Rebuilding census after COVID-19

A step-by-step system for growth

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Current state

THE WALL STREET JOURNAL.

U.S.

Covid Spurs Families to Shun Nursing Homes, a Shift That Appears Long Lasting

Fearing infection and isolation, relatives are turning to home care as new services make that option more possible for many

Skilled Nursing News

FINANCE
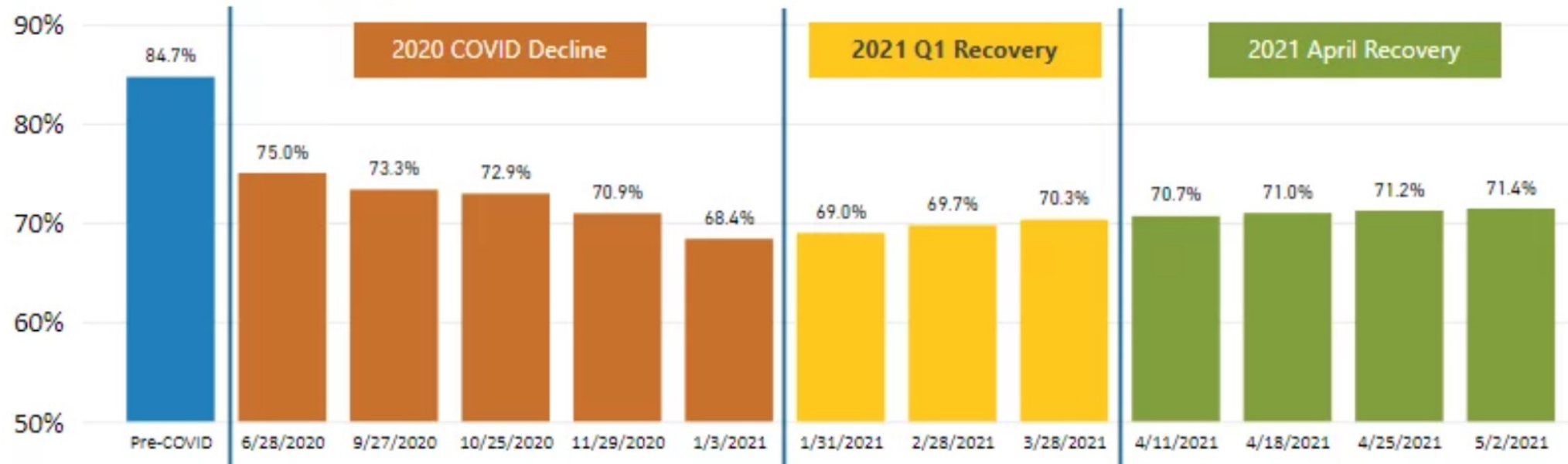
As Pandemic Drags On, Home Health Diversion Rates from Nursing Homes May Become Permanent

By **Alex Spanko** | January 26, 2021

McKnight's
LONG-TERM CARE NEWS

January 26, 2021

Skilled nursing's 'pain points' persist, including 69% median occupancy

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Recovery plateau for SNFs?

