



LEVERAGING REAL-TIME ANALYTICS

3 WAYS YOUR POST
ACUTE CARE ORGANIZATION CAN DELIVER
AMAZING PATIENT EXPERIENCES WHILE
BOOSTING REFERRALS

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Introduction

The Critical Role Post Acute Care Centers Play in Reducing Readmissions



There's no doubt that your post acute care (PAC) organization has started to prepare for the impact of value-based care. Given that the Centers for Medicare and Medicaid Services (CMS) has set a goal of converting 50% of fee-for-service Medicare payments to value-based payment models by the end of 2018, this new way of doing business is no longer optional.

For PAC facilities specifically, value-based payments have drastically changed internal processes and have impacted the way facilities interact with larger health systems and Accountable Care Organizations (ACOs). Long considered a secondary 'add on' to the healthcare system, post acute services (including Skilled Nursing Facilities, home health care, and others) are now directly involved in meeting industry-wide, value-based payment thresholds and mandates.

The world of value-based payments has introduced another new concept in bundled payments, wherein a single insurance payment is made to everyone involved in the patient outcome, from the surgeon to the nurses to the inpatient rehabilitation facility and, of course, the post acute setting. For many common procedures and surgeries, these bundled payments come with a 30-day readmission caveat, which states that a hospital or ACO can be financially penalized for patients readmitted within this time frame. PAC facilities are now expected to ensure that patients are completely healthy and ready to go home without any chance of readmission.

The PAC sector has emerged as a critical place for healthcare organizations and ACOs to hold up the promises of value-based care by delivering a clear post acute experience to patients. Real-time analytics, transparency, and visibility into patient episodes and metrics at the post acute level are steps toward truly integrated and patient-centric healthcare. This whitepaper explores three ways PAC organizations can leverage live analytics and data-backed insights to deliver on bundled payment initiatives while providing amazing patient experiences.

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#1: How to Track Patient Relationships Throughout the Continuum of Care

Post acute care is one of the best opportunities for organizations to rein in costs and meet value-based payment initiatives. PAC, with its place at the end of the patient care continuum, is often the final opportunity to provide the best patient experience possible.

Technology plays a pivotal role in a PAC organization's ability to deliver on the promise of personalized care while meeting the broader demands of initiatives such as bundled payments. Innovative Healthcare Relationship Management (HRM) solutions give PAC facilities the visibility and insight needed to positively affect patient outcomes and value-based care initiatives.

PAC facilities are now responsible for affecting metrics such as:

- Decreased patient readmissions
- Decreased patient length of stay
- Increased test utilization initiatives
- Increased patient safety

Gathering this data manually takes time and effort away from the patient while placing an enormous burden on PAC staff. With an HRM solution in place, PAC facilities can automatically track and report on these critical patient metrics in real-time. Having PAC patient metrics readily available also helps reduce data-gathering costs for large ACOs or networks, especially when it comes to value-based payments.

At the same time, tracking and measuring the quality and efficiency of care keeps all stakeholders – from physicians to caregivers to home health nurses – on the same page regarding post acute services and care. Many times, patients are shuffled from one acute or post acute setting to the next, where they undergo the same questions or tests as the previous

stop on their care journey. An HRM platform can track and record patient/provider and patient/network relationships throughout the care continuum so nothing slips through the cracks and time is not wasted on duplicative efforts. Visibility into all clinical and socioeconomic activities means that patients are not sent home before they're ready, effectively reducing readmission rates over time.



Figure 1: Visualize all relevant patient data and activities in a single location to ensure everyone is on the same page when it comes to patient-focused care and quality.

PAC facilities can automatically sync biometrics data, like heartbeat or steps per day, with patient sentiment metrics, such as length of stay or patient safety, in an HRM solution to build a truly holistic picture of patient health.

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#2: How to Translate Real-Time Metrics Into Real Action

The gathering of real-time metrics fosters the identification of trends and confident decision making. Even more importantly, it keeps patients safe. Real-time alerts and updates on critical patient or quality metrics help PAC facilities stay aware of any red flags and identify at-risk patients, providers, or payors who need attention.

For example:

- Large post acute networks can manage quality metrics on an individual facility level as well as across an entire organization in order to pinpoint where improvements are necessary.
- Individual facilities can hone in on one patient's metrics or sentiment, while networks can visualize compliance metrics and ensure processes are being implemented.
- Executives and decision makers can identify best practices and then replicate these processes and workflows across an entire network.

