

HOME CARE 100[®]

LEADERSHIP CONFERENCE

Home Care 100 Coronavirus Task Force Executive Summary – Call #7

The Impact of COVID-19 and The Future of Home Care

April 28, 2020

Our Home Care 100 Coronavirus Task Force Calls offer best practices from top experts and leading providers on responding to the pandemic, and forward-thinking insights into the “new normal”, including how to operate in the next 12-18 months before a vaccine is developed.

Featured Contributors:

Keith Boroach, VP, McBee Associates

Jessie Brumbach, Global Chief Brand Officer, Home Instead

Dana Lustbader, MD, Chair of Palliative Medicine, ProHEALTH New York, an OPTUM Company

Stephanie Patel, MD, VP & Chief Medical Officer, CareDimensions

Dan Savitt, EVP & CFO, Visiting Nurse Service of New York (VNSNY)

Key Learnings

Positive Outlook for Home Care Going Forward

The consensus among providers across home health, personal care and hospice is that the industry will benefit over the long haul from the current pandemic crisis. Despite temporary decreases in census and revenue as volume at hospitals and other referral sources wanes, the crisis has underscored the capabilities of home care providers as well as the overall value home-based care delivery brings to the healthcare continuum, especially to health systems, payers and policy makers.

Short-Term Challenges

Providers can expect temporary headwinds over the next few weeks as a result of overall volume decreases, especially at the acute care level. **Keith Boroach** (McBee Associates) points to decreases in traditional referrals; trepidation among patients, families and facilities; staffing fears and shortages; and PPE challenges as sources of concern. He also anticipates more home-based care overseen by family members, which will temporarily take away the need for home health care.

General recommendations from the task force for how providers should address these challenges included:

- Establish and promote “safest” protocols to achieve preferred provider status with partners
- Limit the number of caregivers entering a home
- Use telehealth to expand reach geographically and logistically

HOME CARE 100®

LEADERSHIP CONFERENCE

Home Care 100 Coronavirus Task Force Executive Summary – Call #7

The Impact of COVID-19 and The Future of Home Care

April 28, 2020

- Recognize & proactively address the real and perceived risks for staff as part of recruitment efforts
- Develop personal care models to include PPE costs, which will be standard moving forward

Crisis Helps Communicate Value to Payers, Policy Makers

Dan Savitt (VNSNY) believes one very important outcome of the last two months has been the industry's ability to open the eyes of both physician groups and payers (particularly MA plans) to the value of home health. Going forward over the next few months – and beyond – Dan foresees these referral sources pushing patients through the acute care channel faster, and therefore discharging sooner and more often into home health. **Jessie Brumbach** (Home Instead) is seeing a rapid shift in the mindset among upstream healthcare entities, particularly physicians who are recommending families move patients out of facilities (SNFs and AL) and into home care. She believes policy makers also are starting to recognize the limitations of the acute care model – especially hospitals' limited bed capacity – and are discovering home care as a viable solution, one she says they hadn't always considered before.

More Advanced Care Planning

Dying with dignity was something not afforded to many CV patients, and ProHealth's **Dana Lustbader** thinks that's very likely to change post-COVID. In the region where she provides care – Queens, NY – CV protocols precluded many families from seeing dying patients discuss to Advanced Directives. Dana thinks one major byproduct of the crisis will be a concerted drive – led by families and payers – to put in place Advance Care Planning practices (particularly MOLSTs and POLSTs). **Stephanie Patel** (Care Dimensions) has seen many similar situations in the Boston region, and says many families are already requesting conversations about Advance Care Planning.

The Crisis Will Accelerate Telehealth Tailwinds

Among the most lasting effect this crisis will have is the reaffirmation of many pre-existing trends. Telehealth, for example, has been thrust into the spotlight, and many providers believe it will not subside. **Kathy Sullivan** (Dignity Health) says physicians and patients have become more comfortable with telehealth, which she foresees sustaining past the COVID surge. **Dan Savitt** also sees great potential with telehealth, but warns reimbursement remains an unresolved issue. **Stephanie Patel** has been pleasantly surprised by the effectiveness telehealth offers in expanding hospice reach, despite the shortcomings she sees in in-person EOL care.

HOME CARE 100[®]

LEADERSHIP CONFERENCE

Home Care 100 Coronavirus Task Force Executive Summary – Call #7

The Impact of COVID-19 and The Future of Home Care

April 28, 2020

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

To receive an invitation to participate in task force calls, please contact:
Jennifer Stewart, Director of Information Systems & Home Care Marketing
Lincoln Healthcare Leadership: jstewart@lincolnhc.com

2020/2021 Conferences

[HI²](#)

November 1-2, 2020

(NEW DATES)

Westin Chicago River North

[Senior Care 360](#)

December 9-10, 2020

(NEW DATES)

Gaylord Resort, MD

[Home Care 100](#)

January 24-27, 2021

JW Marriott Marco Island, FL