National Median Occupancy

Source: CLA

Negative margins likely even at 90-95% of pre-covid levels
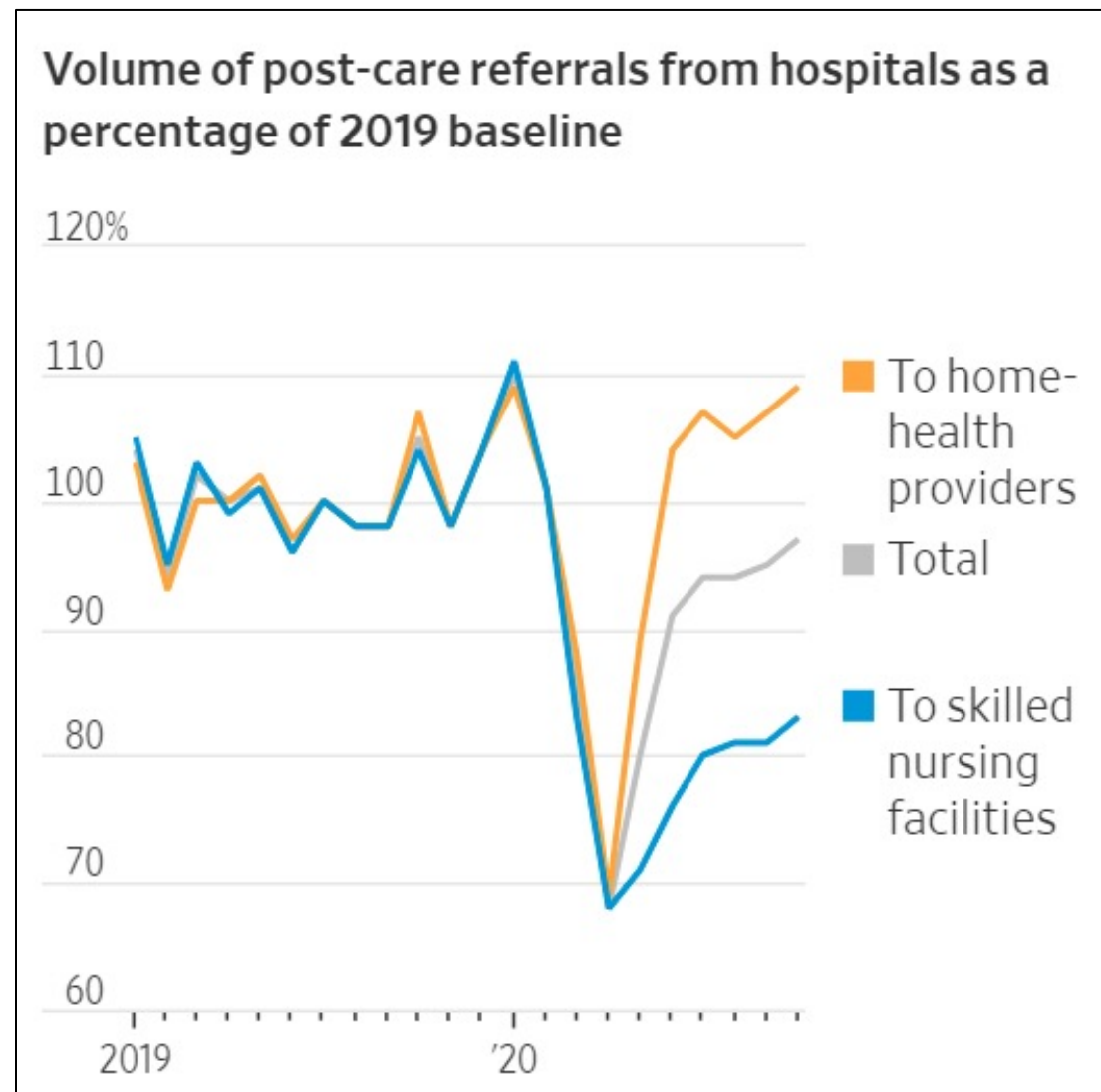
Disruption

Referral Trends
- "Elective Procedures" first halted, now slowed
- SNF at Home
- Changing Patient Profile

Media Coverage
- COVID Outbreaks and isolation
- Scaring consumers and referrers

Post-acute is "up" – but not across the board

Volume of post-care referrals from hospitals as a percentage of 2019 baseline

Legend:
- To home-health providers (orange)
- Total (gray)
- To skilled nursing facilities (blue)

Y-axis: 60, 70, 80, 90, 100, 110, 120%

X-axis: 2019, '20

A permanent game changer

COVID accelerated industry change and our need to adapt:

- Move toward higher acuity
- Consumer Attitudes
- Quality focus – i.e., VBP

We won't be going back to the good ol' days of 2018-19

- Most new referral patterns are predicted to be permanent
- But new opportunities abound
- Communication is paramount and will continue to be expected
- Leveraging technology will continue to be mission critical

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What can we do right now?

1. Lean in

2. Focus on customer experience

3. Be transparent

4. Shore up resources and clinical chops

5. Tell your story WELL

6. Be open to (and pursue!) new opportunities

7. LEVERAGE TECHNOLOGY

Panelists

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Melissa Green

The market has changed post-COVID
- Less traditional LTC business
- Younger patient population

80% of COVID deaths were our demographic

Larger stigma associated with SNF than ever before – we must rebuild trust by being transparent with all stakeholders

Melissa Green

Flex your clinical and operational muscles
- Develop specialty programs
- Transitional care programs
- Shore up your clinical competencies and promote them

Capitalize on new opportunities

Hospitals are willing to partner – even distribute clinical staff

Mike Logan

Focus on patient experience
- Fewer referrals, tighter competition – make each one count
- More touch points, personalized care
- Highest possible quality
- Other forms of entertainment and engagement

Leverage your technology
- Tell your story with data
- Optimize care – and reimbursement under PDPM
- Work on team competencies

Mike Logan

Stop wasting time on metrics that don't matter

Focus on just those that drive your business
- Is the metric relevant
- Do you have formal planning around it?
- Is it presented in a compelling format that is easy to understand by those you're trying to influence (referrers, team members, etc.)?
- Is the metric tied to the operational process?
- Have you connected the metric to the dollar impact?