With live analytics and real-time data, PAC facilities are no longer stuck in their own silos. Physicians and nurses are instantly aware of patient backgrounds, biometrics, and pharmaceutical history, without ever having to send a message or consult a paper chart. Combined metrics such as Length of Stay, Turnaround Time, and Payor Breakdown are available in easy-to-access dashboards that offer a high-level view into quality performance.

Network executives use the real-time data and analytics available in HRM platforms to:

- Visualize all metrics from across multiple locations to monitor best practices
- Determine new workflows
- Ensure all caregivers are on the same page when it comes to patient wellness and quality care

Although patient satisfaction is the foundation of quality care, reducing healthcare costs is at the root of bundled payments. With this data in hand and the trends and analysis to back it up, PAC organizations can enter into mutually beneficial relationships with referring partners and payors to maximize incoming referrals and reimbursements.

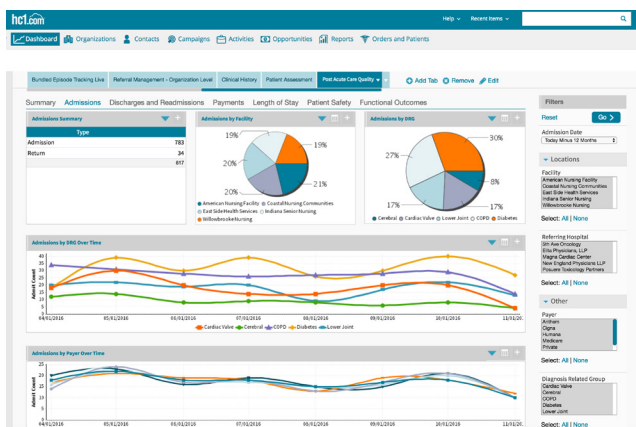


Figure 2: Quickly visualize critical metrics at a patient, facility, and organization level to learn where to focus critical resources and time.

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#3: How to Boost Referrals Using Data-Backed Metrics

Competition is fierce in the post acute market, and with more organizations focusing on value-based care the differentiation gaps are slowly closing. Innovative PAC networks must leverage data and analytics to back up patient-focused quality claims and truly establish themselves as value-adding partners to referring physicians, networks, and payors. PAC organizations can now present clear, data-backed reports and metrics to referring health systems to prove they're the best choice for post acute services.

As the last stop for many patients after critical acute procedures such as knee or hip replacements, post acute facilities must provide lasting, quality care in order to remove any threat of readmission in the 30-day time period. Tracking quality care metrics alongside referral rates provides internal visibility to decision makers around how to increase the number of incoming patients.

One of the largest PAC facilities in the Midwest began using an HRM system to track and manage patient quality and incoming patient referrals. For patients, transferring between acute and post acute settings often means piles of paperwork, questionnaires, and shuffling between physicians. Now, all critical patient data is housed in a single, holistic platform that is accessible in real-time, ensuring all stakeholders are on the same page regarding every individual patient.

With clear internal transparency around patient data and communication, the facility is now able to provide a streamlined referral experience to patients and referring physicians alike. Before, if even one team member was out on vacation, the referral process would be knocked off course. Now, other team members can pick up right where the process left off,

with no questions around next steps or workflow. Streamlining the referral process has enabled this leading PAC facility to deliver an outstanding experience for the patient from the beginning.



Figure 3: Know exactly where your facility stands in terms of patient admissions, readmission ratings, and even payor relationships.

Internally, the HRM solution provides executives and decision makers another layer of insight into high-value referring physicians and hospitals. One manager at the PAC facility was spending close to six hours every weekend gathering referral data and importing it into an executive-focused report. With an HRM solution in place, this data is readily available and accessible in real-time for end users and executives alike, without the manual labor.

With these referral metrics in hand alongside patient biometrics and quality data, PAC facilities now have a clear view of their patient audience and can build a 360-degree picture around how and why patients decide to be admitted to a facility.



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Conclusion

The time for implementing a quality-focused, patient-centric, value-based care strategy has arrived. Although government regulations and mandates are still changing, the shift from fee-for-service to value-based care is a permanent transition for healthcare. Post acute organizations, alongside other healthcare facilities across the continuum of care, must make long-term decisions – and investments – to put them on the front lines of value-based care.

PAC organizations are in a unique position to impact the overall patient experience while playing an integral part of the care lifecycle. You can learn more about how the PAC facility mentioned above transformed its operations with HRM [here](#). See how your post acute organization can take steps toward proactive service, quality, and referral tracking by visiting hc1.com/pac/demo.

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