LeadingAge™
Maine & New Hampshire
Educate. Collaborate. Inspire.

COURAGE IGNITED

From Healthcare to Health

Population Based Cross-Continuum Programming

HEALTHPRO HERITAGE

The Great Reset

From REACTIVE to PROACTIVE

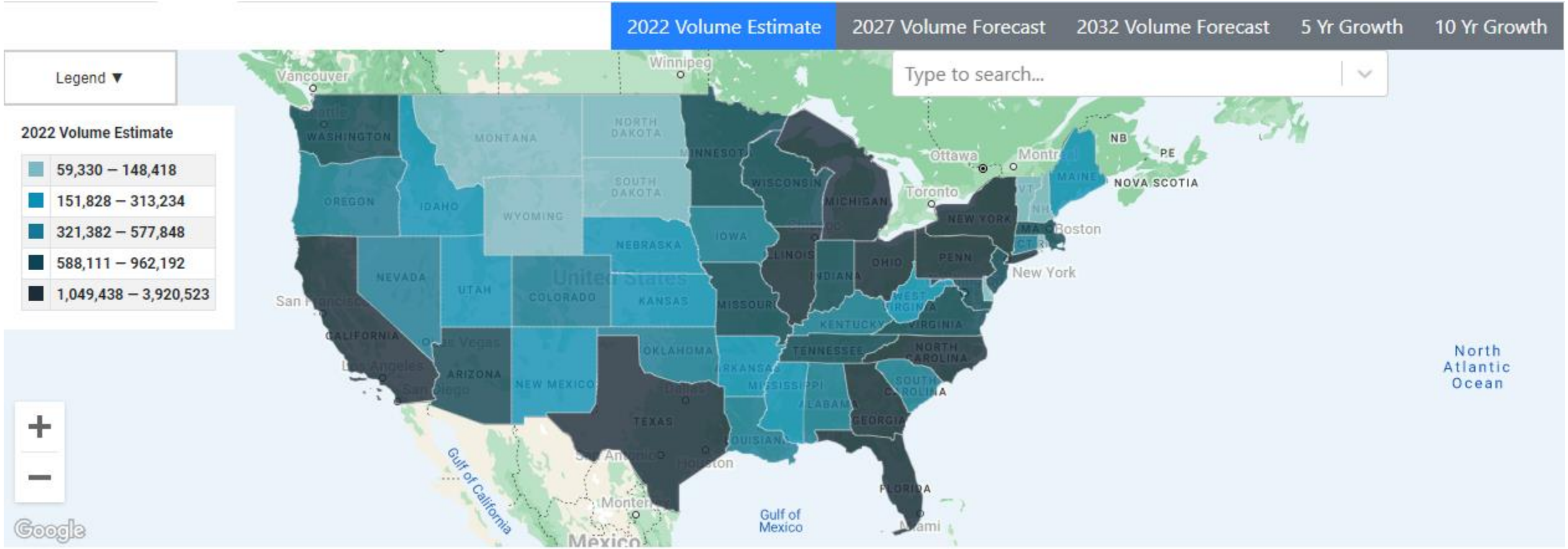
Build a solid foundation for change

ID acuity + needs of aging population

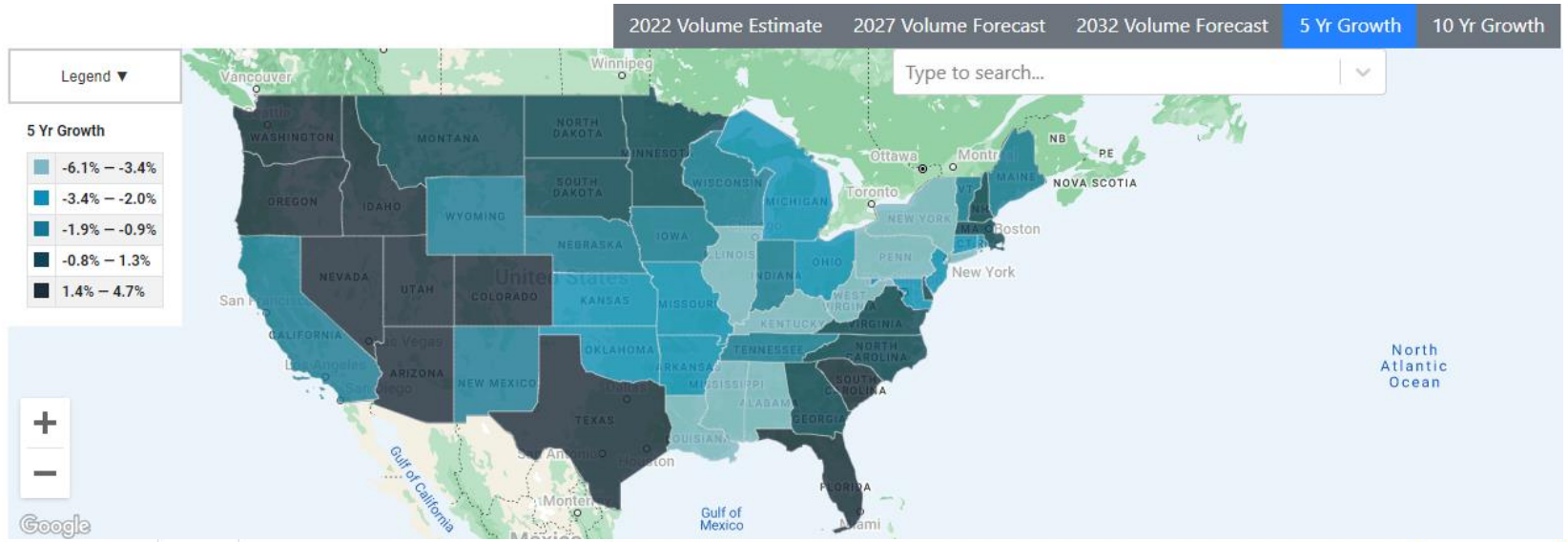
Multitude of offerings to meet vast needs

