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HOME CENTERED CARE
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Data Analytics: The Key to Achieving Growth and Quality in Home-Based Medical Care

HCCIntelligenceTM – December 12, 2023

Objectives

- Discuss the inherent challenges of shifting to value-based care and consider how data analytics can be leveraged for success in home-based care.
- Describe insights available from home care data to aid decision-making about markets, performance, competitors, referrals and partnerships, and clinician recruitment.

Presenters



Thomas Lally, MD

Founder, Chief Executive Officer, and Chairman
Bloom Healthcare



Rebecca Ramsay, MPH, BSN

Chief Executive Officer
Housecall Providers



Aaron Yao, PhD

Director, Research and Analytics
Home Centered Care Institute

Moderator



Paul Chiang, MD

Medical Director, Northwestern Medicine, HomeCare Physicians
Senior Medical and Practice Advisor, Home Centered Care Institute

What's the Big Deal About Data?

Paul Chiang, MD & Panel

Understand Markets & Refine Strategies

- Benchmark performance against competition or to measure improvement
- Identify opportunities for improvement in quality and revenue
- Enhance clinician staffing and recruitment
- Gain insights into patient referral patterns and leakage
- Inform due diligence for practice acquisition
- Approach payer negotiations with more knowledge
- Support ACO network expansion with high-performing programs
- Prepare for industry transition to Value-Based Contracting
- **... and more**

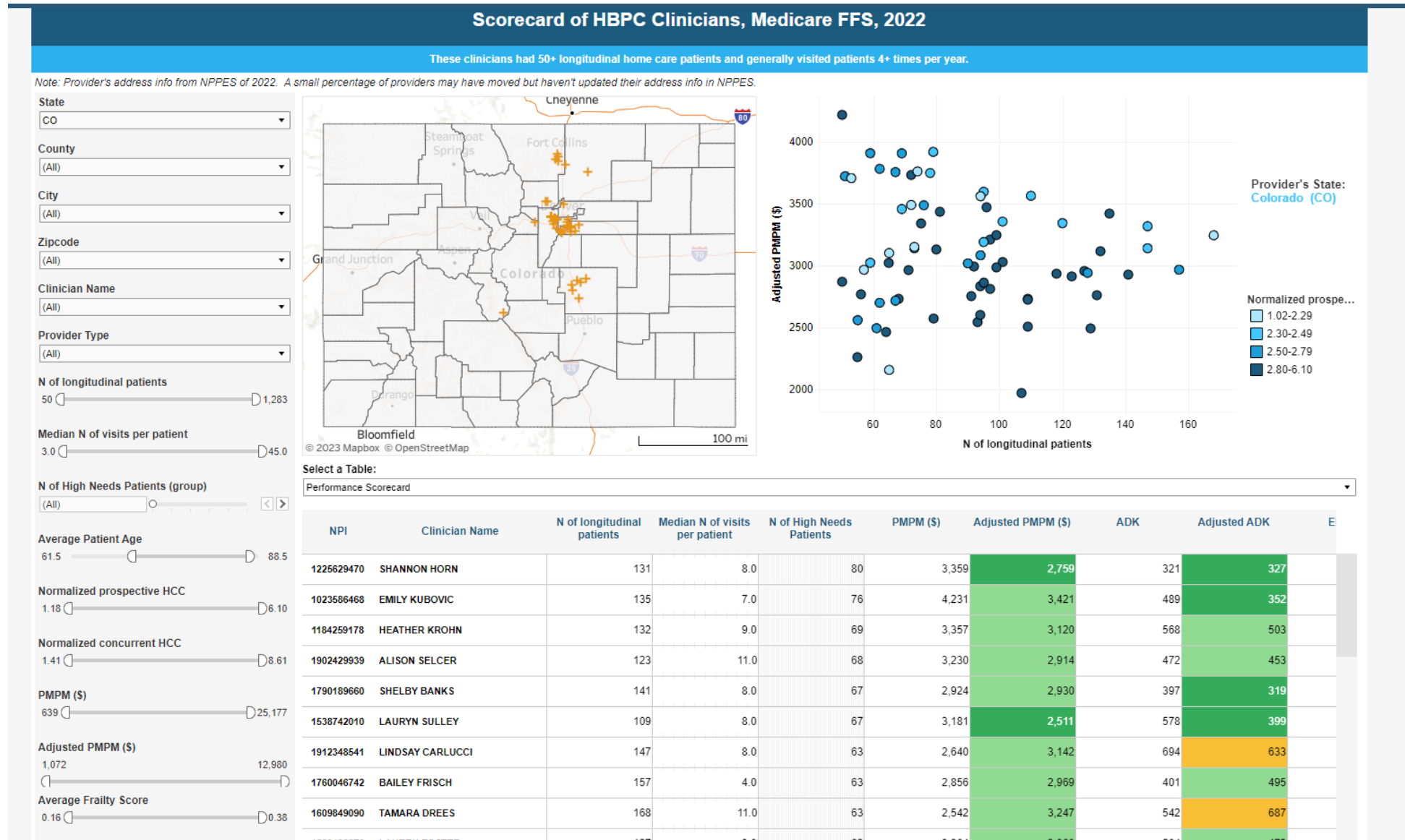
Confer Analytics™: 35+ Dashboards

- **Home-Based Medical Care**
 - Demand
 - Supply and Performance
 - Partners, Referrals, and Billing
 - Medicare Advantage
- **Hospice**
- **Home Health**
- **Connected Care**
- **Hospital at Home**

