

# ***AEGIS MARKET MOVER***

DATA WITH POWER

SUMMER 2017

aegis   
therapies®



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**Aegis Market Mover** is a powerful, proprietary program designed for analyzing and creating strategic plans for all post-acute care settings, allowing you to develop heightened levels of measurable accountability.

Being proactive in the transition to value-based care is critical to success in today's healthcare environment. *Aegis Market Mover* gives you **individualized support** to help you increase market share and grow your business while facing unique industry challenges.

Market Mover focuses on **three key areas** to assist with developing a strategy for success: Opportunity Analysis, Dynamic Resources and Market Positioning.

## I. OPPORTUNITY ANALYSIS

Utilizing our access to multiple industry and government related data repositories, Market Mover allows you to identify key areas for growth and compare yourself to the competition. The Opportunity Analysis features:

- **Customized, multi-variable database**
- **Interactive visualization tool**

## II. DYNAMIC RESOURCES

Create internal growth strategies using our resources, designed to help you create an actionable plan, track goals and keep your team focused and accountable. You'll receive:

- **Internal Growth Strategy Grids**
- **Clinical Specialization Decision Guide**
- **Insightful Industry Updates**

## III. MARKET POSITIONING

After developing a market strategy using the Opportunity Analysis and Dynamic Resources, your Aegis representative can assist you with raising your brand awareness through:

- **Customizable Collateral**
- **Targeted Public Relations Support**

## INDUSTRY TRENDS

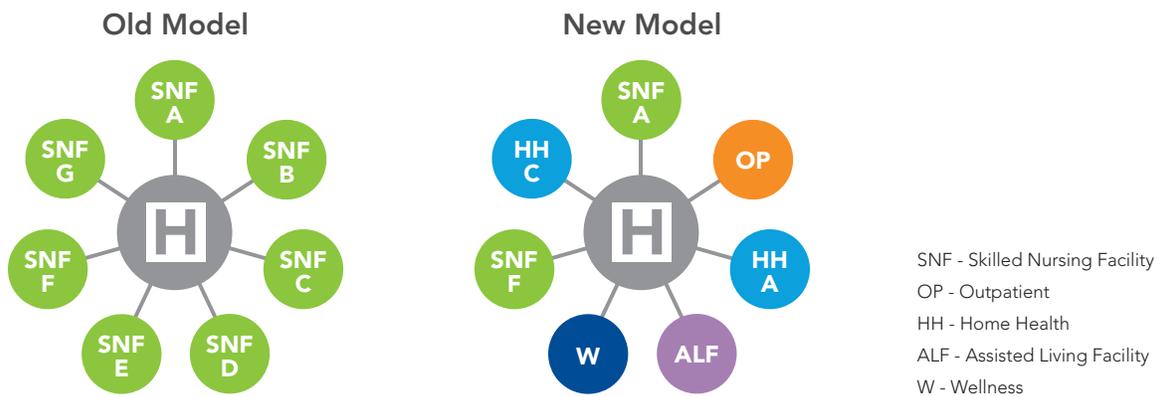
The reimbursement landscape has been changing for several years now and Aegis Therapies understands that in order to be successful within this new paradigm of emerging payment models, we must fundamentally change the way we think about delivering care.

### Why is this important to me?



### Market Challenges

Hospitals and payers are responding to reimbursement changes by narrowing their networks to seek better population control. This is resulting in decreased referral volume and length of stay for many post-acute care providers.



### WHY AEGIS MARKET MOVER?

It is more crucial than ever to be in tune with your local market. Being a storyteller for your referral sources that depicts not only the strengths of your business but highlights areas where you can help improve their business can be a true differentiator. *Aegis Market Mover* can assist you with identifying areas for potential growth as well as help you write your story based on real data.

