

HOME CARE 100®

LEADERSHIP CONFERENCE

Home Care 100 Coronavirus Task Force Executive Summary – Call #3

Stepping Up to Meet the Crisis: Case Studies, Staff Training Protocols, and Best Practices

March 31, 2020

Through weekly complimentary **Home Care 100 Coronavirus Task Force** conference calls with top experts and providers on the front lines, we aim to provide you with best practices in **crisis management** and **valuable business-scenario planning**.

This week, providers shared the financial impact of the crisis (so far), strategies to mitigate staffing concerns, PPE shortages, and emerging challenges.

Guests

Rexanne Domico, President, BrightSpring Health, Home Health & Rehabilitation Services

Marki Flannery, President & CEO, VNSNY

Adam Groff, MD, Chief Medical Officer, BAYADA Home Health

Steve Landers, MD, President & CEO, VNA Health Group

Susan Ponder-Stansel, CEO, Community Hospice & Palliative Care

Jennifer Sheets, President & CEO, Interim Healthcare

Key Learnings:

CV Coming to HC; Drop in Topline Revenue

As Coronavirus spreads and hits specific geographic locations harder than others, home care organizations are seeing a slower initial increase in demand than other parts of the care continuum. The rapid decline in existing lines has created a capacity lag in advance of the CV+ surge, however certain areas like NJ are starting to see a sharp ramp up per **Steve Landers** (VNA Health Group). Financial pinch is being felt as a result of reduced volume, with **Adam Goff** (BAYADA) reporting reductions in topline revenue in the range of up to 30% in home health (due to decline in elective surgeries, fear of caregivers entering homes/facilities, laid off family members taking over care).

Look for CMS adjustments such as telehealth eligibility, change in meaning of “home bound” status and rescinding of the 2% sequester to help offset.

Staff Trepidation & Protocol Training

Caregivers are rising to the occasion, however staff trepidation is a growing issue, as administrators seek to establish proper protocols and PPE supply in preparation for waves in their markets. **Jennifer Sheets** (Interim Healthcare) stated that they are providing additional training for clinical and non-clinical staff focused on decontamination upon return home, which has been widely used by employees (30K+ in first week). **BAYADA** has connected teams who have previously cared for CV+ patients with those taking their first case to share lessons learned.

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Staff Scheduling & Dedicated CV Teams

To mitigate infection spread, providers are using tactics such as scheduling CV+ patient visits at the end of the day so caregivers can follow proper infection controls before heading home, according to **Rexanne Domico** (BrightSpring Home Healthcare). Other ideas include creating teams of staff dedicated to CV+ care comprised of younger and healthier members of the work force, and database tracking of employee health in order to redeploy staff that has built up immunity.

Communication

Communication on all fronts continues to play a vital role. **Marki Flannery** (VNSNY), underscored how frequent communication continues to be critical in staff and enterprise management. It is also imperative providers reach out to health systems to update capacity/acuity preparedness for referrals, particularly because some hospital partners may not yet be ready to handle CV+.

Emerging Challenges: Telehealth; Advance Care Planning

Providers are exploring telehealth more aggressively as a means of alleviating staffing pressures and PPE burn while also facilitating family communication. **Susan Ponder-Stansel** (Community Hospice & Palliative Care) sees a need to deploy more hospitalists into health systems to facilitate advance care planning and has successfully used Zoom for this purpose. They are also working with hospitals to set up CV+ units on-site. As more patients are requesting discharges to be able to die at home with family, there is a need to determine equipment/procedures required.

■ [Home Care 100 COVID-19 Business Planning & Crisis Management Resources](#)

To receive an invitation to participate in task force calls, please contact:

Amy Rafael, VP Marketing, Lincoln Healthcare Leadership: arafael@lincolnhc.com