





The Great Reset

From REACTIVE to PROACTIVE

Build a solid foundation for change

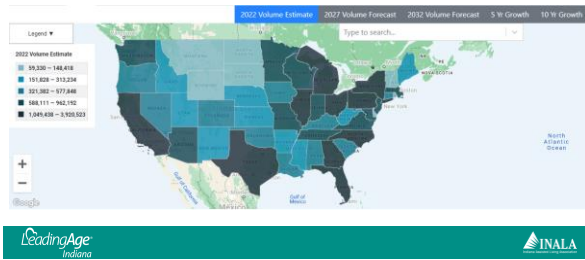
ID acuity + needs of aging population

Multitude of offerings to meet vast needs

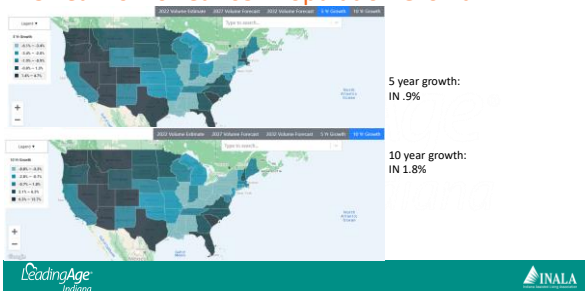
Plan + invest for the future

CHANGE

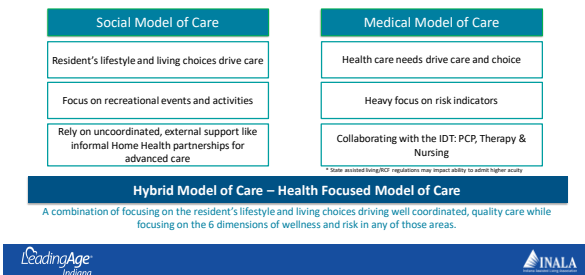
Current Population Over 65



5 Year vs. 10 Year 65+ Population Growth



Care Integration: Social, Medical or Hybrid Model?



The Acuity & Occupancy Equation: The Majority


Understand the financial impact & the success drivers of your occupancy formula


Active Adult: LOW Acuity

- Wellness & Lifestyle programming 1st
- Health Service available, but preventative
- Purposeful Marketing Shift
 - High independent adults "open to enter"
 - Promote the benefits of community vs staying home
 - Combat loneliness & improve social lifestyle
- LOS estimated 24-30+ months
 - AL versus IL different

High Acuity:

- Healthcare Services with coordinated care take the lead
- Short Stay Respite Opportunity
- Choose Home Care Act – SNF level care in the home
 - Home Health Agency driven & pending legislation
 - UHC already bundling HHA services for SNF at Home
- Wellness & Lifestyle Programming 2nd
- LOS estimated 16-20 months





THE FUTURE IS NOW

Disruptive Innovations to Senior Living

HEALTHCARE TO HEALTH

- Run TOWARDS the Change!
- Meeting Consumer Needs in a New Way
- To be the Uber, or the Taxi...
- Reframing Aging and Age
- Reframing Health Around Wellness
- Reframing Senior Care
- Farewell to Models of Dependency



Hospitality + Clinical Services

5-Step Action Plan



Wellness + Lifestyle Offerings in Action

Don't wait for illness or injury, engage in a proactive wellness process!

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Assess Activity Offerings + Engagement Today!



Comprehensive Health and Wellness Assessment should be conducted upon move in and annually



ADD the six-dimensions of wellness into the offerings and prescribed based on the person centered care planning process



Wellness Plans should be person centered and focused on living an active lifestyles and engaging in place

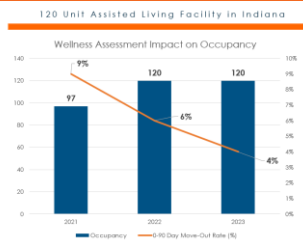
Proactive Wellness Assessments: The Impact on Occupancy

The Impact

- Doors opened in late 2020 amidst COVID
- Comprehensive H&W Assessments implemented Jan 2022 resulting in a **55% decrease in move-outs within the first 90 days since 2021!**
- YTD 2023: **45 Assessments Completed** resulting in **94 therapy tracks opened!**

Avg Cost of Assisted Living*: \$233/day
Preventing 5 move-outs/year results in \$425K in revenue preservation

*SOURCE: National Investment Center for Senior Housing & Care



Lifestyle Offerings: Enhance Your Life Enrichment

Take a Whole-Person Wellness approach to activity programming!