Hai Le

- Tell your unique story successfully
- How technology can help
- The difference between data and analytics
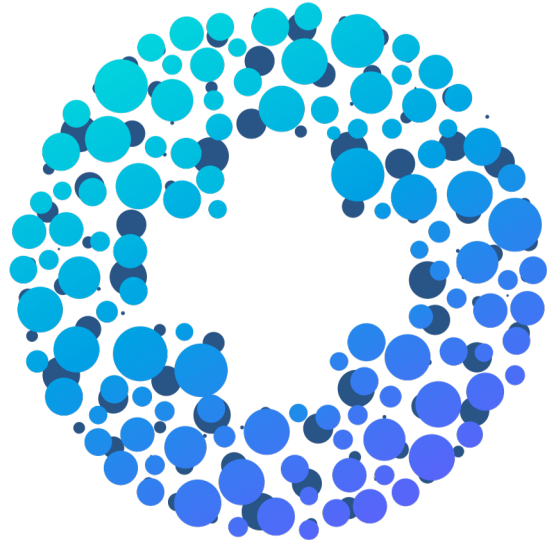- Get a "real" (time) predictive advantage
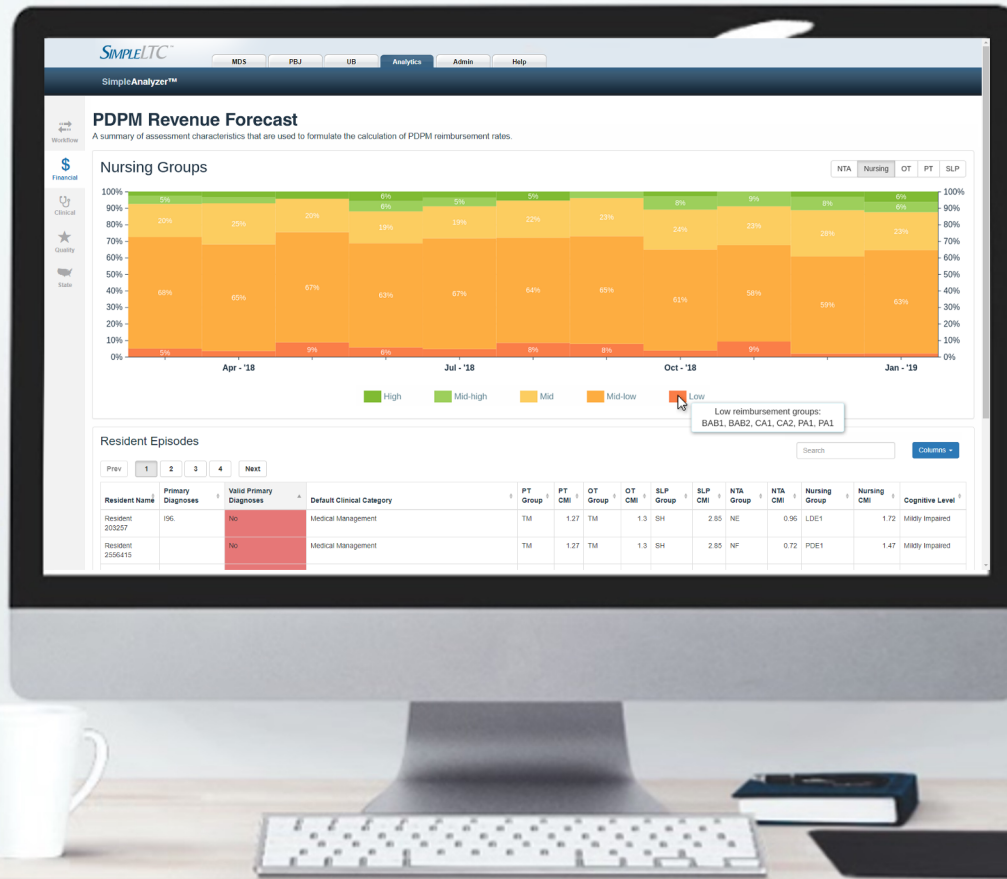
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Leverage machine learning to:

- ✓ **Reduce rehospitalizations** with focused interventions

- ✓ **Increase census** by identifying at-risk patients early and treating them in place

- ✓ Better **prioritize resources** for patients most at risk for near-term decline

- ✓ Improve **quality of care** and **patient satisfaction**

- ✓ Strengthen **preferred provider status** with ACOs, BCPI providers and I-SNPs

Key Features

Daily Risk Report

Proactively identifies and prevents RTH with timely interventions for patients most at-risk for decline.

EHR Data Optimization

Our scrubbed data analyzes your system, looks for keyword triggers, and improves patient outcomes.

My Saiva Dashboard

Increases efficiency and quality of care by empowering clinicians to see constantly updated patients' charts.

Live Poll

Would you like a live demo of Simple Analyzer?
Would you like a live demo of SAIVA?

Q+A

More info

Learn more about SimpleLTC:

simpleltc.com

Learn more about SAIVA:

saivahc.com/skilled-nursing-facilities

Thank you for joining us!

Recording and handouts available at:

simpleltc.com/rebuilding-census