Plan + invest for the future

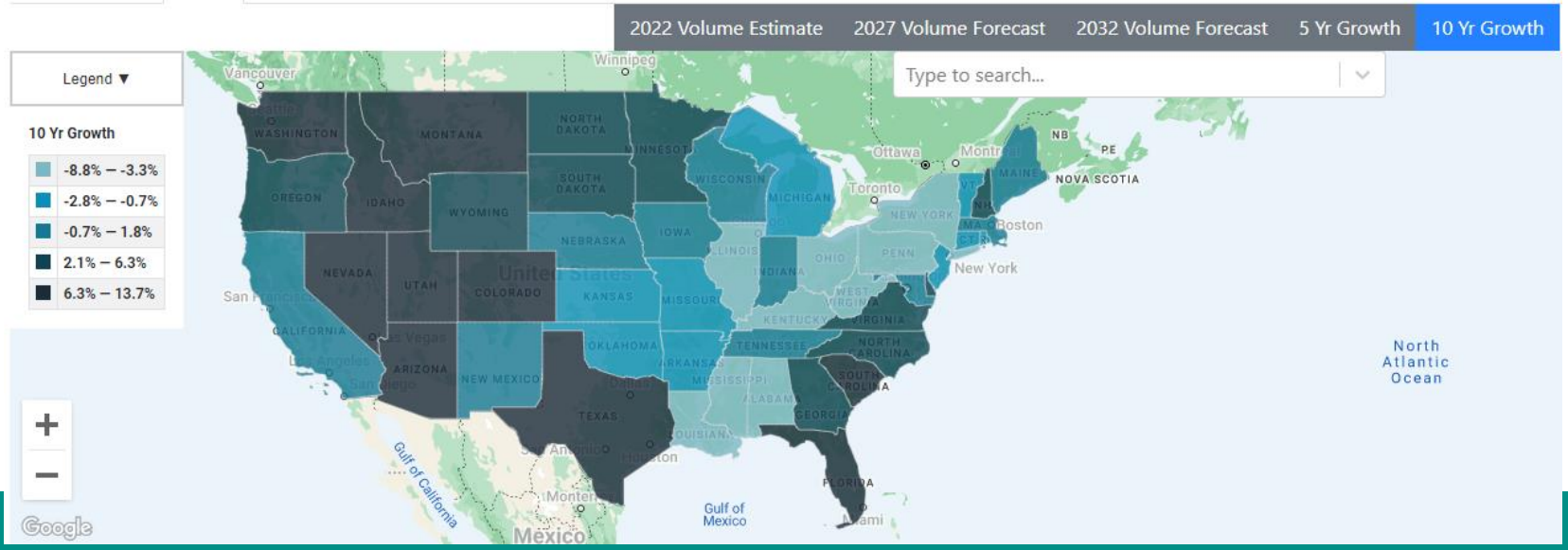
Current Population Over 65



5 Year vs. 10 Year 65+ Population



5 year growth:
ME .9%
NH 1.3%



10 year growth:
ME 1.8%
NH 6.3%

The Acuity + Occupancy Equation

Thoughtful Level of Care Placement with Focus on Wellness + Lifestyle Offerings

Preventative Health Services

Ancillary Services + Partnerships

Integrated H+W Models

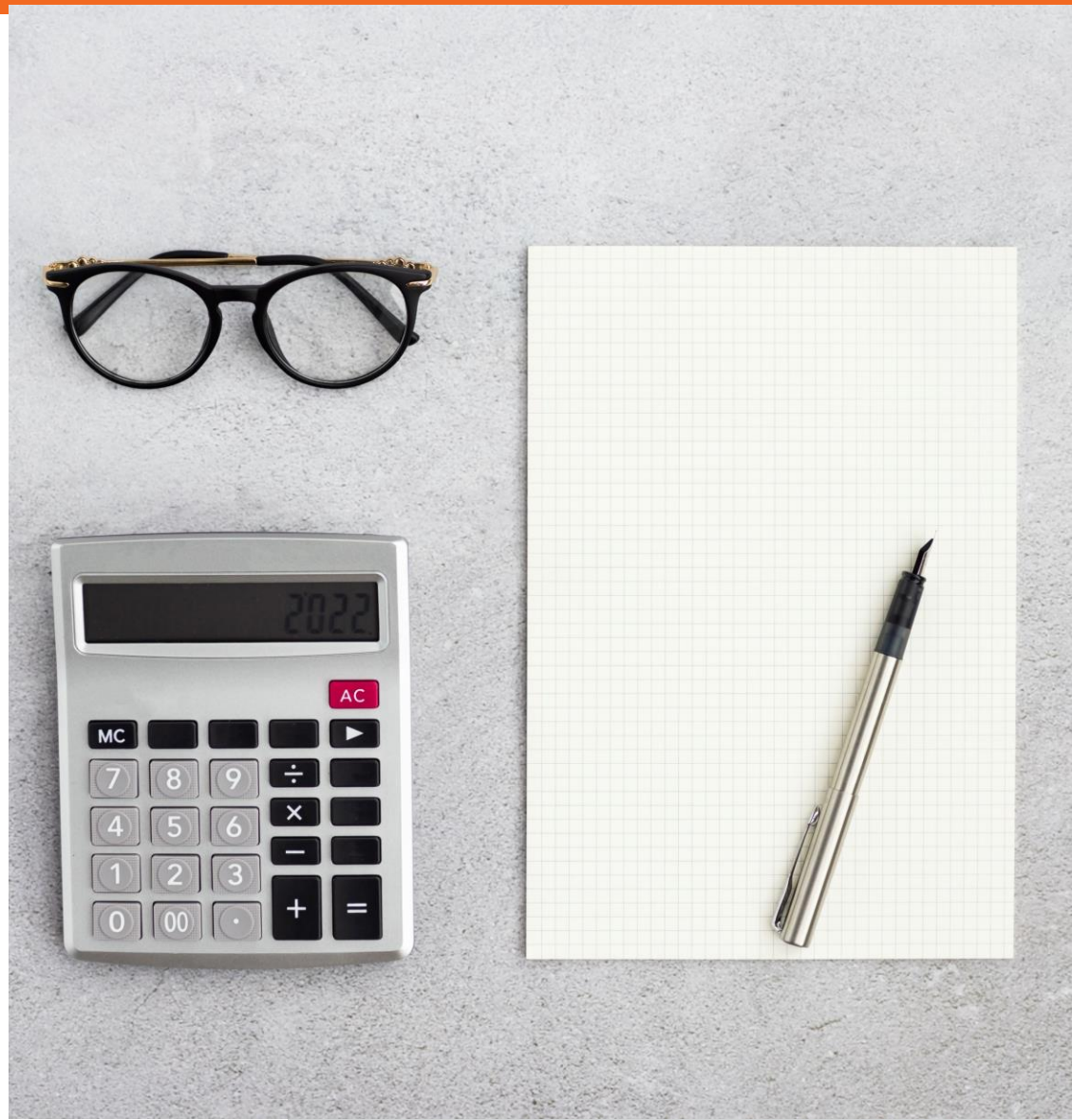
Purposeful Marketing Shift

- Help independent adults “aspire to retire”
- Promote the benefits of community vs staying home
- Combat loneliness & improve social lifestyle

Create a “One Stop Shop” Community

- Lifestyle offerings that appeal to all
- Ease of Access to Care
- Maintain a sense of PURPOSE

Understand the financial impact + success drivers of YOUR occupancy formula



Population Health Management: *Recipe for Success*

Customized Approach to Holistic Care

Education/Health Literacy

Participation in well-journey + healthcare plan

Caregiver + family support

Collaboration of Care

Thoughtful + purposeful coordination of care professionals and offerings

Proactive ID of needs

Enhanced Coordination of Care = Effective Cost Management

Consideration of Social Determinants of Health

Overcome barriers that may exist: language, socio-economic, access to healthcare, nutritional support, environmental, education