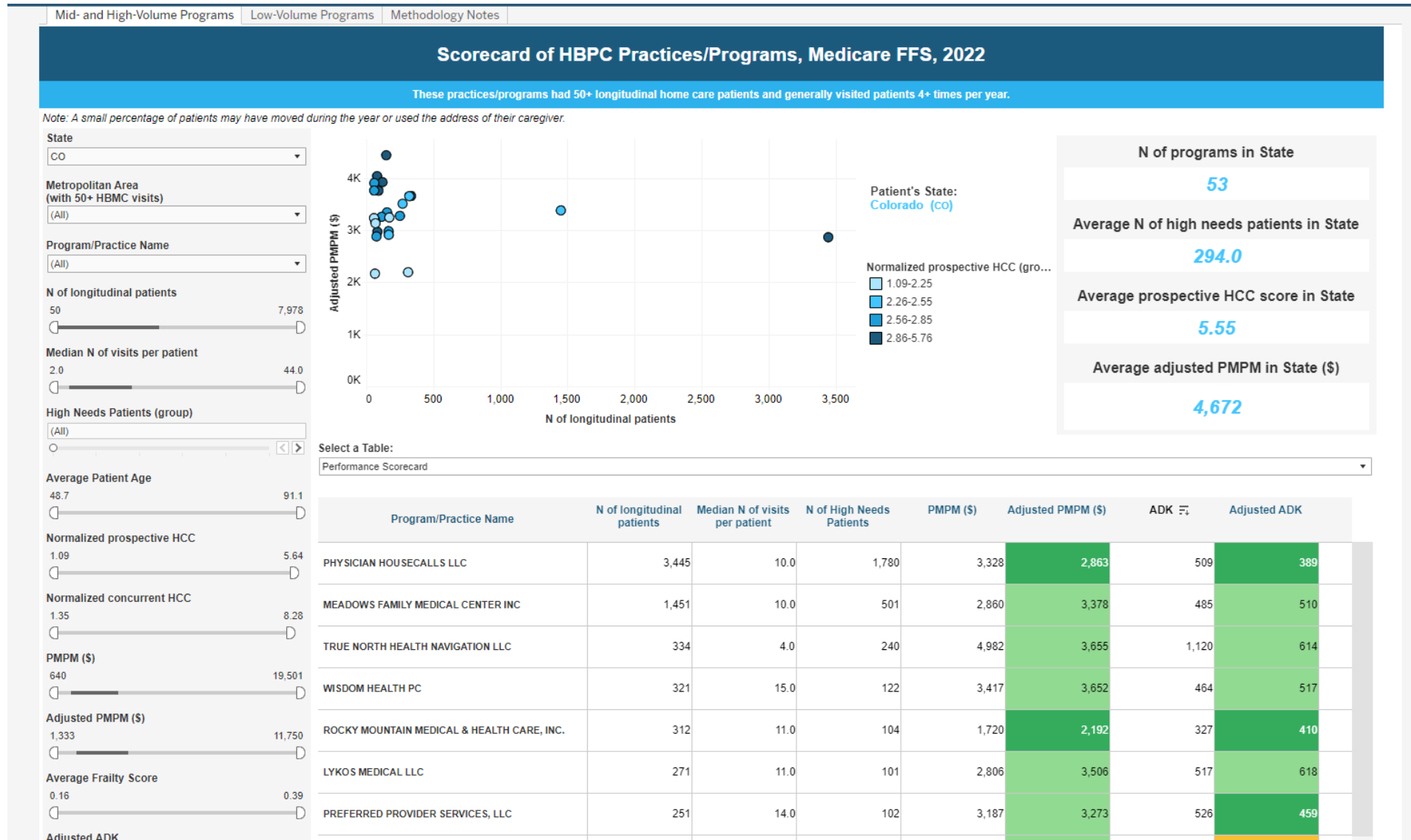
Bloom Healthcare

Thomas Lally, MD

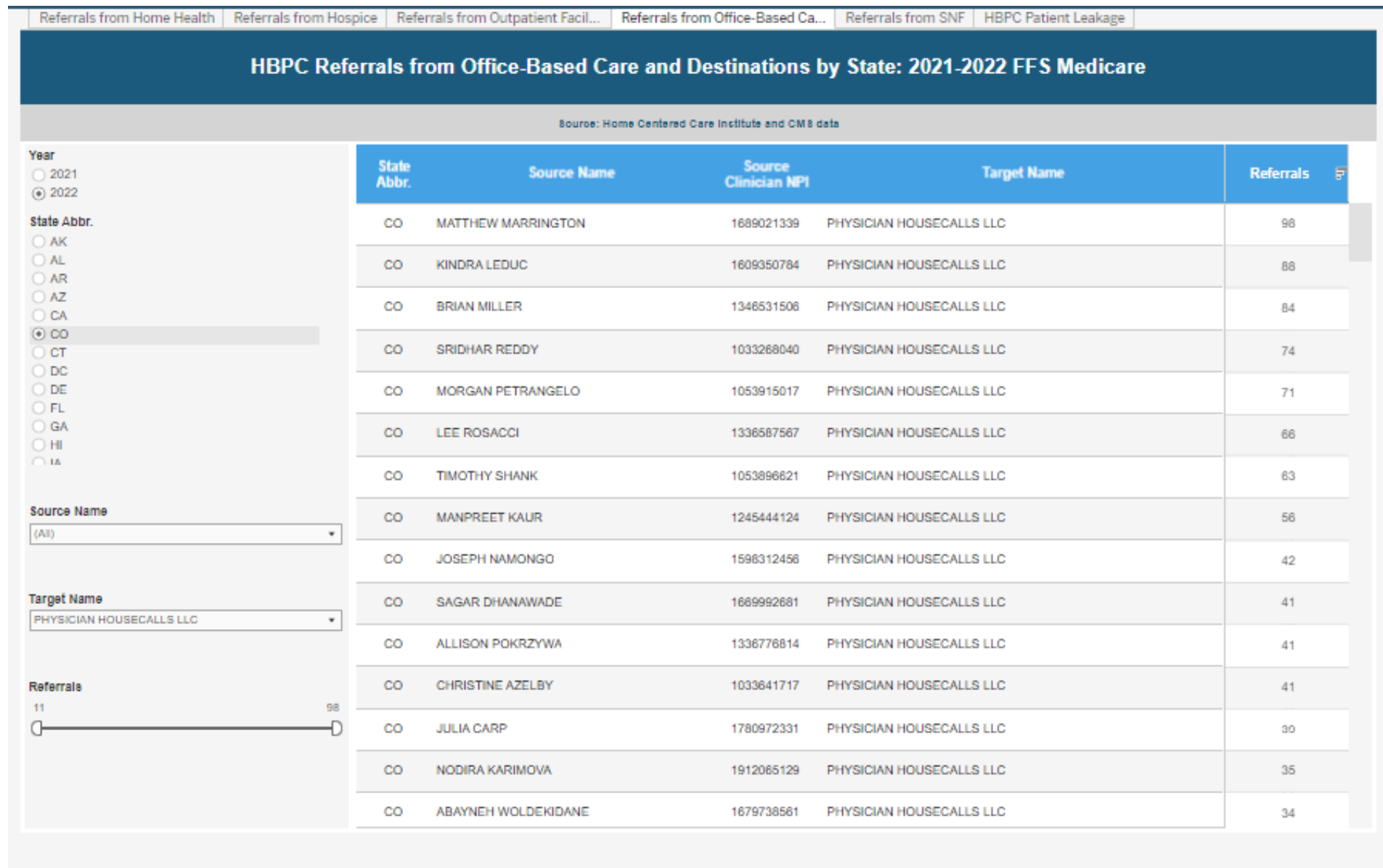
Individual Population Health Performance