## ORGANIZED FOR SUCCESS

The Opportunity Analysis is an interactive visualization tool that draws information from 15 unique public and private databases representing information specific to over 100 key variables, allowing you to take an in-depth look at your market. The Opportunity Analysis is organized into categories giving you the ability to focus on five key areas:

### 1. Market Analysis

- Admission Performance Snapshot
- Clinical Performance Snapshot
- SNF-Certified Beds Market Share
- Comparative Performance

### 2. Medicare Discharge Analysis

- Medicare Discharges by Care Setting
- Facility Discharges Market Share
- Medicare Discharges by Facility and Care Setting
- Medicare Discharges by DRG and Care Setting
- Medicare Discharges by Facility, DRG and Care Setting

### 3. Hospital Readmission Analysis

- Facility Readmissions by Care Setting
- Hospital Readmissions by Care Setting
- Hospital Readmissions by Diagnosis
- Financial Impact of Hospital Readmissions

### 4. Clinical Analysis

- Skilled Nursing Facilities Medicare Average Length of Stay (ALOS)
- Facility Quality Scores
- Facility Short-Stay Resident Quality Measures
- Home Health Quality Scores
- Home Health Quality Measures

### 5. CMS Initiatives

- Alternative Payment Models

The following snapshot of the **Opportunity Analysis Interactive Visualization Tool** gives you a glimpse of the breadth and versatility of the *Aegis Market Mover* program, showcasing examples of key information that can be obtained for a sample market of a skilled nursing facility.

## ADMISSION PERFORMANCE SNAPSHOT

The snapshot provides a high-level picture of how your facility is performing in the market. With *Aegis Market Mover*, you can view charts focusing on six high-value admissions data points, including:

- Certified beds market share (table 1)
- Hospitals in market and market share (table 2)
- Percent market share (table 3)
- Total care setting discharge volume
- Percentage of hospital care setting readmissions
- Top five post-acute care competitors based on number of discharges received
- Top five post-acute care discharges by MDC
- Top five post care discharges by DRG

Bed Count	
My Facility # of Beds	162
# of SNF Beds in Market	5,173
Rank of Bed Count	9
# of SNFs in Market	29

Hospital Discharges	
# of Hospitals in Market	10
Total Post-Acute Care Discharges	24,014
# of Hospitals that Discharge to My Facility	3
Total Discharges to My Facility	155
Facility Hospital Concentration %	30%
Total Discharges to SNF	10,579

Market Share	
Bed Market Share	3.1%
My Facility's Market Share of Discharges to SNFs	1.5%