Operation *THRIVE*

Data analytics/EMR offerings to drive support + offerings

Continuous quality improvement

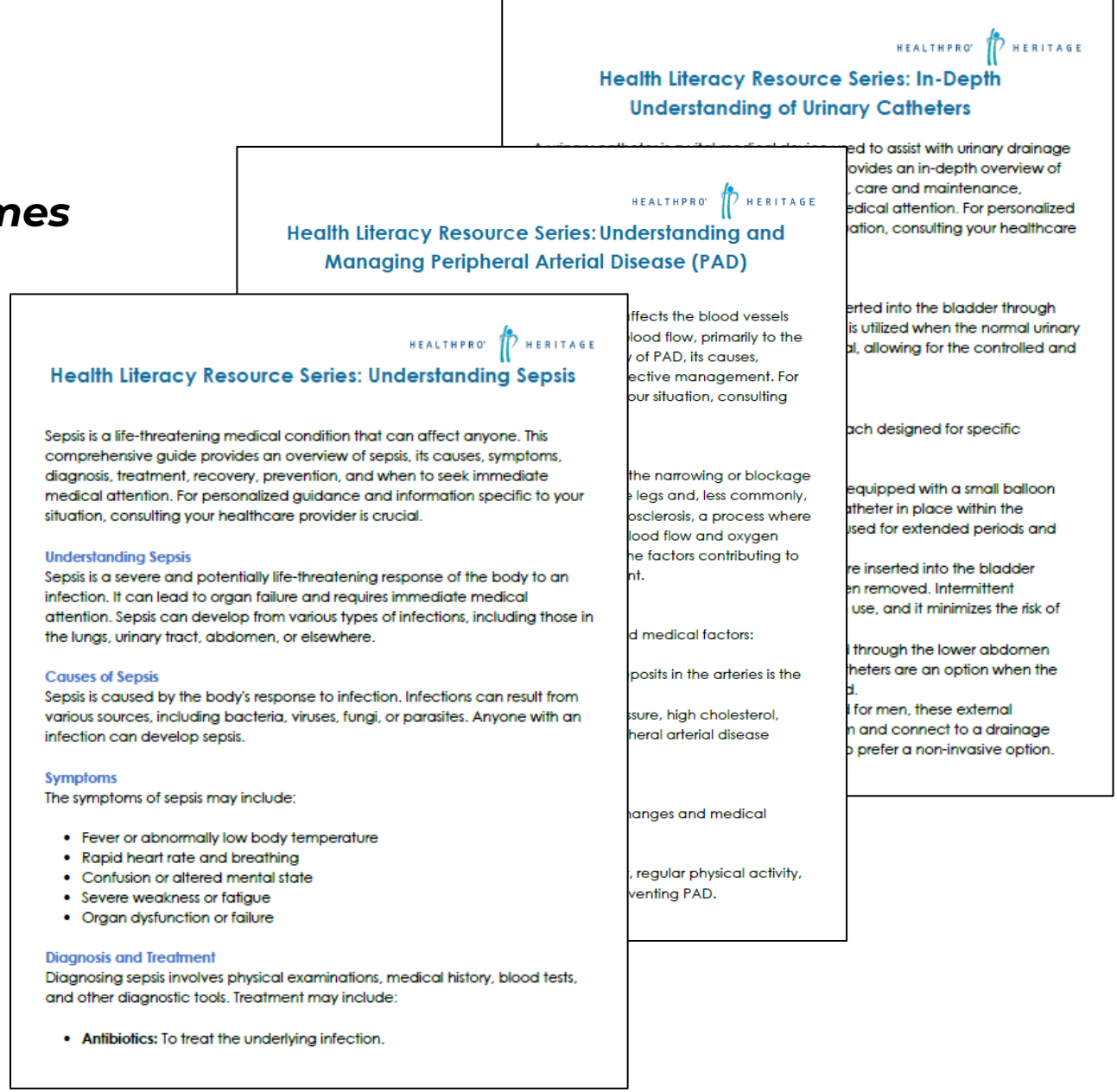
Measure Effectiveness, Revamp Process, 'Rinse + Repeat'

Retain within your 'Health System'!

Health Literacies

Enhancing Health Literacy for Better Outcomes

- **Empowered Decision-Making:** Improved health literacy empowers well-informed decision making, enhancing overall healthcare experiences.
- **Reduced Risk of Re-Hospitalization:** Enhanced health literacy reduces the risk of re-hospitalization by promoting better self-management + adherence to treatment plans.
- **Comprehensive Understanding:** Across various diagnostic groups patients gain a holistic understanding of their health issues.
- **Early Detection:** A well-informed approach enables early symptom recognition + timely medical attention.
- **Preventive Strategies:** Materials include prevention tips, promoting better health + quality of life.