Practice Level Population Health Performance

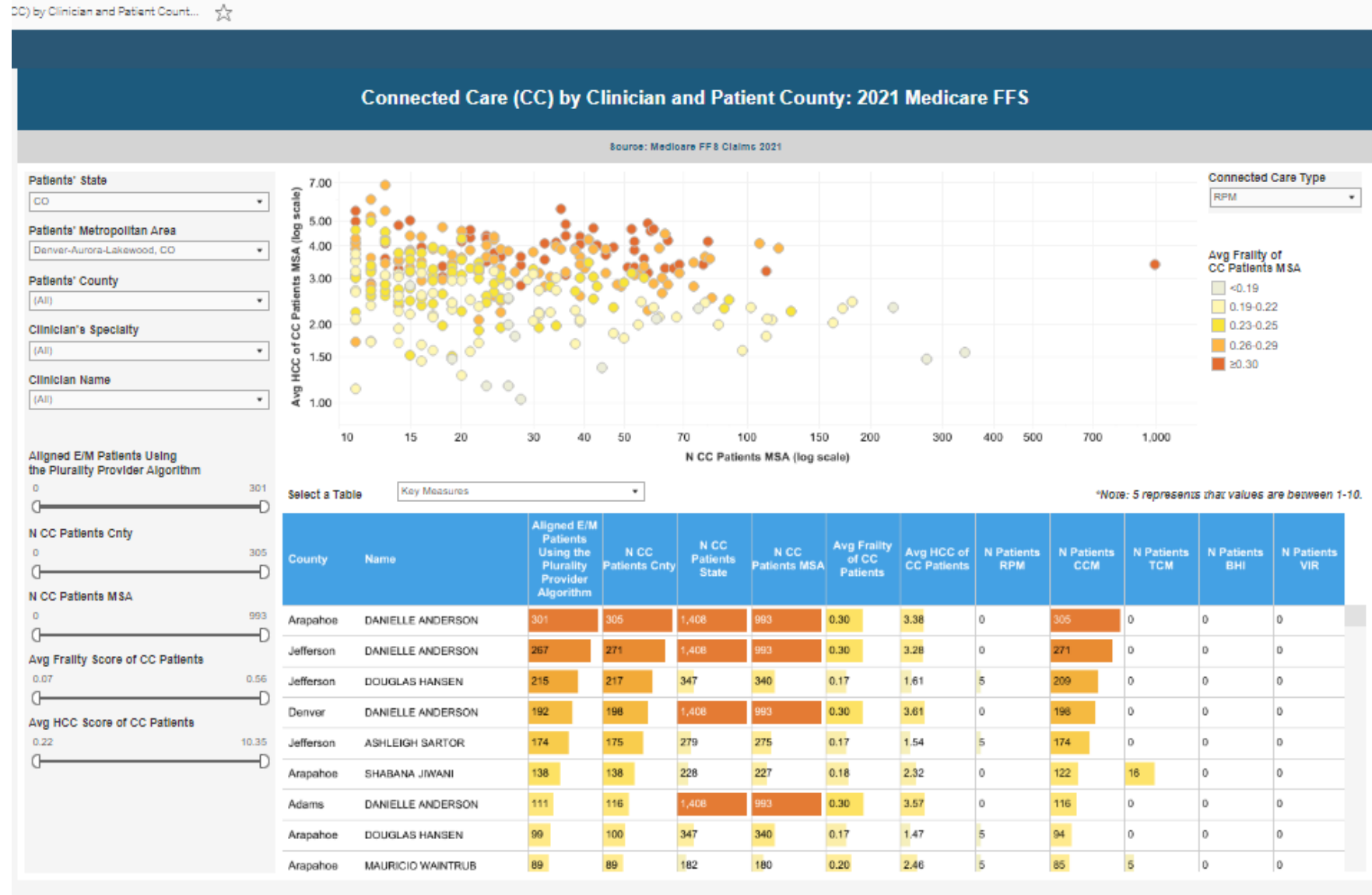


Which Providers “Refer” Patients to Your Practice?



Which Providers in Your Area Are Serving Frail Patients?

