



HOME CARE 100[®]

LEADERSHIP CONFERENCE

Business Opportunity in Mastering Infection Control

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Presenters



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Infection Control is an Underestimated Business Opportunity for Home Health/Personal Care

- Elderly are Feeling Very Vulnerable
- 12-24 Months of High Alert Ahead
- Hospitals Will Re-Brand as Safe Havens – Want Safe HH Partners
- Physician ACOs – Coronavirus Costs Them
- MA Plans – Huge Opportunity – Save Costs and Grow Market Share
- SL – Huge Downside to Unsafe HH or HC or Hospice Partners

Superlative Safety Practices

Structural Framework

- Dedicated Multidisciplinary COVID Team
- Reliable PPE Sourcing

Operational

- Personal Protection Equipment (PPE)

Exactly What to Use & When – Straightforward Guidelines

Safe, Private Donning/Doffing (Mobile COVID Task Force)

Superlative Safety Practices

Operational (cont.)

- Staff

 - Screening – Tech-Enabled Solutions

 - Reduce or Eliminate Staff Exposure in Community (Sole Employer)

 - Keep Staff Engaged (Reduce Burnout)

- Patients/Environments: Stratify for Risk Potential (Identify Opportunities)
- Expand Use of Telehealth (Reduce PPE Burn & Staff Exposure)
- Strategically Schedule Visits (Fewer Caregivers & Visits)

Superlative Safety Practices

Corporate Leadership

- Empower Staff with Training & 24/7 Support
- Create a Culture of Safety (Zoom Huddles)
- Overcommunicate with All Stakeholders (Transparency = Trust)

Superlative Safety Practices

PPE: Ensure Reliable, Uninterrupted Sourcing

- Domestic/alternative sourcing
- Create GPO for purchasing power

Superlative Safety Practices

PPE Donning and Doffing – Mobile COVID Task Force

- Eliminates logistical/privacy/weather concerns on a patient's front porch
- Vans transport caregivers to homes (no parking issues)
- PPE donning/doffing in van with the help of a spotter
- All contaminated items disposed of properly
- Staff feels supported

Superlative Safety Practices

Stratify Patients/Environments for Potential Risk

- Pre-visit telephone screen to ensure proper PPE
- Assess risk potential in the home to patient (help isolate, identify SDOH)
- Offer additional services (food/Rx delivery, accompany on outings)
- Provide education (“Managing COVID” booklet)
- Assess risk potential in the home to staff (other residents in home CV+)
- Identify televisit potential

Superlative Safety Practices

Overcommunicate with All Stakeholders (Transparency = Trust)

- Brand your protocols
- Front & center on webpage and all communications
- Promote capabilities & PPE levels (as appropriate)

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**For more information:
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