Building Your Continuum

Enters into 'Health' System

01

Comprehensive identification of needs + wants

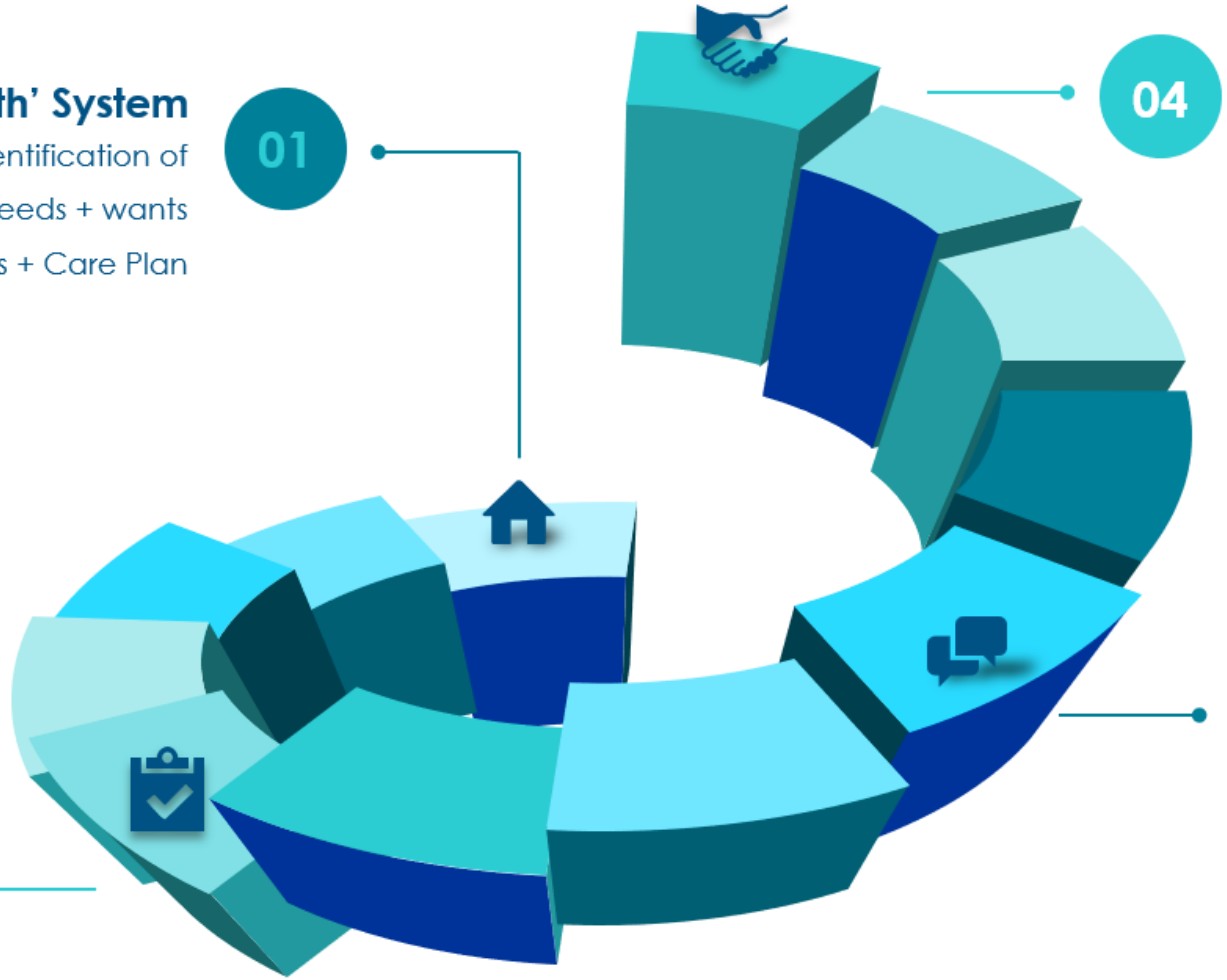
Risk Assess + Care Plan

02

Continuous Process Improvement

Data-driven community offerings

Staffing, Engagement, Ancillary Services + Partnerships, Wellness, Home Health



Collaboration of Care through All Stages of Life

04

Specialty Services

Physician Oversight

Transitional Care Management

Memory Care

Palliative Support

Anticipate Needs + Pivot

03

Proactively infuse services + support to ensure patient remains in health system

Disruptive Innovations to Senior Living

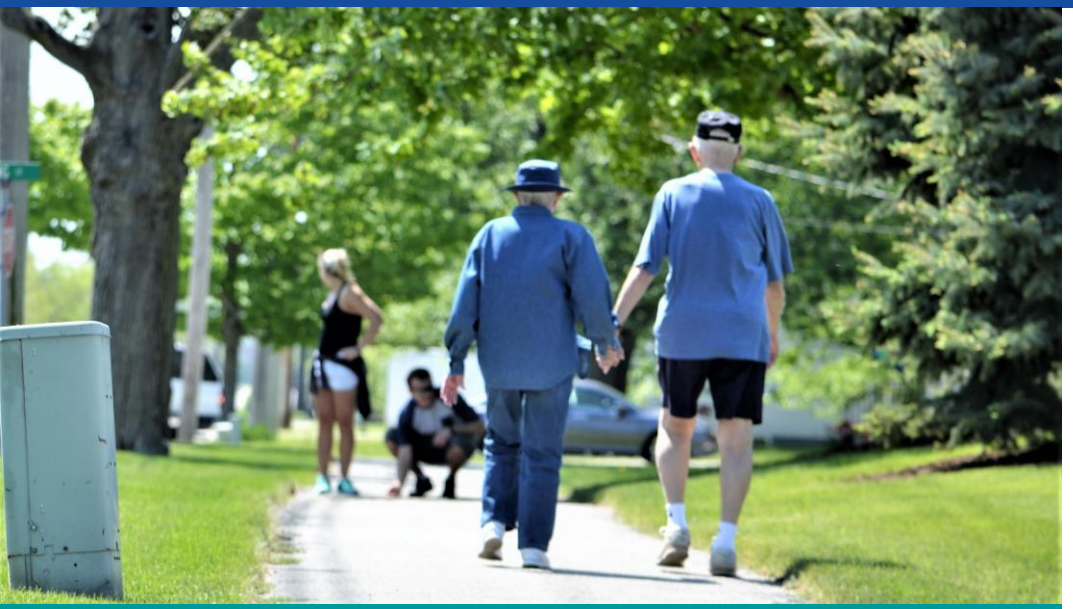
HEALTHCARE TO HEALTH

- Run TOWARDS the Change!
- Meeting Consumer Needs in a New Way
- To be the Uber, or the Taxi...
- Reframing Aging and Age
- Reframing Health Around Wellness
- Reframing Senior Care
- Farewell to Models of Dependency

From Healthcare to Health

5-Step Action Plan

Where to Begin?



Non-negotiable Clinical Programs and Partnerships to Ensure You are Building Upon a ***Strong Foundation***

Assess Risk + Know the Opportunities

- Falls Programming
- Memory Care Programming
- Transitional Care Management

- Pharmacy
- Rehab/Therapy
- Wellness/Fitness
- Home Health

Advanced Clinical Programming:
UI, Parkinson's, Pain, Post-Operative Recovery, CHF/COPD, and MORE

1 Wellness + Lifestyle Offerings in Action

Don't wait for illness or injury, engage in a proactive wellness process!