Connected Care / Connected Care by Clinician and Patient County



Hospital Discharges to Home Health

All data can be exported for further analysis



Summary
148 rows 9 fields

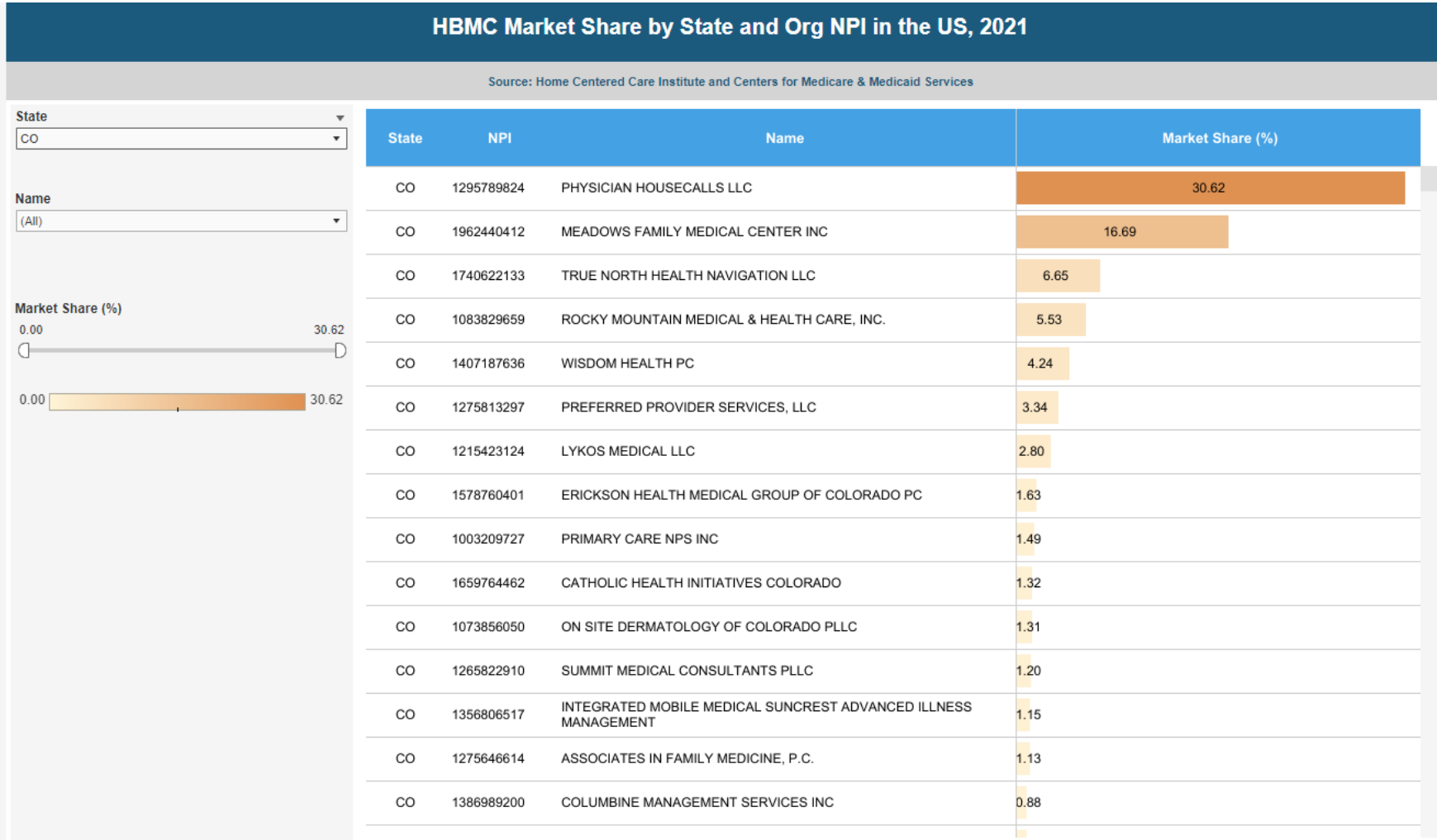
Show FieldsDownload

#	Hospital-Home Health ID	State	County	County shp	Hospital Name	Hospital Phone	Home Health Name	Measure Names	N of Referrals
4306	CO	El Paso	El Paso	UCH-MHS	7193655242	ENCOMPASS HOME HEALTH...	N of Referrals		
4334	CO	El Paso	El Paso	CATHOLIC HEALTH INITIATI...	7197765000	ENCOMPASS HOME HEALTH...	N of Referrals		
4340	CO	El Paso	El Paso	CATHOLIC HEALTH INITIATI...	7197765000	CATHOLIC HEALTH INITIATI...	N of Referrals		
4204	CO	Arapahoe	Arapahoe	UNIVERSITY OF COLORADO ...	3037245000	BERKLEY HOME HEALTH CA...	N of Referrals		
4273	CO	Denver	Denver	UNIVERSITY OF COLORADO ...	3037245000	BERKLEY HOME HEALTH CA...	N of Referrals		
4355	CO	Jefferson	Jefferson	CATHOLIC HEALTH INITIATI...	3036293511	TEAMSELECT HOME CARE O...	N of Referrals		
4209	CO	Arapahoe	Arapahoe	HCA HEALTHONE LLC	3036952834	BERKLEY HOME HEALTH CA...	N of Referrals		
4336	CO	El Paso	El Paso	CATHOLIC HEALTH INITIATI...	7197765000	TEAMSELECT HOME CARE O...	N of Referrals		
4311	CO	El Paso	El Paso	UCH-MHS	7193655242	LHCG LVII, LLC	N of Referrals		
4309	CO	El Paso	El Paso	UCH-MHS	7193655242	PHHC ACQUISITION CORP.	N of Referrals		
4220	CO	Arapahoe	Arapahoe	PORTERCARE ADVENTIST H...	3037308900	CENTURA VENTURES, LLC	N of Referrals		
4259	CO	Denver	Denver	HCA HEALTHONE LLC	3033202394	BERKLEY HOME HEALTH CA...	N of Referrals		
4228	CO	Arapahoe	Arapahoe	UCHEALTH HIGHLANDS RA...	7208480000	BERKLEY HOME HEALTH CA...	N of Referrals		
