



CAN WE TALK?

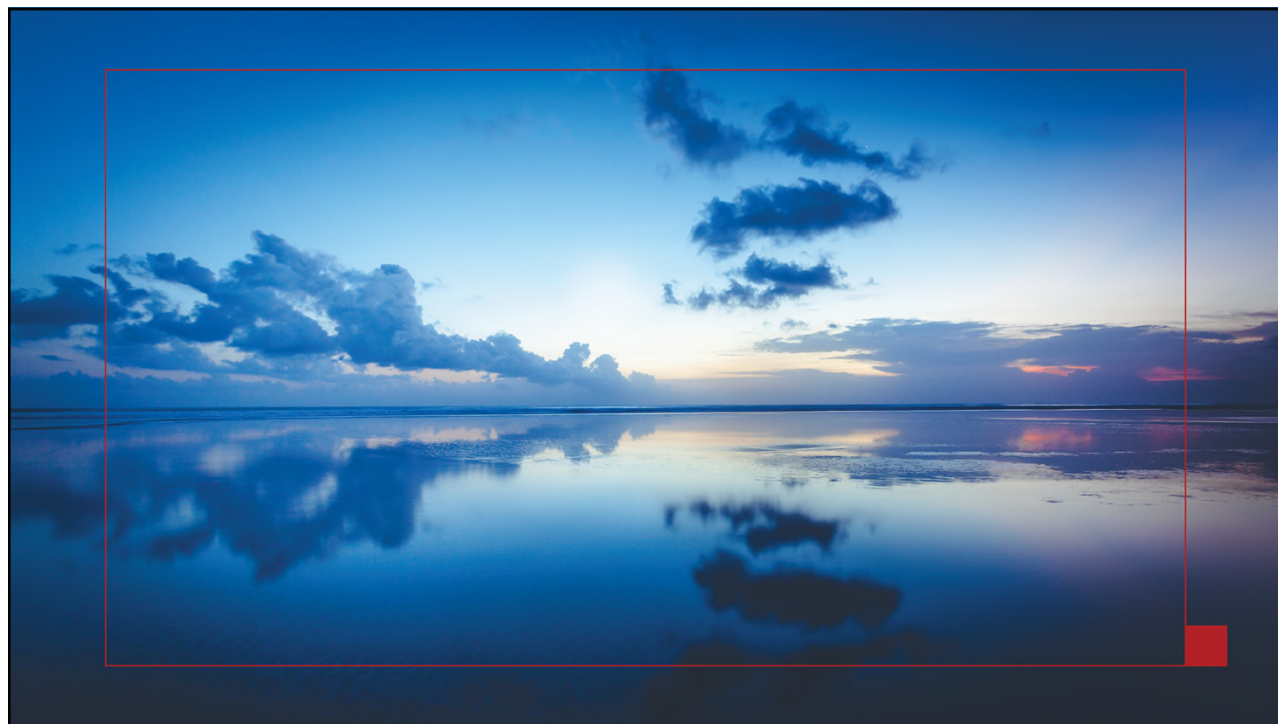
FACING PRODUCTIVITY CHALLENGES IN A PATIENT-CENTERED WORLD

Presented by:
 Martha Schram, CEO & President - Aegis Therapies
 Linda Riccio, Director of Clinical Services - CHS Therapy
 Denise Norman, PTA, President of Transitional Care Management

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Discussion Assumptions:

- Patient care provided is appropriate & determined by the clinician
- Clinicians desire to be primarily in direct patient care
- The cost of delivering the care does not exceed the revenue generated through delivering the care
- Patient care provided is appropriately documented & billed



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Why does the discussion matter?

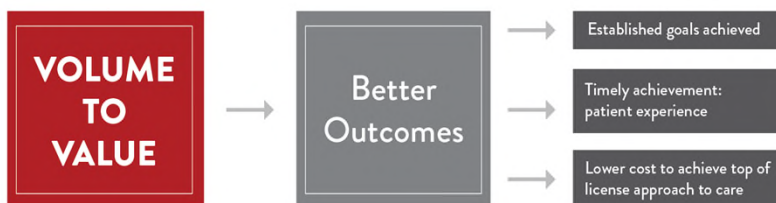
- Patient access to quality care
- Customer satisfaction & loyalty
- Financial stability of therapy provider
- Distraction and disruption when quality and efficiency cannot or do not co-exist



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Why does the discussion matter? (continued)

- We will be part of the solution or part of the problem achieving the triple aim of healthcare
- Success is moving from volume to value



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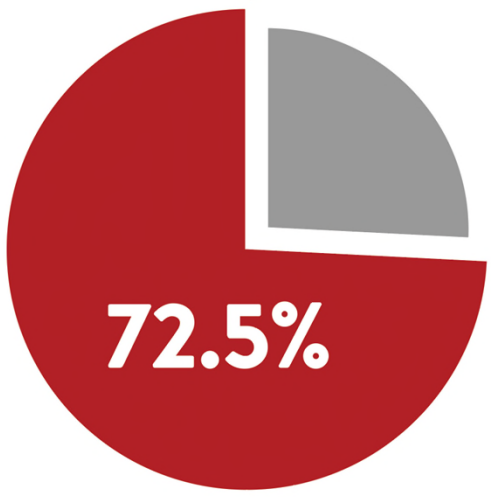


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What do you think of when you hear the word productivity?