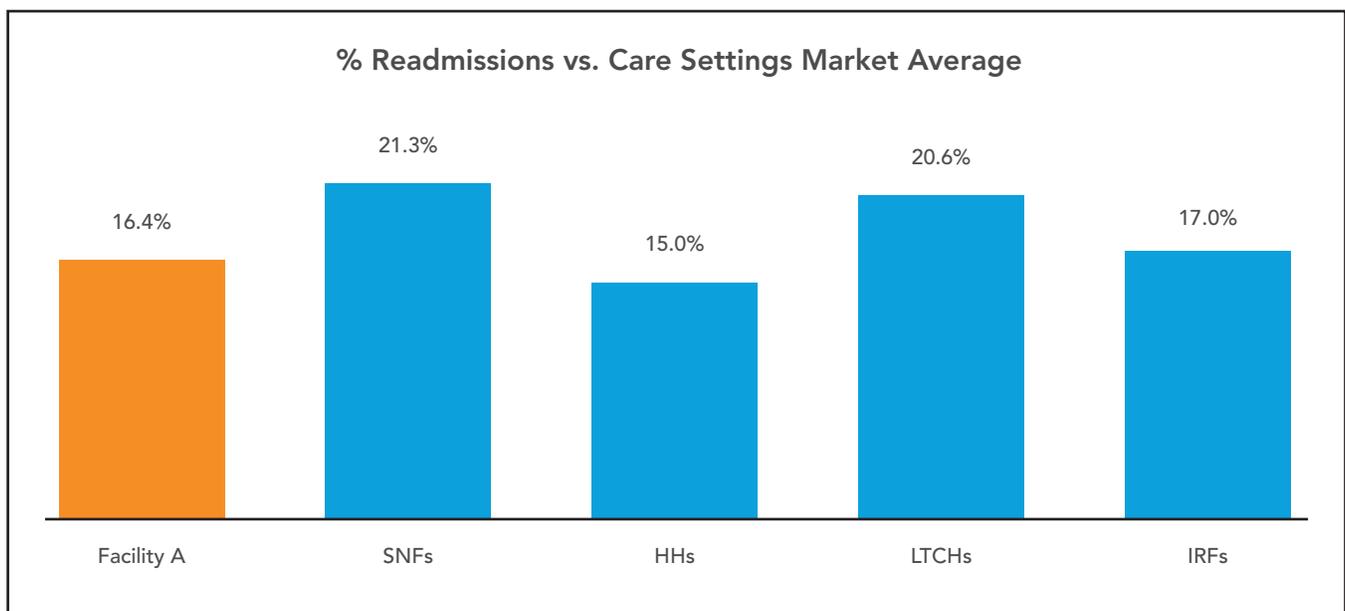
### Key Takeaway

Based on the number of hospitals in my area and the number of discharges going to my setting, how much market share does my facility currently hold?

## CLINICAL PERFORMANCE SNAPSHOT

This snapshot gives you a high-level picture of how your facility is doing in the market clinically. View charts focusing on five high-value clinical data points, including:

- Percent readmissions vs. care settings market average (pictured)
- Quality scores vs. care settings market average
- Percentage of short-stay residents who were rehospitalized after a nursing home admission
- Percentage of short-stay residents who had an outpatient emergency department visit
- Percentage of short-stay residents who were successfully discharged to the community
- Indication of Competitor Clinical Capabilities



### Key Takeaway

In terms of readmissions, how does my facility compare to SNFs and other post-acute care settings in my market?

## SNF-CERTIFIED BEDS MARKET SHARE

This measurement allows you to filter by facilities that are within the requested radius of your facility and analyze the following metrics\*:

- Total number of certified beds within your market (yellow box in column 3)
- Total number of certified beds within your facility (column 3)
- Percentage of the market share you currently hold (column 7)

		Total # of Beds 5,173	Avg. # of Beds 118			
Skilled Nursing Facility	Ownership Type	# of Certified Beds	Provider Type	Provider Resides in Hospital	Average Net Income per Bed	Bed Volume Market Share
Facility A	Nonprofit - Church related	162	Medicare and Medicaid	N	\$(14,064.58)	3.1%
Competitor 1	For-Profit - Corporation	300	Medicare And Medicaid	N	\$2,726.08	5.8%
Competitor 2	For-Profit - Partnership	180	Medicare And Medicaid	N	\$217.92	3.5%
Competitor 3	For-Profit - Corporation	120	Medicare And Medicaid	N	\$(10,534.62)	2.3%
Competitor 4	Nonprofit - Church Related	57	Medicare And Medicaid	N	\$(36,474.61)	1.1%

\*Additional metrics available but not featured: city, state, 2015 net income, 2015 net profit margin, average net income per bed and bed volume rank. Also included is average net income, average net profit margin, average net income per bed, my facility average net income per bed, my facility net profit margin.