4322	CO	El Paso	El Paso	ENCOMPASS HEALTH REHA...	7196308000	ENCOMPASS HOME HEALTH...	N of Referrals		
4363	CO	Jefferson	Jefferson	SCL HEALTH FRONT RANGE...	3034254500	SCL FRONT RANGE HOME H...	N of Referrals		
4305	CO	El Paso	El Paso	UCH-MHS	7193655242	TEAMSELECT HOME CARE O...	N of Referrals		
4207	CO	Arapahoe	Arapahoe	HCA HEALTHONE LLC	7202251000	BERKLEY HOME HEALTH CA...	N of Referrals		
4171	CO	Adams	Adams	UNIVERSITY OF COLORADO ...	3037245000	BERKLEY HOME HEALTH CA...	N of Referrals		
4312	CO	El Paso	El Paso	UCH-MHS	7193655242	BENEFIT THERAPY P.C.	N of Referrals		
4337	CO	El Paso	El Paso	CATHOLIC HEALTH INITIATI...	7197765000	AHC HOME HEALTH OF COL...	N of Referrals		
4193	CO	Arapahoe	Arapahoe	PORTERCARE ADVENTIST H...	3032694000	CENTURA VENTURES, LLC	N of Referrals		
4328	CO	El Paso	El Paso	CATHOLIC HEALTH INITIATI...	7197764188	CATHOLIC HEALTH INITIATI...	N of Referrals		
4314	CO	El Paso	El Paso	UCH-MHS	7193655242	BRIDGES COMMUNITY HOM...	N of Referrals		
4176	CO	Adams	Adams	CATHOLIC HEALTH INITIATI...	7206270000	TEAMSELECT HOME CARE O...	N of Referrals		
4270	CO	Denver	Denver	SAINT JOSEPH HOSPITAL, I...	3038122000	SCL FRONT RANGE HOME H...	N of Referrals		
4218	CO	Arapahoe	Arapahoe	ENCOMPASS HOME HEALTH	3033111000	ENCOMPASS HOME HEALTH	N of Referrals		

Which Home Health Does Each Skilled Nursing Facility Use?



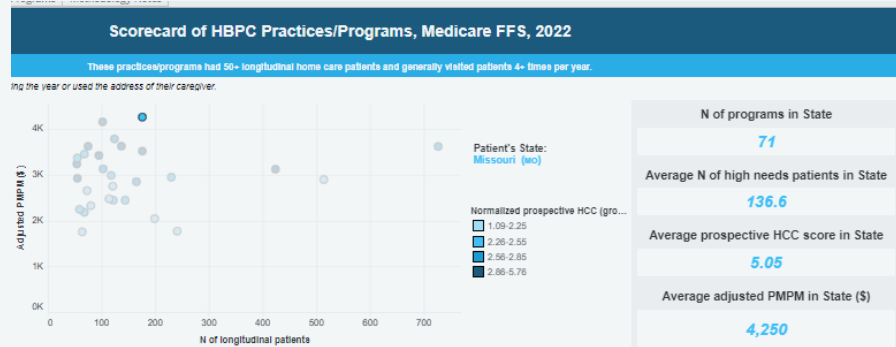
HBPC Market Share



Quality Outcomes Vary Considerably Between MSA's

HBMC / Supply and Performance / Scorecard of HBPC Programs / Mid and High-Volume Programs