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Survey Monkey Results:
72.5% Negative Comments of the respondents

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Examples of Negative Comments:

- “unrealistic expectation”
- “like a 4-letter word”
- “it’s all about the money”
- “I get anxious, very anxious”
- “stress”
- “frustration”
- “cringe”
- “the big evil”
- “the company wants more profit”
- “I hate dealing with it. Therapists respond often – ‘What is more important to you, my productivity or the quality of my documentation?’”
- “management is trying to control my patient care and tell me how to treat and bill”
- “How many patients can be crammed into my schedule so the company can just make more money?”
- “A measure the money-grubbing suits harp on so they can make more money.”
- “denial, boring, constant reminder, poorly trained but highly discussed”
- “A message that is quite often poorly delivered. There’s nothing wrong with addressing it, but therapists and managers shouldn’t be harangued about it.”

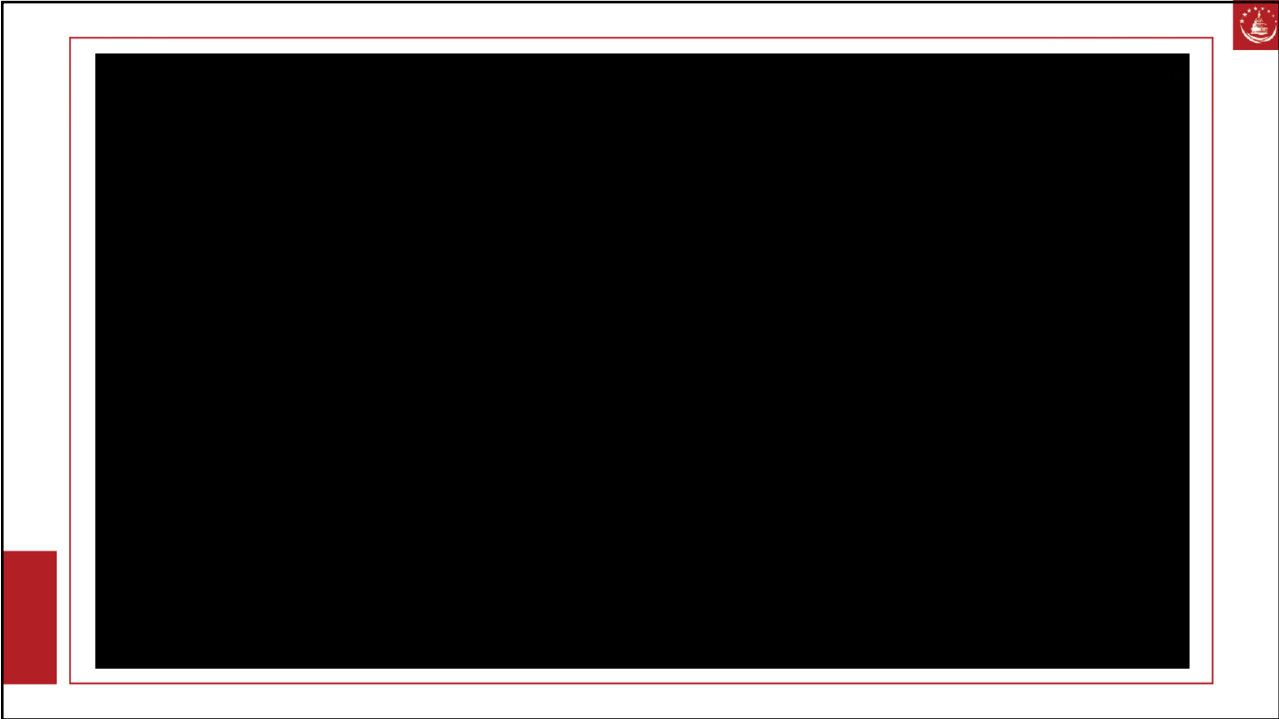
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Examples of Positive Comments:

- “critical”
- “company viability”
- “profitability”
- “a focus on balance between patient care and financial”
- “For outpatient rehab it comes down to two variables, average daily charge and visits per therapist per day....all other variables lead into these major ones. Productivity is a result of all things leading into it.”
- “As a manager I think of it as a metric we measure to see how successful we are as a business.”