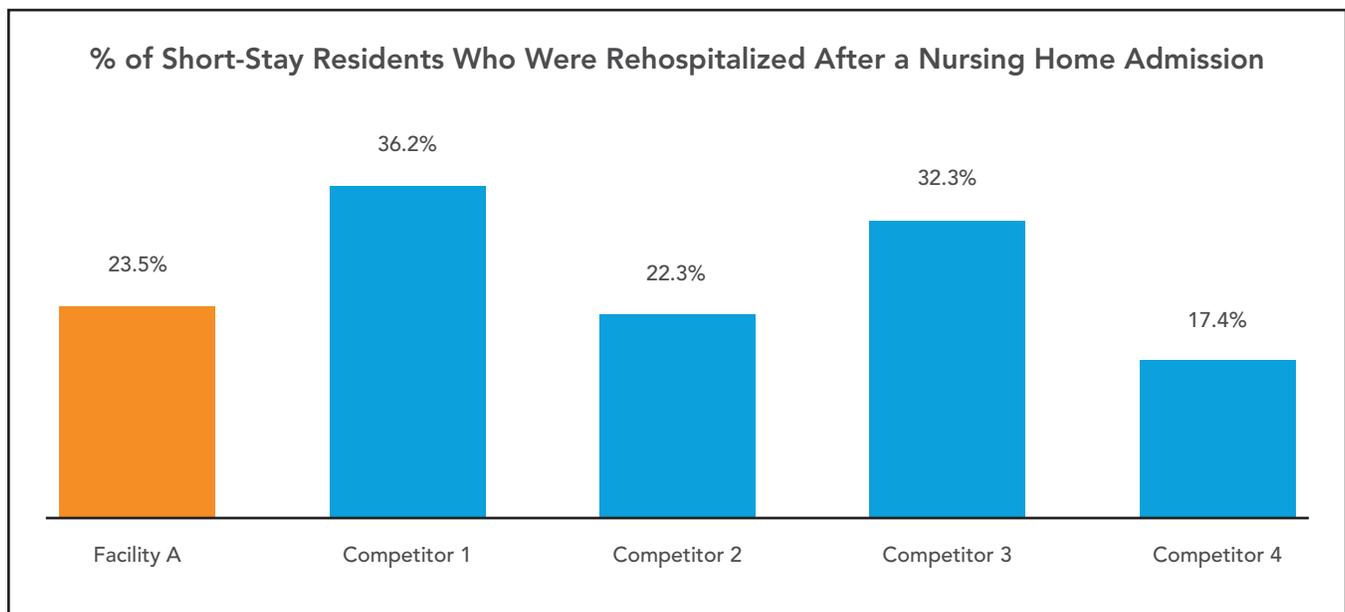
### Key Takeaway

**What percentage of the available certified beds do I currently hold? Should I re-evaluate my clinical plan in order to accept more admissions?**

## COMPARATIVE PERFORMANCE

This measurement allows you to filter by facilities that are within the requested radius of your facility and create charts comparing your facility to four of your competitors. Available metrics for comparison include:

- Readmissions rate
- Quality scores
- Percentage of short-stay residents who were rehospitalized after a nursing home admission
- Percentage of short-stay residents who had an outpatient emergency department visit
- Percentage of short-stay residents who were successfully discharged to the community
- Average length of stay



### Key Takeaway

How can I create a compelling story to illustrate my strengths to hospitals using these charts?

## MEDICARE DISCHARGES BY CARE SETTING

This measurement allows you to filter by hospitals that are within the requested radius of your facility and analyze the following metrics\*:

- Total number of hospital discharges (column 3)
- Type of care setting receiving the discharges (column 4)
- Number of admissions by care setting (column 5)
- Percent of hospital volume the care setting is receiving (column 6)
- Average payment for patients in the care setting (column 7)

Hospital Name	City	Hospital Total Volume	Care Setting	Facility Admissions	Facility % Volume	Facility Average Payment**
Missouri Hospital	Kansas City	6,860	Expired	221	3.2%	NULL
Missouri Hospital	Kansas City	6,860	HH	1,648	24.0%	\$3,252.85
Missouri Hospital	Kansas City	6,860	Hospice	452	6.6%	\$4,571.26
Missouri Hospital	Kansas City	6,860	IRF	324	4.7%	\$18,974.73
Missouri Hospital	Kansas City	6,860	Left AMA	37	0.5%	NULL
Missouri Hospital	Kansas City	6,860	LTCH	132	1.9%	\$40,455.45
Missouri Hospital	Kansas City	6,860	Other	52	0.8%	NULL
Missouri Hospital	Kansas City	6,860	Patient Home	3,911	57.0%	NULL
Missouri Hospital	Kansas City	6,860	SNF	1,556	22.7%	\$9,782.87
Missouri Hospital	Kansas City	6,860	Transfer	32	0.5%	NULL

\*Additional metrics available but not featured: year, facility inpatient average payment and county.