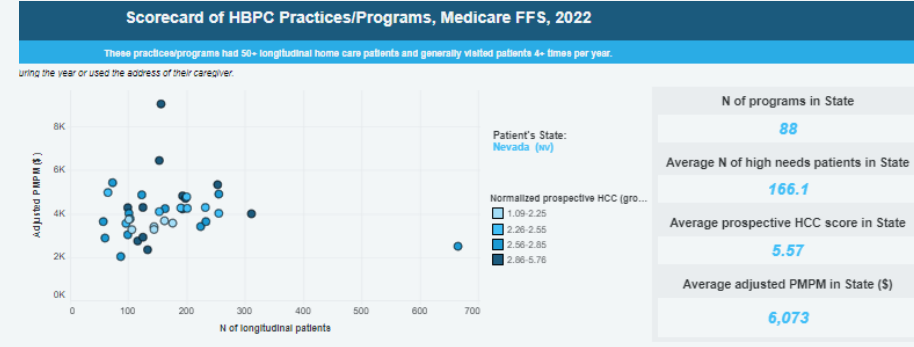
St Louis



Select a Table:

Program/Practice Name	N of longitudinal patients	Median N of visits per patient	N of High Needs Patients	PMPM (\$)	Adjusted PMPM (\$)	ADK	Adjusted ADK
JOY E CUEZZE MD LLC	727	8.0	321	3,287	3,619	692	603
BARNES HEALTH CARE MANAGEMENT GROUP LLC	514	8.0	179	2,290	2,897	621	581
VPA PC	424	6.0	261	3,675	3,121	1,092	704
MINERAL AREA PSYCHIATRIC SERVICES LLC	241	9.0	39	1,030	1,771	286	431
SPECIALIZED WOUND MANAGEMENT LLC	230	5.0	159	2,545	2,946	613	497
CHRISTOPHER T. LABONTE MD LLC	199	8.0	68	1,691	2,044	503	515
GERIATRIC PRIMARY CARE PA	176	10.0	67	3,882	4,258	648	565
SOUTHEAST MISSOURI HOSPITAL PHYSICIANS, LLC	176	8.0	111	3,008	3,517	1,210	804
MD AT HOME LLC	165	5.0	76	2,573	2,849	758	659
HOME DR'S MEDICAL GROUP	144	6.0	68	2,476	2,446	668	655
RICK HUMMEL MD PC	137	7.0	99	4,611	3,624	1,168	806
RIA MEDICAL, LLC	124	7.0	52	3,519	3,783	742	622
ADVANCED SENIOR CARE, INC	122	8.0	38	2,248	2,446	582	499

Las Vegas



Select a Table:

Program/Practice Name	N of longitudinal patients	Median N of visits per patient	N of High Needs Patients	PMPM (\$)	Adjusted PMPM (\$)	ADK	Adjusted ADK
GERIATRIC SPECIALTY CARE OF NEVADA, LTD., STEVEN L. PHILLIPS, MD	665	7.0	313	2,499	2,499	621	572
NOC HOUSE CALLS LLC	311	8.0	184	5,366	3,997	923	573
UNIVERSAL MEDICAL ALLIANCE INC.	255	7.0	103	5,553	4,017	761	665
JINOLE CHINO KAVINTA PLLC	255	8.0	130	5,802	4,904	804	683
AREX ADVANCE PRACTICE LLC	253	6.0	161	6,976	6,337	1,545	1,191
SHARON E RUCH MD PLLC	233	6.0	110	4,348	3,636	734	629
PARTNERS IN CARE LLC	232	6.0	117	4,476	4,386	672	650
PREMIER HOUSE CALLS, LLC	224	7.0	113	4,718	3,410	862	556
NEVADA HOME PROVIDERS LLC	201	9.0	86	5,264	4,244	721	559
MOBILENEDOC, LLC	200	11.0	76	4,135	4,776	525	692
GOOD SAMARITAN FAMILY PRACTICE	198	5.0	131	8,218	4,704	1,293	856
MOYER MEDICAL GROUP	193	7.0	112	5,530	4,220	1,161	862
KILMALEY	193	8.0	122	7,864	4,620	1,005	571

Population Health Insights to Empower Growth

Program/Practice Name	N of longitudinal patients	Median N of visits per patient	N of High Needs Patients	PMPM (\$)	Adjusted PMPM (\$)	ADK	Adjusted ADK
PHYSICIAN HOUSECALLS LLC	3,445	10.0	1,780	3,328	2,863	509	389
MEADOWS FAMILY MEDICAL CENTER INC	1,451	10.0	501	2,860	3,378	485	510

Program/Practice Name	DK	EDK	Adjusted EDK	Readmission Rate	Adjusted Readmission Rate	Hospital Days per Patient	SNF Days per Patient	SNF Stays per 1000 Patients
PHYSICIAN HOUSECALLS LLC	389	1,158	950	16.4	14.1	2.8	7.0	265.6
MEADOWS FAMILY MEDICAL CENTER INC	510	1,210	1,177	14.2	15.1	2.7	7.0	282.6