Personalized, Meaningful + FUNCTIONAL Activities that suits the needs of your community

Activities for all 6 Dimensions of Wellness

Diverse range of exercise classes
Special programming for all stages of dementia
Comprehensive training for activity staff

Strategic Scheduling of activities with consideration for facility staffing

SUCCESS BY THE NUMBERS! CASE STUDY: NY

11.1 Implementation of SNF Activities Program in New York!
12 FTE's in 11 units!
20% growth in program offerings (with more coming!)
Attendance has increased by 50%
Inclusive of:

Meditation • Dancing • Journaling • Spa Days • Pottery • Jewelry Making • Knitting/Crochet • Spanish Club • LGBTQ+ club • AND SO MUCH MORE!

Health Literacies
Enhancing Health Literacy for
Better Outcomes

- **Empowered Decision-Making:** Improved health literacy empowers well-informed decision making, enhancing overall healthcare experiences.
- **Reduced Risk of Re-Hospitalization:** Enhanced health literacy reduces the risk of re-hospitalization by promoting better self-management + adherence to treatment plans.
- **Comprehensive Understanding:** Across various diagnostic groups patients gain a holistic understanding of their health issues.
- **Early Detection:** A well-informed approach enables early symptom recognition + timely medical attention.
- **Preventive Strategies:** Materials include prevention tips, promoting better health + quality of life.



Leveraging Your EMR

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Assessment
Internal & state requirements
Determine level of care & service plan
Move in & Annually
At any time of a change in function



Assessment Plan - Service Plan of Care
Document scheduled tasks
Provide interventions as appropriate
Track compliance



Unscheduled Services
Intervention Planning/ At risk
Timeline for prior level
Possible change in level of care & payment
Communication



Point of Care Tasks
Track service delivery & completion
Track compliance
Will show insight into unscheduled services/tasks

Meaningful Metrics: Understand the Impact



Falls, Incident + Injury Metrics

WHY: Showcase impact of services on resident abilities
HOW: Care Coordinator, Resident Care Director



ALOS by Care Setting + Pt Risk Info

WHY: Highlight impact of services on successful aging + engaging in place
HOW: Billing Office + Transitional Care Team



Occupancy, Inquiry + Move In/Out Stats

WHY: Monitor impact of services on occupancy growth + "closing the back door"
HOW: Admissions + Marketing



Staffing Needs

WHY: Identify opportunities for strategic, collaborative solutions
HOW: Executive Director + Team

Redesigning Care:
High Presence PCP Model

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Physician Schedule: Rounding, Clinic Hours, Extender Presence

Annual Wellness Visits: Move In + Annual

Therapy + Wellness Coordination

IDT Risk Review Meetings

In House Treatment Model

Transitional Care Management



Advantages

- Increased Care Coordination
- Provider Services Revenue Boost
- Physician Driven Program supported by IDT
- Consistent Provider Involvement
- Collaborative Discharge Planning Process
- Marketing Tools
- Reduced Hosp Readmission Rates
- Safe transition throughout the Continuum

CMS Promotes

- Communication with patient or caregiver (phone, e-mail or in person) within 2 business days of discharge

PFS Final Rule expands concurrent billing codes; reduced from 57 to only 29 codes

Create a “Health Hub”

Attractiveness to ‘senior living’ is convenience of care + ‘One Stop Shopping’

Consider a model that provides that experience to patients through strategic channel partnerships


Greater Ease of Access + Increased Compliance to Care = Clinical + Operational Excellence