\*\*A null value denotes that information regarding this measure was not available for more than 11 people and therefore was not reported due to HIPAA regulations.

**Key Takeaway** Are most of the discharges from this hospital going to my post-acute care setting or are they going to a lower care setting?

## FACILITY MEDICARE DISCHARGES MARKET SHARE

This measurement allows you to filter by facilities that are within the requested radius of your facility and analyze the following metrics\*:

- Total number of Medicare discharges from hospitals to SNFs within selected radius (column 4)
- Total number of admissions my facility has received from hospitals within selected radius (column 5)
- The percentage of the market share my facility is receiving (column 6)

Facility Name	City	Care Setting	Hospital Medicare Discharges	Total Facility Admissions	Facility Market Share
Facility A	Kansas City	SNF	15,055	155	1.0%
Competitor 1	Independence	SNF	11,882	161	1.4%
Competitor 2	Kansas City	SNF	17,426	145	0.8%
Competitor 3	Independence	SNF	26,408	442	1.7%
Competitor 4	Kansas City	SNF	21,386	195	0.9%

\*Additional metrics available but not featured: state and year.

### Key Takeaway

**What percentage of hospital discharges is my facility receiving compared to my competition?**

## MEDICARE DISCHARGES BY FACILITY AND CARE SETTING

This measurement allows you to filter by hospitals and other facilities that are within the requested radius of your facility and analyze the following metrics\*:

- Total number of hospital discharges (column 3)
- Total number of admissions the facility is receiving from this hospital (column 4)
- Percent of hospital volume the facility is receiving (column 5)
- Name of the facility receiving the hospital discharges (column 7)
- Average payment for patients in the facility (column 8)

Hospital Name	City	Hospital Total Volume	Facility Admissions	Facility % Volume	Care Setting	Facility Name	Facility Average Payment
Missouri Hospital	Kansas City	6,860	18	0.3%	SNF	Facility A	\$7,324
Missouri Hospital	Kansas City	6,860	22	0.3%	SNF	Competitor 1	\$9,479
Missouri Hospital	Kansas City	6,860	20	0.3%	SNF	Competitor 2	\$13,518
Missouri Hospital	Kansas City	6,860	29	0.4%	SNF	Competitor 3	\$8,838
Missouri Hospital	Kansas City	6,860	157	2.3%	SNF	Competitor 4	\$7,500

\*Additional metrics available but not featured: state, year, facility inpatient average payment, facility city, facility state.

### Key Takeaway

**Are most of the discharges from the hospital I am targeting going to my facility or to my competitors? If so, why isn't the hospital discharging to my facility?**

## MEDICARE DISCHARGES BY DRG AND CARE SETTING

This measurement allows you to filter by hospitals that are within the requested radius of your facility and analyze the following metrics\*:

- Total number of hospital discharges (column 2)
- Number of discharges by DRG by care setting (column 5)
- Average facility payment by DRG by care setting (column 7)