Housecall Providers

Rebecca Ramsay, MPH, BSN

Market Competition **Portland: Primary Care in Private Homes**

MSA	ALF Visits MSA	Home Visits MSA	County	ALF Visits County	Home Visits County	Name	ALF MSA Market Share	Home MSA Market Share	ALF County Market Share	Home County Market Share
Portland-Vancouver-Hillsboro, OR-WA	10253	2766	Multnomah County, Oregon	3399	1035	PROVIDENCE HEALTH & SERVICES OREGON	3.29%	24.55%	5.15%	26.76%
Portland-Vancouver-Hillsboro, OR-WA	10253	2766	Multnomah County, Oregon	3399	1035	HOUSECALL PROVIDERS, PC	13.72%	10.20%	19.74%	15.94%
Portland-Vancouver-Hillsboro, OR-WA	10253	2766	Multnomah County, Oregon	3399	1035	TELECARE MENTAL HEALTH SERVICES OF OREGON, INC.	0.00%	4.99%	0.00%	11.69%
Portland-Vancouver-Hillsboro, OR-WA	10253	2766	Multnomah County, Oregon	3399	1035	DISPATCHHEALTH-OREGON PC	0.59%	13.38%	0.59%	11.59%
Portland-Vancouver-Hillsboro, OR-WA	10253	2766	Multnomah County, Oregon	3399	1035	HPA MEDICAL MANAGEMENT, LLC	0.01%	8.57%	0.00%	6.86%
Portland-Vancouver-Hillsboro, OR-WA	10253	2766	Multnomah County, Oregon	3399	1035	WOUND PROS	0.00%	1.59%	0.00%	4.06%
Portland-Vancouver-Hillsboro, OR-WA	10253	2766	Multnomah County, Oregon	3399	1035	CASCADIA HEALTH	0.00%	1.01%	0.00%	2.03%

Market Competition **Portland: Primary Care in Facilities**

MSA	ALF Visits MSA	Home Visits MSA	County	ALF Visits County	Home Visits County	Name	ALF MSA Market Share	Home MSA Market Share	ALF County Market Share	Home County Market Share
Portland-Vancouver-Hillsboro, OR-WA	10253	2766	Multnomah County, Oregon	3399	1035	HOUSECALL PROVIDERS, PC	13.72%	10.20%	19.74%	15.94%
Portland-Vancouver-Hillsboro, OR-WA	10253	2766	Multnomah County, Oregon	3399	1035	TOBIIT INC	5.58%	0.00%	16.83%	0.00%
Portland-Vancouver-Hillsboro, OR-WA	10253	2766	Multnomah County, Oregon	3399	1035	HEALTHY AT HOME LLC	3.90%	0.00%	8.38%	0.00%
Portland-Vancouver-Hillsboro, OR-WA	10253	2766	Multnomah County, Oregon	3399	1035	PROVIDENCE HEALTH & SERVICES OREGON	3.29%	24.55%	5.15%	26.76%
Portland-Vancouver-Hillsboro, OR-WA	10253	2766	Multnomah County, Oregon	3399	1035	DAIYA HEALTHCARE PLLC	2.14%	0.00%	5.09%	0.00%


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Practice statement
 Qualities and Characteristics: Empathy and Compassion: Dr. Qureshi is known for her deep empathy and compassionate nature. She actively listens to her patients, making them feel heard and understood, regardless of their concerns. Expertise: With over 15 years of experience in... [show more](#)

Specialties
 Family Physician
 Primary Care Doctor

In-network insurances
 Aetna, Anthem Blue Cross Blue Shield, Medicare... [view all](#)

Office locations


 Tobiit Inc., Professional Medical Corporation
 360 Dardanelli Ln, 1A
 Los Gatos, CA 95032


 Tobiit Inc., Professional Medical Corporation
 2040 Forest Ave, Ste 1A
 San Jose, CA 95128

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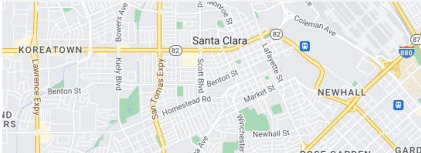
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Dr. Sharmin Qureshi, MD
 Family Physician
 ★★★★★ 717

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Mon Dec 4	Tue Dec 5	Wed Dec 6	Thu Dec 7	Fri Dec 8
	9:50 am	9:30 am	9:30 am	11:15 am



How do we perform compared to our competition?

uring the year or used the address of their caregiver.



Market Competition Salem (expansion region for HCP): Primary Care in Private Homes

MSA	ALF Visits MSA	Home Visits MSA	County	ALF Visits County	Home Visits County	Name	ALF MSA Market Share	Home MSA Market Share	ALF County Market Share	Home County Market Share
						Mental health practice				
Salem, OR	1304	69	Marion County, Oregon	935	59	CAPACITY SOLUTIONS LLC	7.21%	28.99%	8.45%	33.90%
Salem, OR	1304	69	Marion County, Oregon			Mobile dermatology DERMRIGHT LLC	0.00%	5.80%	0.00%	6.78%
Salem, OR	1304	69	Marion County, Oregon			Mobile phlebotomy QUEST MOBILE VISION LLC	0.00%	5.80%	0.00%	6.78%
Salem, OR	1304	69	Marion County, Oregon	935	59	HPA MEDICAL MANAGEMENT, LLC	0.00%	4.35%	0.00%	5.08%
Salem, OR	1304	69	Marion County, Oregon	935	59	TOTAL CARE 2 U, LLC	0.00%	4.35%	0.00%	5.08%
Salem, OR	1304	69	Marion County, Oregon	935	59	SANTIAM MOBILE MEDICINE LLC	0.69%	4.35%	0.11%	5.08%
Salem, OR	1304	69	Marion County, Oregon	935	59	NP2U, LLC	0.08%	4.35%	0.11%	3.39%