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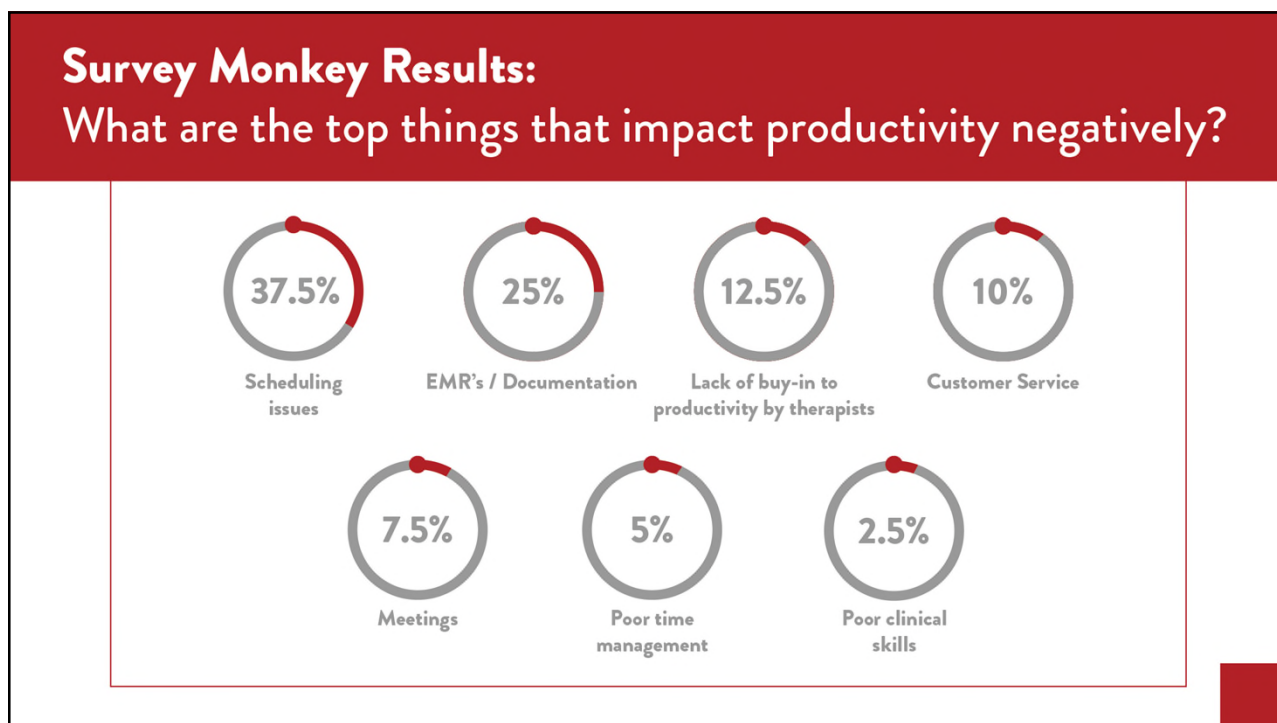
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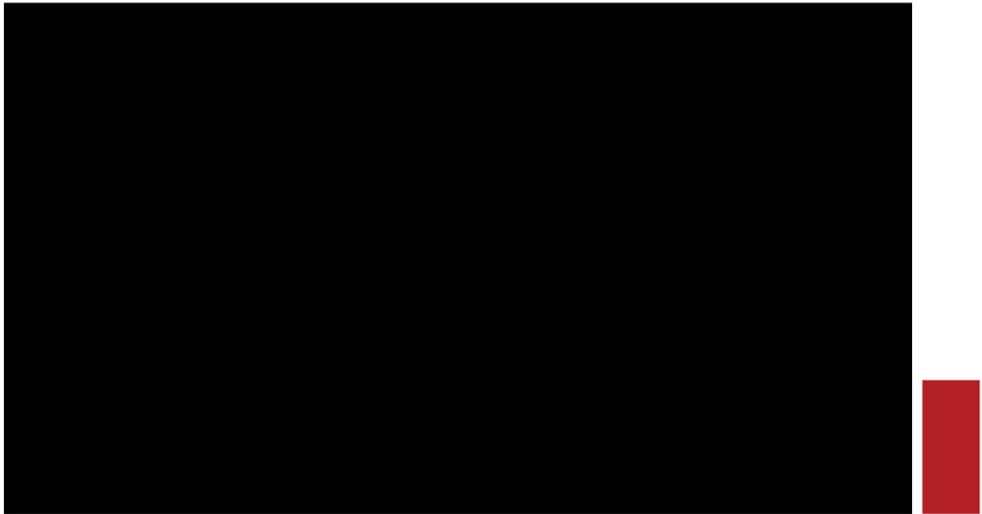


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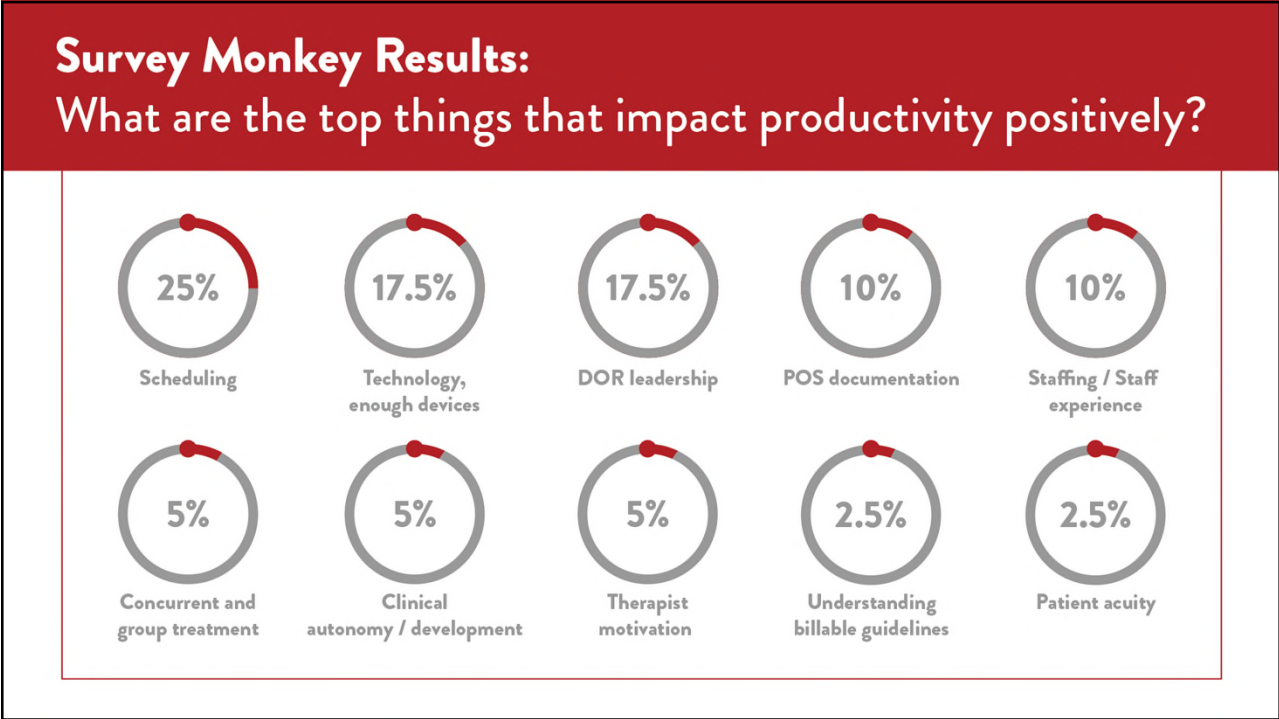
Internal vs. External Influencers:



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**STRATEGIES FOR
IMPROVED
PRODUCTIVITY**

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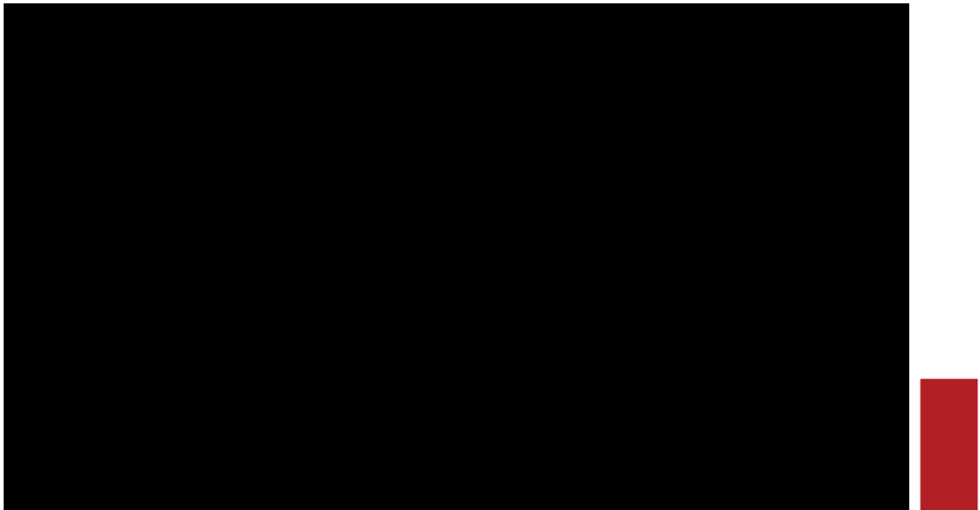
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What to do when patients aren't up and ready.



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Handling Patient Refusals



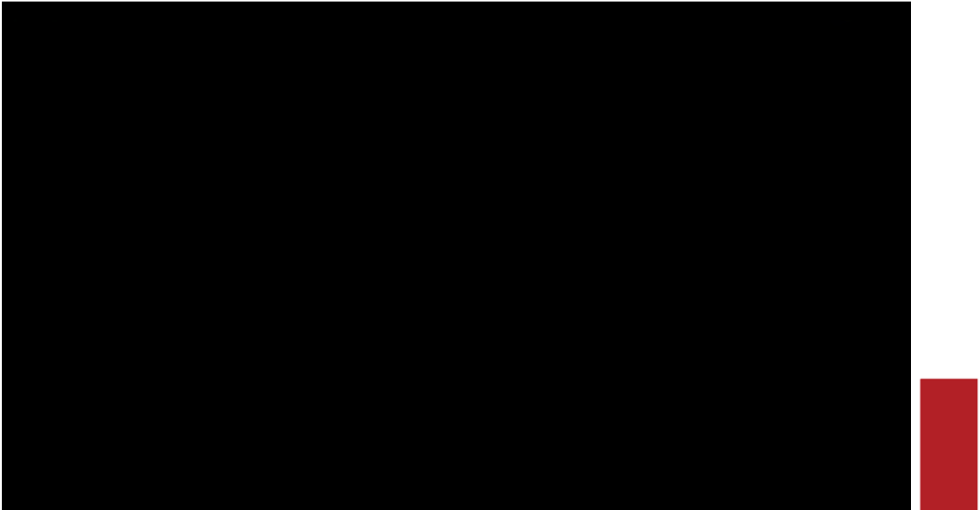
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Handling Unexpected Treatment Interruptions