Transportation • Specialty Physicians (i.e. Cardiology, Orthopedic, Dermatology) • Pharmacy • Lab • Spa Services • Nutritional support • Holistic Wellness Services • Skilled Therapies • Dental • Vision • Behavioral Health • Imaging • Remote Patient Monitoring • Telehealth Services • Home Health



Interventions + Partnership Checklist

Systems + Supportive Partners are *Crucial to Success*



- ✓ **Telehealth + Physicians:**
Annual Wellness Visits, Referrals to specialists, high presence in high acuity locations
- ✓ **Outpatient Therapy Programming and Quality Outcomes + Wellness Programming**
- ✓ **Quality Home Health Services**
- ✓ **Artificial Intelligence & Technology Integration**

The Importance of Behavioral Health

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Mental Health is HEALTH!

Accessible Support Services

- Psychiatric Evaluations, Medication Management, Therapy + Counseling, Staff Training
- MCO, MCO + Private Insurance billing option

Holistic Care Approach

- Depression, Anxiety, PTSD, OCD, Bipolar Disorder, Schizophrenia, Alzheimer’s Disease, Dementia, Recent Life Changes, Antipsychotic Medications + More

Integrate into Wellness Offerings


- Therapy Comprehensive Health & Wellness Assessments

Robust Care Team

- Increase Touchpoints
- Coordinated Care + Communication
- Build Your Village



Why TeleMental Health?



- Ease of access to quality care
- Antipsychotic medicine reduction
- Manage unwanted behaviors
- Alleviate staff burden amongst nursing + caregiver shortages
- Supportive documentation provided in addition to collaborating in care plan needs
- Provide necessary care to decrease risk of hospitalizations or move-outs
- Support for staff emotional well-being/mental health

Leveraging Tech + Data

Embracing Technology: Make it Work for YOU

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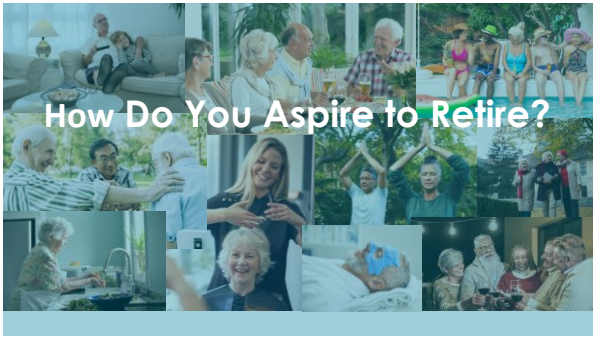
Insights through machine learning & artificial intelligence
Changes & trends in behaviors

- Transportation
 - Dentist visits
 - PCP visits
 - Outside activities
- Wellness & activity participation
- Dining preferences
- “Medical Concierge”
- Communication to support seniors’ engagement
- Predictive analytics
- Wearables & RPM/RTM

Cubigo
VirtuSense
Aware
Owlytics
TouchTown
Forsite Solution
Tranquility Lifestyle Solutions

Leveraging Technology to Enhance Outcomes





Rethink Retirement, Today!



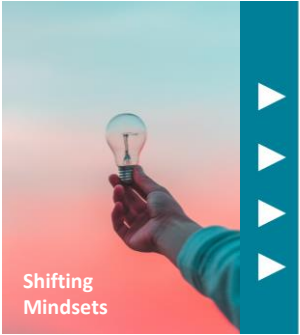
THANK YOU

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"What got us here, won't get us there."
—Michael G. Scharmer

Technology is required. It has a substantial impact on staffing, engagement & proactive care for long term success. Leverage the data available to you.

Becoming a destination for older adults who thrive. A place that feels like home but elevated. This will drive occupancy & financial stability.

Redesign purposeful partnerships that will drive holistic and collaborative resident care along with quality outcomes.

Shift away from a reactionary and healthcare driven model to a proactive, health and wellness model of care. Utilize all levels of care + resources to provide the **RIGHT CARE** at the **RIGHT TIME** in the **RIGHT PLACE**
