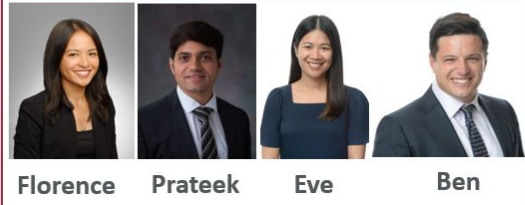


Host

Suburban Home Health Care (SHHC) is a Medicare/ Medicaid certified home health care agency in Greater Boston area

- Nursing, rehabilitative therapy, and assistance care for **1,200 patients**
- Majority of patients suffer from **multiple comorbidities**
- More than 75% of patients don't speak English as their primary language
- 125+ nurses & therapists and 650+ home health aides

Team



What is home health care

Care is delivered at the Patients' home using interdisciplinary teams of healthcare providers, including nurses, PTs, OTs, and health aides

What is Palliative care

Palliative care focusses **alleviating symptoms**, thereby **improving quality of life** of the patient, rather than curing the underlying disease. This doesn't necessarily mean that the patient has given up on treatment and has reached end-of-life stage

Problem Statement : Feasibility of Palliative Care for SHHC



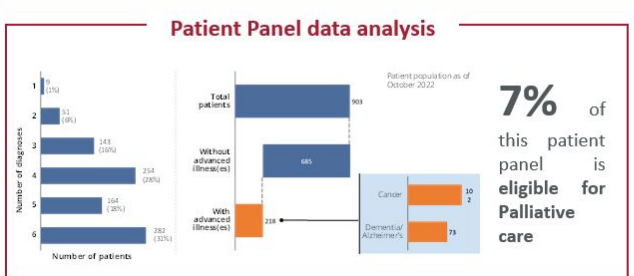
Adding palliative care to the portfolio provides an opportunity

- To **gain new patients and drive revenue**
- For **patient retention**, which increases their lifetime value
- To **capture more market** by expanding their care portfolio

Methodology

Primary Research	Secondary Research	Data Analysis & Modelling
<p>Multiple interviews and working sessions with</p> <ul style="list-style-type: none"> • The Host • Specialized Palliative care doctor • Experienced Palliative care nurse practitioner • Owner of successful Palliative and Hospice care facility 	<p>Literature Review on</p> <ul style="list-style-type: none"> • Palliative care market, service delivery models and reimbursement plans – Medicare / Medicaid • Trends in Home Healthcare and Palliative care 	<ul style="list-style-type: none"> • Determination of SHHC's patient pool that is eligible for Palliative care • Financial modelling of Palliative care offering for SHHC

Key Findings



Interviews & Literature review

- **Fragmentation of care** is the biggest challenge faced by Home Healthcare patients
- Palliative care program is **good for patients, but not a money maker**
- It can be a bridge for home health agency to **retain patients who are not yet ready for hospice**, which is more profitable

Financial Analysis

Following additional revenue streams can be realized if SHHC goes ahead with Palliative care program

- From **eligible existing patient panel** who are prescribed Palliative care
- From **additional episode(s) of home health care** to support palliative care continuity from existing patient population
- From **new patient panel**, who wouldn't be referred to SHHC unless it has specialized palliative care program

Recommendations and Next Steps

- **Clinical review of identified patients** to validate eligibility
- Consider **feasibility of hospice care along with Palliative care program**
 - Inhouse hospice care
 - Partnering with hospice provider
- Work towards the **Training requirements of Nurse practitioners**