Assess Activity Offerings + Engagement Today!

Comprehensive Health and Wellness Assessment should be conducted upon move in and annually

ADD the six-dimensions of wellness into the offerings and prescribed based on the person centered care planning process

Wellness Plans should be person centered and focused on living an active lifestyles and engaging in place

Wellness + Lifestyle Offerings in Action

1

Don't wait for illness or injury, engage in a proactive wellness process!

Assess Activity Offerings + Engagement Today!

Comprehensive Health and Wellness Assessment should be conducted upon move in and annually

ADD the six-dimensions of wellness into the offerings and prescribed based on the person centered care planning process

Wellness Plans should be person centered and focused on living an active lifestyles and engaging in place

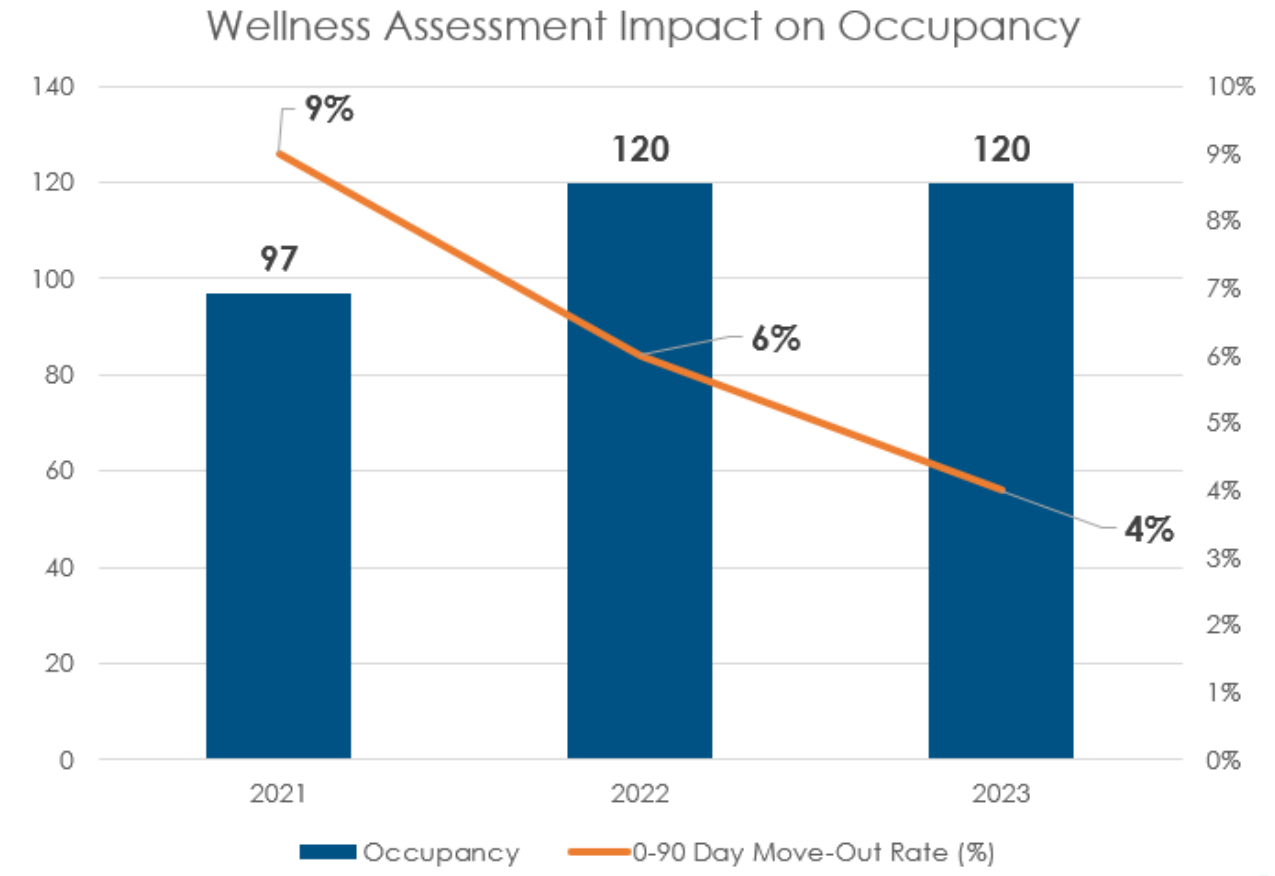
Proactive Wellness Assessments: The Impact on Occupancy

- Doors opened in late 2020 amidst COVID
- Comprehensive H&W Assessments implemented Jan 2022 resulting in a **55% decrease in move-outs within the first 90 days since 2021**!
- YTD 2023: **45 Assessments Completed** resulting in **94 therapy tracks opened!**

Avg Cost of Assisted Living*: $233/day
Preventing 5 move-outs/year results in $425K in revenue preservation

*SOURCE: National Investment Center for Seniors Housing & Care

120 Unit Assisted Living Facility in Indiana



Lifestyle Offerings:
Enhance Your Life Enrichment

Take a Whole-Person Wellness approach to activity programming!