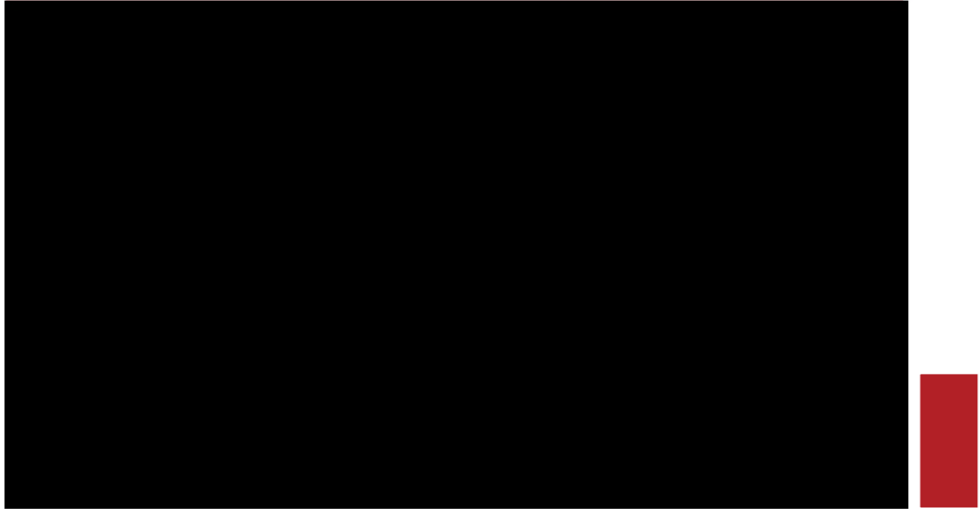
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The Benefits of Scheduling



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Using Rehab Techs



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Point of Service Documentation



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Efficient Evaluation Processes

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Supervisory Meetings

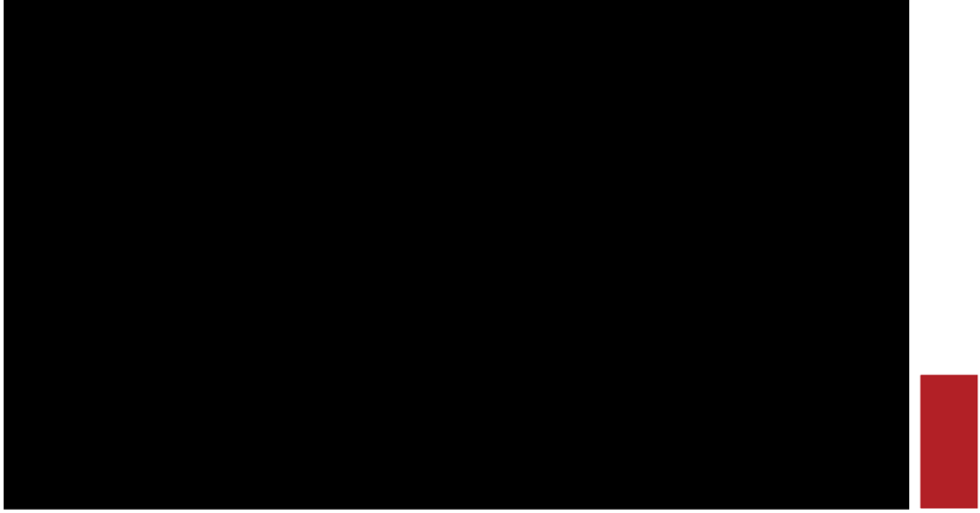
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Care Plan Meetings



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Ideas for Outpatient Cancellations



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Program Development that helps Patient Care Time



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**MANAGING
PRODUCTIVITY**

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Why does a therapist struggle with Productivity? *(excluding external factors)*



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What do you look for in new hires?




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How do you “fast start” a new hire?



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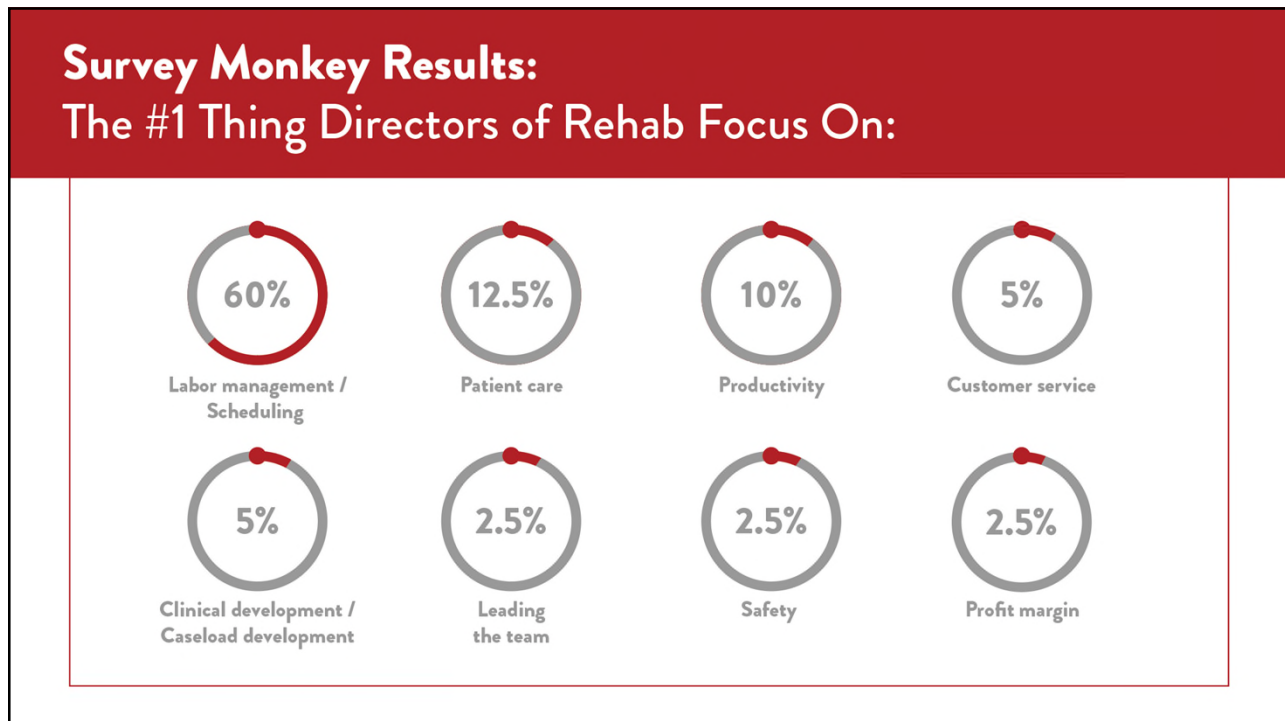
Audience Poll:

