



So...You Bought The Monitors...Now What?

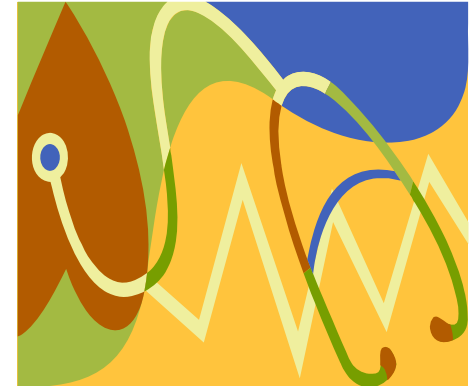
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What To Do???

- You bought 50 monitors
- There are 37 sitting on the shelf
- Only one or two nurses like to use them
- Doctors don't want the reports
- Outcomes could be better...
- You are still paying monthly for your monitors and you are wondering about your decision to spend...
- **Get Out There and Market!!!**





American Marketing Association

Marketing is...

“Any activity which aim is to make humans behave in a desired manner”

“An organizational function and a set of processes for creating, communicating and delivering **value to customers** and for managing customer relationships in ways that benefit the organization and its stakeholders“

- www.americanmarketingassociation.com

Market Value...

- Know **what** value are you marketing
- Know to **whom** you should market **what value!**

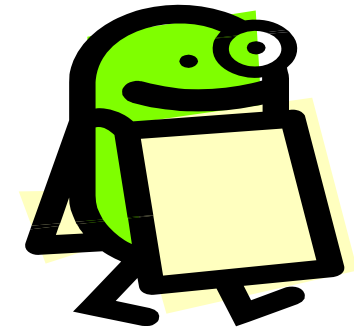


Identify Your Customer (People)

Who are your customers?

- Physicians
- Referral Sources, discharge planners
- Clinicians
- Patients

- What is the relationship? Who has it?*
- What is the value?*

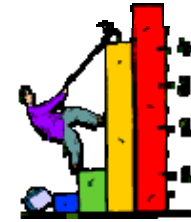


Consider the “downside”

- Physicians
 - More paper...more reports
 - More calls from nurses and patients
 - Liability
- Clinicians
 - Replaced by technology
 - Additional time
 - One more thing to do
- Patients
 - Scary technical looking equipment
 - Additional learning
 - Too much all at once
 - Timing



Perception of Value



Different for each customer

1. Graphs and trends
 2. Real time information
 3. Efficiency
 4. Positive patient outcomes
 5. Wellness/Lifestyle
 6. Positive financial outcomes
- Physician 2, 4
 - Patient 2, 4, 5
 - Discharge Planner 4
 - Family Member 1, 2, 4, 5
 - Agency Management 1 -6
 - Clinician 1, 2, 4 maybe 6
 - Consumers/Community 2, 4, 5



Value Is...Results

■ What is the value to the patient?

□ Real example that keeps them healthy and functional

- Preventing hospitalization or an ER
- Health promotion
- Highest level of functionality
- Predict when changes need to occur
- Reinforcement
- Safety-feeling connected



Achieving good health-staying independent!

Value Is...Results

What is the value to the physician?

- Ability to identify a negative change and intervene before it is a problem...
 - No late night calls ZZZZZZZZ
 - No ER admission
- Improve MD's medical management outcomes
 - Physician P4P
 - Patients more satisfied
 - Capacity to see more new patients

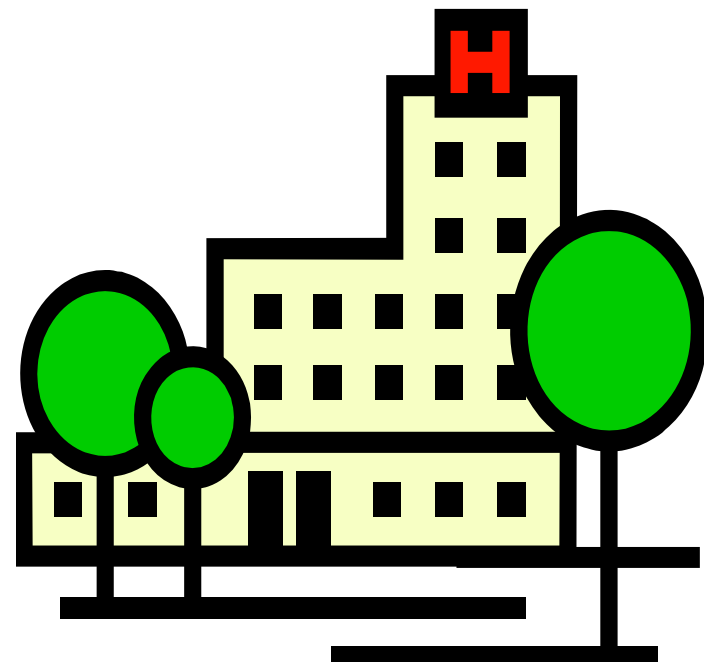


Providing the best possible care efficiently with the best possible outcomes in a timely manner!

Value

■ What is the value to the discharge planner?

- Physician satisfaction
- Consumer satisfaction
- Reliably good outcomes
- “Halo” effect



Clinicians Rule!



- Efforts focused on **clinician** buy-in will reap the largest gain
 - You “sell” what you believe in
 - A clinician who believes in the efficacy of technology...
 - Will exude confidence during patient interactions
 - Will demonstrate benefits to physicians
 - Will be an ambassador to the community

If the nurses aren't happy-ain't nobody happy!

Clinician Buy-In

■ Focus on the value to the clinician

- Faster, accurate and reliable information
- Ability to identify potential problems and intervene early
- Teaching reinforcement tool
- Ability to manage remotely
 - Video visit
 - Vital sign monitoring
 - Patient specific questions-reminders



But how do you make them believers?