Personalized, Meaningful + FUNctional Activities that suits the needs of your community

Activities for all 6 Dimensions of Wellness

Diverse range of exercise classes

Special programming for all stages of dementia

Comprehensive training for activity staff

Strategic Scheduling of activities with consideration for facility staffing

SUCCESS BY THE NUMBERS! CASE STUDY: NY

11.1 Implementation of SNF Activities Program in New York!

12 FTE's in 11 units!

20% growth in program offerings (with more coming!)

Attendance has increased by 50%

Inclusive of:

Meditation • Dancing • Journaling • Spa Days • Pottery • Jewelry Making • Knitting/Crochet • Spanish Club • LGBQT+ club • AND SO MUCH MORE!

Leveraging Your EMR

Assessment

Internal & state requirements

Determine level of care & service plan

Move in & Annually

At any time of a change in function

Assessment Plan – Service Plan of Care

Document scheduled tasks

Provide interventions as appropriate

Track compliance

Unscheduled Services

Intervention Planning/ At risk

Timeline for prior level

Possible change in level of care & payment

Communication

Point of Care Tasks

Track service delivery & completion

Track compliance

Will show insight into unscheduled services/tasks

Meaningful Metrics: Understand the Impact

Falls, Incident + Injury Metrics

WHY: Showcase impact of services on resident abilities

HOW: Care Coordinator, Resident Care Director

ALOS by Care Setting + Pt Risk Info

WHY: Highlight impact of services on successful aging + engaging in place

HOW: Billing Office + Transitional Care Team

Occupancy, Inquiry + Move In/Out Stats

WHY: Monitor impact of services on occupancy growth + “closing the back door”

HOW: Admissions + Marketing

Staffing Needs

WHY: Identify opportunities for strategic, collaborative solutions

HOW: Executive Director + Team

Redesigning Care: High Presence PCP Model

Physician Schedule: Rounding, Clinic Hours, Extender Presence

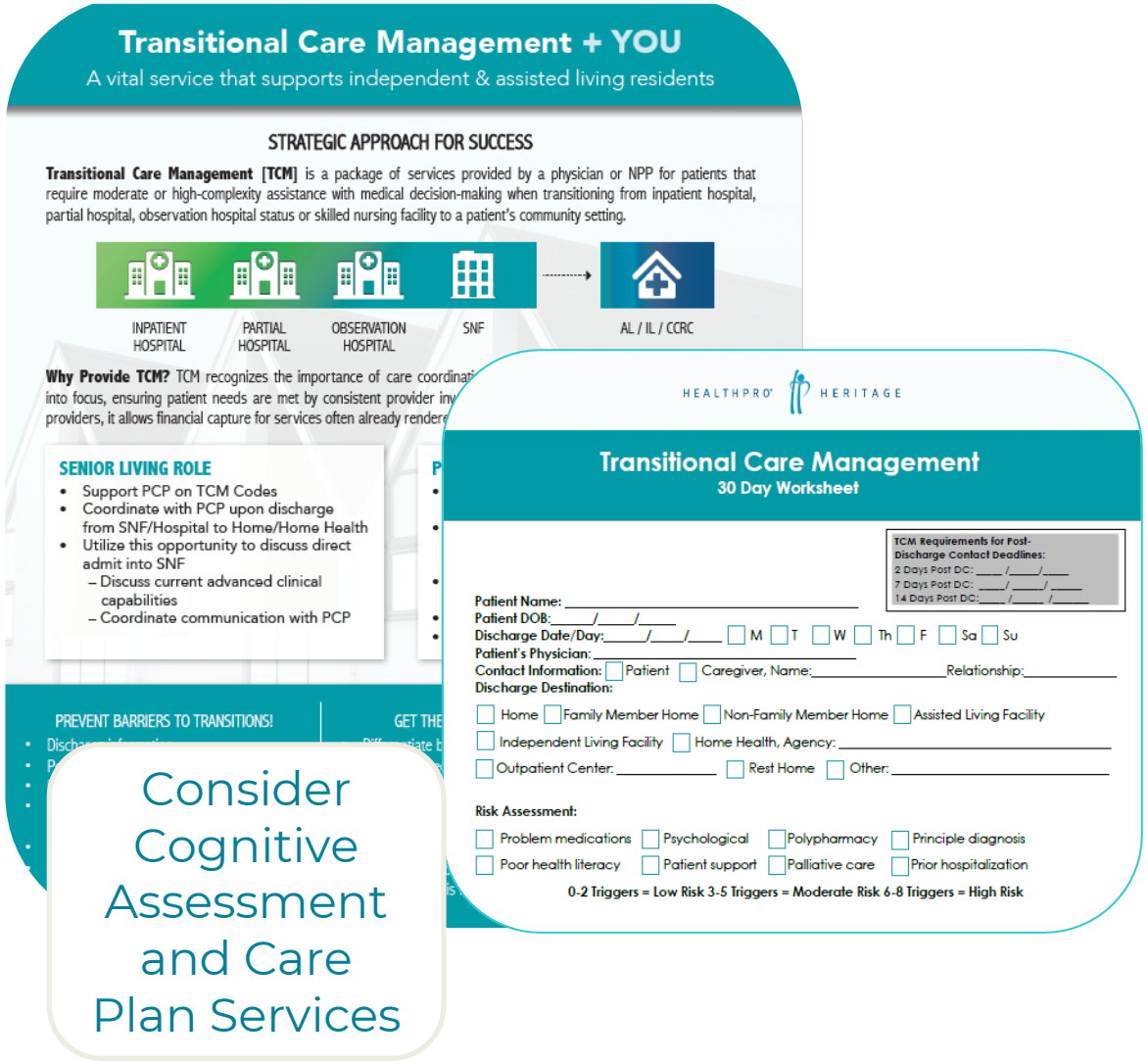
Annual Wellness Visits: Move In + Annual