Market Competition Salem (expansion region for HCP): Primary Care in Facilities

MSA	ALF Visits MSA	Home Visits MSA	County	ALF Visits County	Home Visits County	Name	ALF MSA Market Share	Home MSA Market Share	ALF County Market Share	Home County Market Share
Salem, OR	1304	69	Marion County, Oregon	935	59	COMPASSION CARE FAMILY PRACTICE LLC	27.76%	0.00%	30.16%	0.00%
Salem, OR	1304	69	Marion County, Oregon	935	59	NWCARE INC	8.82%	0.00%	12.30%	0.00%
Salem, OR	1304	69	Marion County, Oregon	935	59	CAPACITY SOLUTIONS LLC	7.21%	28.99%	8.45%	33.90%
Salem, OR	1304	69	Marion County, Oregon	935	59	AGEWELL GERIATRICS, LLC	4.75%	1.45%	6.52%	1.69%
Salem, OR	1304	69	Marion County, Oregon	935	59	SALEM CLINIC, PC	5.67%	0.00%	5.88%	0.00%
Salem, OR	1304	69	Marion County, Oregon	935	59	TREVOR TIPPETS DPM LLC	11.50%	0.00%	4.71%	0.00%

Website business look-up for Compassion Care – Possible Partnership/Acquisition?



Family Practice



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Salem, Oregon 97301



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Email the office:
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Marci Cogdill, FNP-C
Family Nurse Practitioner

Marci Cogdill is a native Oregonian, growing up in Salem, OR. She has had a long career in Health Care here in the community. Marci spent 20 years working as an RN at Salem Hospital, alongside owning and operating several Adult Foster Care Homes during this time. Having a heart for her patients, she wanted to do more so she went back to school at the age of 40 to get her NP degree.

Marci did her graduate work at Gonzaga University graduating in 2014 as a Family Nurse Practitioner and is currently certified with the American Academy of Nurse Practitioners.



Pennie (Penelope) Lutz, A-GNP-C

Pennie Lutz is a board certified Adult Gerontology Primary Care Nurse Practitioner who joined Compassion Care Family Practice in January 2022.

Pennie's background in healthcare began as an LPN in 2006, and she became an RN in 2007 after graduating from Chemeketa Community College. Pennie obtained her Bachelor's of Science in Nursing from Linfield College in 2018 and her Master's in Nursing as a Nurse Practitioner from Boise State University in 2021. Pennie's background includes 15 years of acute care nursing experience, caring for adult hospitalized patients.

Pennie provides holistic care, partnering with her patients and their families to individualize their plan of care, with a focus on prevention and health promotion. Pennie has a passion for geriatric care and helping her patients live their best life.

Outside of work, Pennie enjoys spending time with her family, playing with her 2 dogs, hiking, going to the beach, gardening, and reading.

"Let's work together to meet your health goals!" ~Pennie

Practice Level Performance

Program/Practice Name	Adjusted PMPM (\$)	ADK	Adjusted ADK	EDK	Adjusted EDK	Readmission Rate	Adjusted Readmission Rate	Hospital D Patie
HOUSECALL PROVIDERS, PC	2,303	462	487	1,393	1,139	13.0	14.5	
NP2U, LLC	2,665	437	446	1,803	1,392	12.9	11.8	
PEACEHEALTH MEDICAL GROUP	3,280	244	562	1,322	1,311	4.5	17.1	
HEALTHY AT HOME LLC	2,430	355	530	694	1,010	4.5	14.1	
PROVIDENCE HEALTH & SERVICES OREGON	2,421	548	567	1,258	1,026	14.7	14.4	
PEACEHEALTH	3,587	333	484	1,033	1,053	15.0	15.9	
JOHN K ROSS, MD PC	2,306	211	377	895	1,001	8.3	16.6	
GO GENTLY MEDICAL GROUP, INC	4,970	1,053	784	1,702	1,409	20.0	20.6	
DAIYA HEALTHCARE PLLC	2,818	679	617	2,125	1,599	21.1	16.2	
SENIOR CARE NORTHWEST	3,300	315	481	963	1,127	11.8	15.5	
COMPASSION CARE FAMILY PRACTICE LLC	2,479	396	484	2,528	2,568	4.8	13.8	

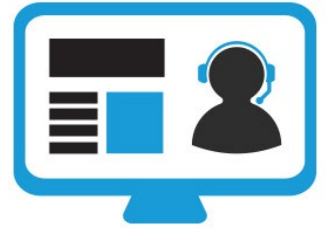
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Q & A

HCCIntelligence™ Upcoming Event



FREE WEBINAR:

Wednesday, January 10, 3:00-4:00pm

Unlocking Revenue Streams: Navigating the 2024 Medicare Physician Fee Schedule for Home-Based Medical Care

Register Here:



HCCIntelligence™ Resource Center



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Webinars

HCCI hosts free and premium webinars on topics relevant to HBPC. Visit the HCCIntelligence™ Resource Center for upcoming dates and topics.



Tools and Tip Sheets

Downloadable tools, tip sheets, sample forms and how-to guides on a variety of HBPC topics.



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