What do you think are the top 3-5 things a Director of Rehab focuses in on?

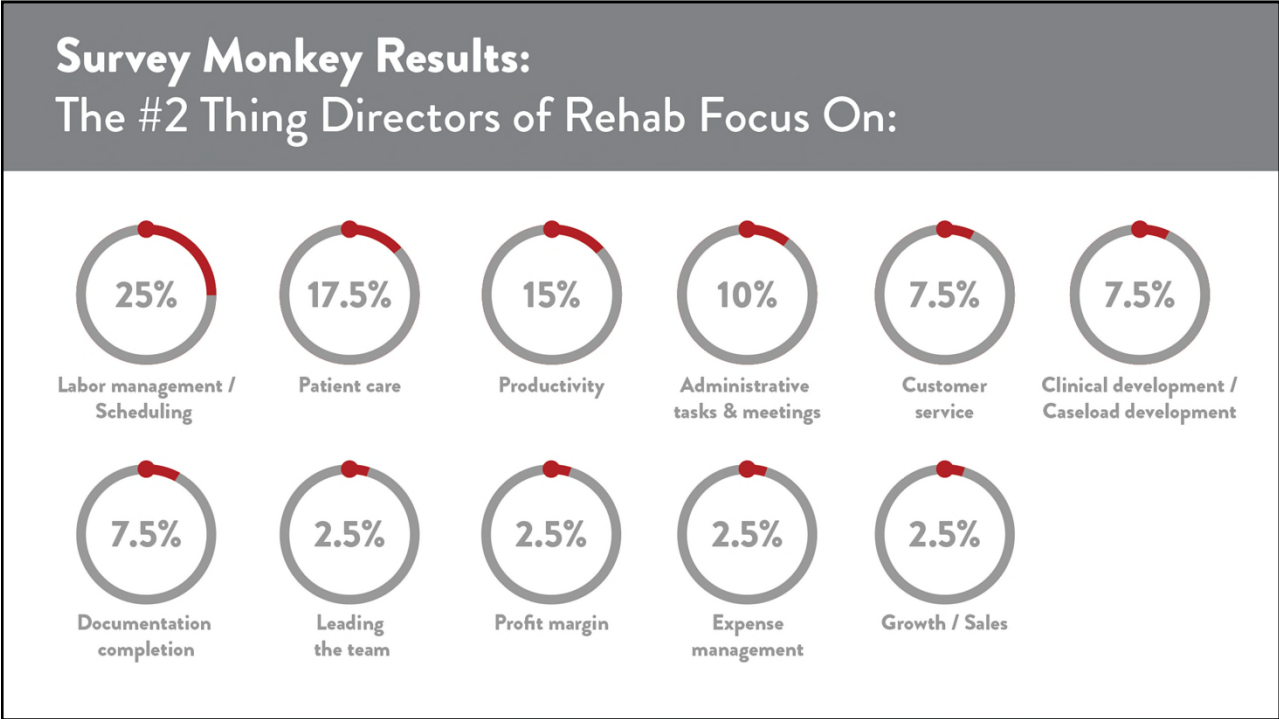
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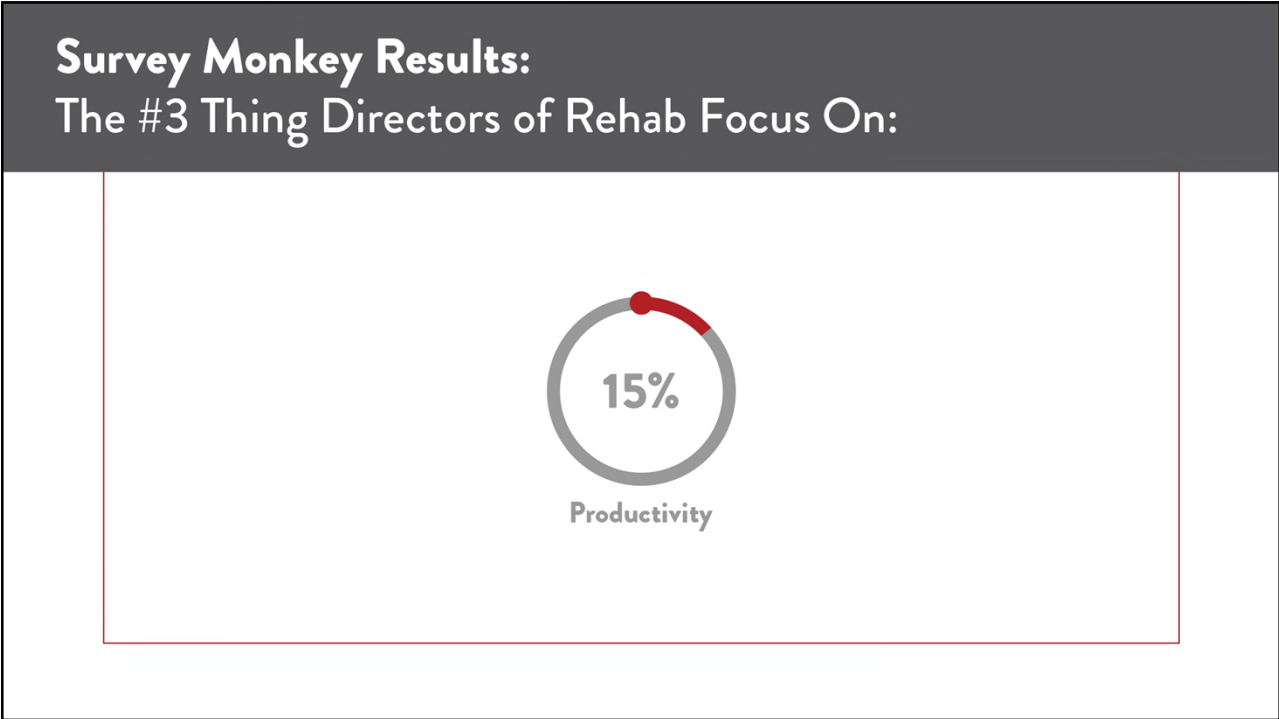