Achieving Clinician Buy-In...

Is An Art

- For guaranteed success it's all or nothing!
 - Total immersion
- Real telehealth value can only be achieved after a culture change
- Agency culture transformation
 - One nurse or one team
 - Only those involved will see benefit
 - Less opportunity for success stories
 - Usually not enough impact for profitability
- Management must be actively involved
 - Change is not self-sustaining
 - Change will not happen overnight
 - Change takes perseverance

Achieving Clinician Buy-In...

Is A Process that requires proof and reward

- Clinicians
 - Care management vs. cost management
 - Reasonable expectations
 - Time  to manage care
 - Reward the positive
 - Competitive Compensation
 - Process & Clinical Outcomes
 - Timely documentation
 - Accurate assessments
 - Positive relationships
 - Feedback must be Clinician specific
 - Reward excellence-in Telehealth
 - Start with (the basics) participation
 - Progress to higher levels of success





Home Care Mandates

- Focus on hospitalization rates and the use of telemonitoring and telephony
- A **1.6%** reduction in hospitalization rates could result in a savings of \$356.4 million to Medicare spending
- National Home Health Quality Initiative
 - Reduce hospitalizations by a minimum of 5%
 - Tools
 - Resources
 - Best Practices



Use The Mandates...

Demonstrate Value with Results

2008 National Patient Safety Goals

- Joint Commission released 2008 DRAFT National Patient Safety Goals

“Improve recognition and response to changes in patient’s condition”

Application to Telehealth...

- “Just in time” interventions that prevent ER admits!

Seize The Moment!!!

- Pay for Performance
 - Agency Goals
 - Profit
 - Growth
 - Management Goals
 - Efficiency
 - Accuracy
 - Clinician Goals
 - Positive patient outcomes
 - Reward (Incentive)



Demonstrate Value

It's The Results That Count!!!

- Reduced hospitalizations
- Just in time interventions that prevent ER admits
 - Physicians
 - Patients
 - Clinicians..if incentivized





National Home Health Quality Initiative

- The goal for the campaign is to reduce the average ACH rate across all campaign participant home health agencies by a 5% relative improvement from baseline to the end of the campaign.

HHA ACH Baseline Rate	5% Relative Improvement
40%	38%
35%	33.25%
30%	28.5%
25%	23.75%
20%	19%
15%	14.25%
10%	9.5%



Perception of Value...

Agency Management

- Financial Performance – ROI
 - Profit margin
 - Decreased visit utilization per episode
 - Ability to manage care for more patients per RN
 - **Timely** and **appropriate** care delivery
 - No unnecessary visits
 - Timely documentation submission
 - Positive outcome performance=P4P

Efficiency AND Efficacy

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Choose The Right Results...

- ***Improvement in management of oral meds***
 - ***30% of ALL hospitalizations and 45% of all rehospitalizations can be attributed to medication mismanagement***
 - National average = 41%
- Remote monitoring applications plus best practice tools can help to educate and influence medication compliance
 - Reminders-alerts at multiple times of the day
 - Re-enforcement about why the medication is needed
 - Education about medications
 - Compliance-You do better when you are “watched”
 - Provide manual tools
 - Medication assessment protocols
 - Beers criteria



Choose the Right Results

- Patient Falls – 40% of people > 65 or older fall annually
 - Assess ambulation and balance during initial and ongoing visits by asking the patient to transmit vital signs
 - Program question related to dizziness
 - Alert clinician



When and How Should You “Market”?

- **When good things happen**

- **In everyday practice**

- Staff meetings-positive feedback
- 60 day written summary-tell the MD **How** you came up with the data
- Care conferences-make suggestions for care planning using remote monitoring
- Telephone call to MD office to discuss a treatment change as a result of monitor trends
- Upon referral-tell the discharge planner that this patient will benefit from monitoring because...
- Upon admission-use the equipment as a tool while gathering OASIS information-let the patient see the equipment as a part of your process





Set Goals For Success

Clinicians	3-6 months	Monitor on 50% of caseload
Management	3-6 months	Visits reduced by one per episode
Management	4-6 months	1% reduction in ACH
Physicians	6-9 months	Use of best practice suggestions
Patients	6-9 months	Ask for monitor

Monitor Success

■ Implement oversight processes

- Monitors on admissions – no excuses!
 - Do not look for reasons “why not”
- Rapid response to changes in patient condition
 - Keep track (log) interventions
- “Intelligent” communication with physicians
 - Develop protocols-what to ask for
- Routine telephone calls-increases patient contact & enhances relationship
- Elimination of automated scheduling
- Insure patients are transmitting





Proposed PPS Rule 2008

- Incentive For More Chronic Care & Disease Management
- Focus On TeleHealth To Achieve Efficiency & Efficacy
 - Acute Care
 - Chronic Care



Develop a Monitoring Process

Weekly TeleHealth Management Summary

- Week Beginning: _____ Week Ending: _____
- Office: _____
- Census _____
- Total Monitors Assigned _____
- Number of Monitors In Use _____
- Number of Monitors Not In Use _____
- Total Admissions _____
- Total Monitor Admissions _____
- Number of Hospital Transfers _____
- Percent of Patients Transmitting
(according to plan) _____



References

- *“Home Telehealth Reference 2005”*,
www.medqic.org
- Home Care Automation Report
- www.americanmarketingassociation.com



Conference Instructions

- Noon CST--- May23rd
- 1-800-896-0352
- Conference code #298039
 - Call in 15 - 20 minutes before
 - Ask to be put into pre-conference (speaker)
- Ben's telephone# (919) 281-0474 ext. 367