers, staffing issues have become even more of an issue since the onset of the pandemic, due to burnout and safety concerns. But looking back on the history of home health as an example, it's easy to see how technology advancements can be the answer to recruitment and retention challenges.

Years ago, once clinicians got a new patient, they would drive to the patient's home, without any insight into the complexity of care needed. The first encounter

would be spent searching through a shoebox full of medications and calling referring providers to piece data together, and then entering it manually into a laptop, which would put a barrier between themselves and the patient.

The right technology can help clinicians have a better existence. By connecting them to the outside world and updating them electronically in real time—from referral sources and anyone else the patient has worked with—they can enter the patient's home well prepared.

They didn't make traction in that first visit, and they'd have eight of those in a day. Then they'd go home to spend time with their family, but find themselves doing documentation in the EHR.

Nick Knowlton, Vice President of Strategic Initiatives, ResMed and Board Chairman, CommonWell Health Alliance



We should absolutely be leveraging technology when recruiting—or even retaining—staff.

Amy Rose, Chief Quality Officer, Sangre de Cristo Community Care

Leveraging technology to increase recruitment and retention

Understanding the benefits that this technology brings to the clinician experience also makes it a valuable tool to leverage when recruiting new staff. When clinicians know their needs are prioritized and that you care about their work-life balance, they're more likely to adopt new technologies, become loyal employees, and ultimately provide better care.

With this clinicians-first approach to technology, it's not uncommon for word of mouth to travel about which providers have satisfied staff. It creates competition, reduces recruitment costs, and causes a ripple effect that eventually improves outcomes—and it all starts with seeing your EHR as your hub, finding products and systems that will ease the work of your clinicians, and prioritizing interoperability.

Vendor relationships

Growing with your EHR



When it comes to finding the right integrations for your technology and the capabilities you need, communicating to your vendor is key. By being selective with vendors and prioritizing relationships over transactions, interoperability is maximized and staff will actually look forward to new products and technology changes.

Every single one of our clinicians feel they're offering better, more comprehensive care and better communication because of the interoperability that we've spent our time and relationships building. It's very exciting.

Deborah Wesley, CEO, Addison County Home Health and Hospice



Evolving with technology

While healthcare technology has accelerated during this new normal, many providers in the post-acute industry are hesitant to adopt due to assumptions about cost, the time it takes to implement, and a resistant staff. But in this ever-changing industry where the delivery of healthcare is shifting to the

home and remote care is inevitable, the real question is: what will rejecting technology cost you?

The answer is simple: referral partners, satisfied staff, and quality care.



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