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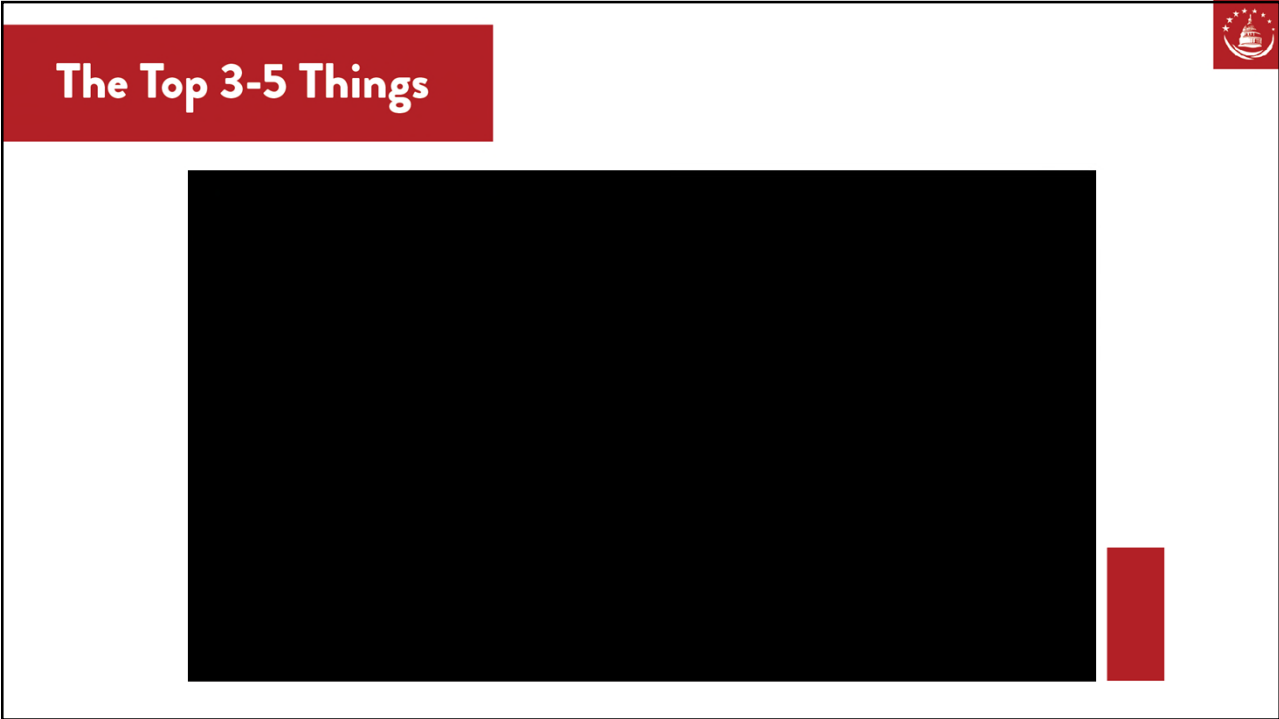
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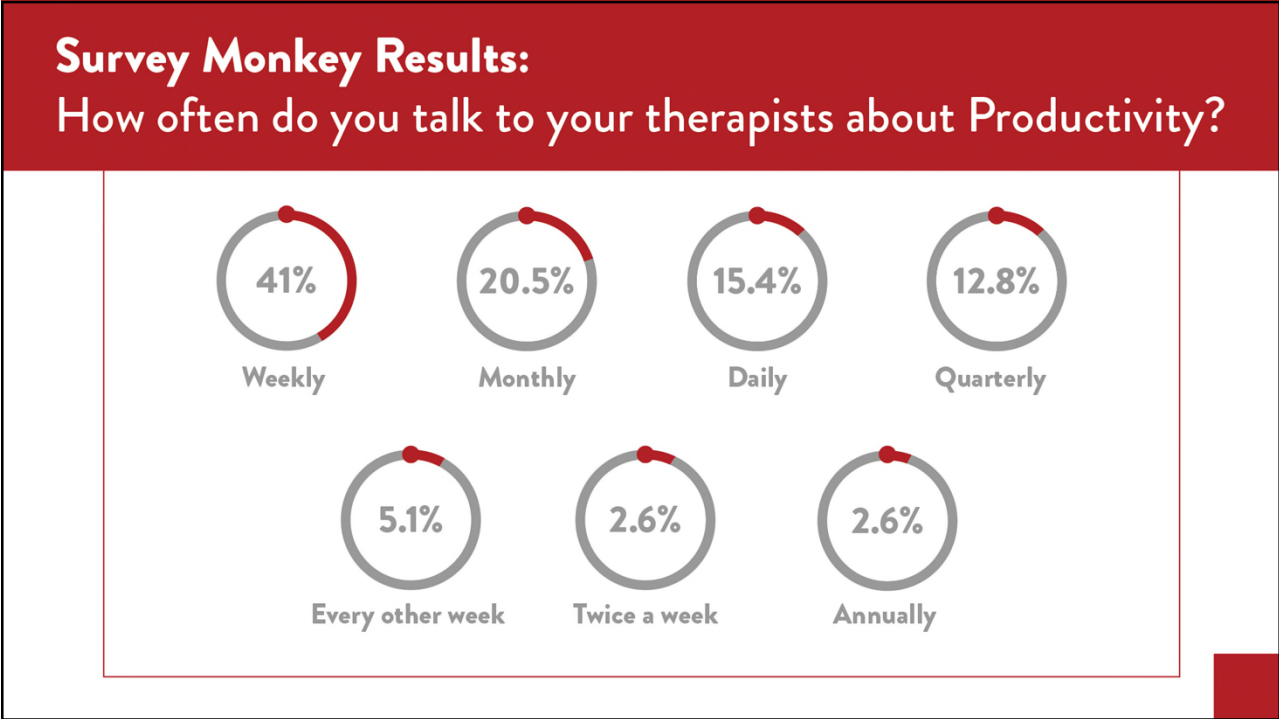
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LESSONS LEARNED