Therapy + Wellness Coordination

IDT Risk Review Meetings

In House Treatment Model

Transitional Care Management



Consider Cognitive Assessment and Care Plan Services

Advantages

- Increased Care Coordination
- Provider Services Revenue Boost
- Physician Driven Program supported by IDT
- Consistent Provider Involvement
- Collaborative Discharge Planning Process
- Marketing Tools
- Reduced Hosp Readmission Rates
- Safe transition throughout the Continuum

CMS Promotes

+ Communication with patient or caregiver (phone, e-mail or in person) within 2 business days of discharge

PFS Final Rule expands concurrent billing codes; reduced from 57 to only 29 codes

Create a “Health Hub”

Attractiveness to ‘senior living’ is convenience of care + ‘One Stop Shopping’

Consider a model that provides that experience to patients *through strategic channel partnerships*

Greater Ease of Access + Increased Compliance to Care = Clinical + Operational Excellence

Transportation · Specialty Physicians (i.e. Cardiology, Orthopedic, Dermatology) · Pharmacy · Lab · Spa services · Nutritional support · Holistic Wellness Services · Skilled Therapies · Dental · Vision · Behavioral Health · Imaging · Remote Patient Monitoring · Telehealth Services · Home Health

Interventions + Partnership Checklist

Systems + Supportive Partners are
Crucial to Success

- **Telehealth + Physicians:**
  Annual Wellness Visits, Referrals to specialists, high presence in high acuity locations
- **Outpatient Therapy Programming and Quality Outcomes + Wellness Programming**
- **Quality Home Health Services**
- **Artificial Intelligence & Technology Integration**

The Importance of Behavioral Health

Mental Health is HEALTH!

Accessible Support Services

- Psychiatric Evaluations, Medication Management, Therapy + Counseling, Staff Training
- MCR, MCD + Private Insurance billing option

Holistic Care Approach

- Depression, Anxiety, PTSD, OCD, Bipolar Disorder, Schizophrenia, Alzheimer's Disease, Dementia, Recent Life Changes, Antipsychotic Mediations + More

Integrate into Wellness Offerings

- Therapy Comprehensive Health & Wellness Assessments

Robust Care Team

- Increase Touchpoints
- Coordinated Care + Communication
- Build Your Village

Why TeleMental Health?

- Ease of access to quality care
- Antipsychotic medicine reduction
- Manage unwanted behaviors
- Alleviate staff burden amongst nursing + caregiver shortages
- Supportive documentation provided in addition to collaborating in care plan needs
- Provide necessary care to decrease risk of hospitalizations or move-outs
- Support for staff emotional well-being/mental health

Leveraging Tech + Data

Embracing Technology: Make it Work for YOU

Insights through machine learning & artificial intelligence

Changes & trends in behaviors

- Transportation
  - Dentist visits
  - PCP visits
  - Outside activities
- Wellness & activity participation
- Dining preferences
- “Medical Concierge”
- Communication to support seniors’ engagement
- Predictive analytics
- Wearables & RPM/RTM

Cubigo

VirtuSense

Aware

Owlytics

TouchTown

Forsite Solution

Tranquility Lifestyle Solutions

Leveraging Technology to Enhance Outcomes

Fall Prevention

dele

Tranquility Lifestyle Solutions

VIRTUSENSE™

vayyar™

SafelyYou

Resident Engagement + Wellness

RENDEVER

cubigo

touchtown

REACT

Sagely

VIVO strength·community·life

Enhancing Therapy Outcomes

VIRTUSENSE™

HYPERICE

TRAZER

Ampcare

NEUROGYM®TECH

VITALSTIM® THERAPY

IncludeHealth™

ACP® Outcomes Accelerated

bcat.

Home Exercise PRO

Assessment PRO

Remote Patient Monitoring

HRS Health Recovery Solutions

VIRTUSENSE™

cosán

vivifyhealth

Additional Solutions

medasync

CaringWire

encounter TELEHEALTH

Shifting Mindsets

"What got us here, won't get us there."

–Marshall Goldsmith

Technology is required. It has a substantial impact on staffing, engagement & proactive care for long term success. Leverage the data available to you.

Becoming a destination for older adults who thrive. A place that feels like home but elevated. This will drive occupancy & financial stability.

Redesign purposeful partnerships that will drive holistic and collaborative resident care along with quality outcomes.

Shift away from a reactionary and healthcare driven model to a proactive, health and wellness model of care. Utilize all levels of care + resources to provide the **RIGHT CARE** at the **RIGHT TIME** in the **RIGHT PLACE**

THANK YOU

www.healthpro-heritage.com

Head shot here

NAME
TITLE
PHONE
EMAIL

HEALTHPRO HERITAGE

LeadingAge™ Maine & New Hampshire
Educate. Collaborate. Inspire.