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The Importance of Communication and Support



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Healthcare Challenges Us as Leaders



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Are we “balancing” the message we send?

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The Value-Based Purchasing Impact: *How aware are our teams?*

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Value-Based Reimbursement:

Educating our therapists about the nature of the decision-making affecting our world.




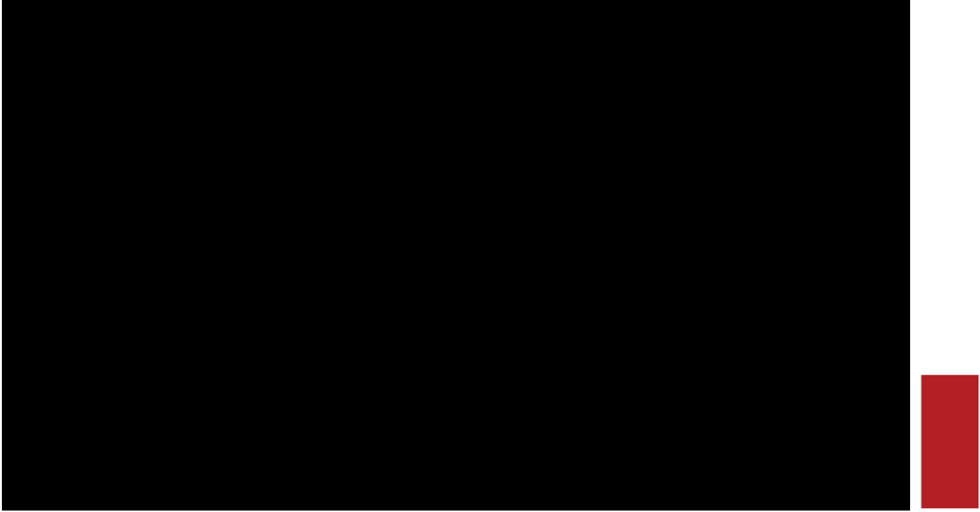

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CALL TO ACTION





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How do we Change the Perception about Productivity in Long-Term Care?



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Changing the Culture: *How do we turn it around?*



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What's different on Monday?



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Closing Comments

The views expressed by these clinicians do not represent the views of any one organization.

A heartfelt thank you from NARA to the companies who participated and graciously donated their resources; Aegis Therapies, RehabCare, Encore Rehab, Transitional Care Management, Creative Health Solutions and the National Association of Rehab Agencies and Providers for their support of this project.

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