Hospital Name	Hospital Total Volume	Diagnostic Related Group (DRG)	Major Diagnostic Category (MDC)	DRG Discharges	Care Setting	Facility Average Payment
Missouri Hospital	6,860	Septicemia or Severe Sepsis W/O MV 96+ Hours W MCC	Infectious and Parasitic DDS	100	SNF	\$8,443.28
Missouri Hospital	6,860	Intracranial Hemorrhage or Cerebral Infarction W CC	Nervous System	75	SNF	\$13,518.24
Missouri Hospital	6,860	Intracranial Hemorrhage or Cerebral Infarction W MCC	Nervous System	49	SNF	\$16,286.74
Missouri Hospital	6,860	Medical Back Problems W/O MCC	Musculoskeletal System and Connective Tissue	31	SNF	\$13,712.21
Missouri Hospital	6,860	Renal Failure W MCC	Kidney and Urinary Tract	30	SNF	\$7,066.38
Missouri Hospital	6,860	Simple Pneumonia & Pleurisy W MCC	Respiratory System	30	SNF	\$9,022.86
Missouri Hospital	6,860	Cardiac Valve and Other Major Cardiothoracic Proc W/O Card Cath W MCC	Circulatory System	27	SNF	\$13,101.97
Missouri Hospital	6,860	Major Joint Replacement or Reattachment of Lower Extremity W/O MCC	Musculoskeletal System and Connective Tissue	27	SNF	\$9,720.51
Missouri Hospital	6,860	Kidney and Urinary Tract Infections W MCC	Kidney and Urinary Tract	25	SNF	\$8,936.23
Missouri Hospital	6,860	Acute Myocardial Infarction, Discharged Alive W MCC	Circulatory System	24	SNF	\$8,234.62

\*Additional metrics available but not featured: city, state, year, Episodic Payment Model, facility % volume and facility inpatient average payment.

### Key Takeaway

**What DRGs are being discharged from the hospital I am targeting to my care setting? Can my facility create a clinical plan to be able to accept more patients with these DRGs to help increase our volume?**

## MEDICARE DISCHARGES BY FACILITY, DRG AND CARE SETTING

This measurement allows you to filter by hospitals and by other facilities that are within the requested radius of your facility and analyze the following metrics\*:

- Number of admissions by DRG by care setting (column 3)
- Care setting receiving admissions by DRG (column 4)

Hospital Name	DRG Description	Facility Admissions	Care Setting	Facility Name
Missouri Hospital	Intracranial Hemorrhage or Cerebral Infarction W CC	39	IRF	Competitor 5
Missouri Hospital	Major Joint Replacement or Reattachment of Lower Extremity W/O MCC	33	HH	Competitor 6
Missouri Hospital	Septicemia or Severe Sepsis W/O MV 96+ Hours W MCC	31	HH	Competitor 6
Missouri Hospital	Intracranial Hemorrhage or Cerebral Infarction W CC	26	HH	Competitor 6
Missouri Hospital	Cardiac Valve and Other Major Cardiothoracic Proc W/O Card Cath W MCC	24	HH	Competitor 6

\*Additional metrics available but not featured: city, state, year, total volume, episodic payment model, facility percent volume, facility inpatient average payment, facility average payment, facility city, facility state.

### Key Takeaway

**To what facilities are the top DRGs of this hospital being discharged? How does my facility compare clinically to the competition?**

**In this example, the top DRGs of the selected hospital were not discharged to any SNFs. Consider the DRGs and your clinical capabilities to determine if you could build a case to the hospital to discharge patients with these DRGs to you instead.**

## FACILITY READMISSIONS BY CARE SETTING

This measurement allows you to filter by facilities that are within the requested radius of your facility and analyze the following metrics\*:

- Average percentage of readmissions by all SNFs in my market (yellow box above column 6)
- Number of admissions by facility by care setting (column 4)
- Number of readmissions by facility by care setting (column 5)
- Annual average readmission rate (column 6)

					SNF Average 21.3%
Facility Name	City	Care Setting	Admissions	Readmits	Readmit Rate
Facility A	Kansas City	SNF	195	32	16.4%
Competitor 1	Independence	SNF	231	47	20.3%
Competitor 2	Kansas City	SNF	157	40	25.5%
Competitor 3	Independence	SNF	626	158	25.2%
Competitor 4	Kansas City	SNF	227	38	16.7%

\*Additional metrics available but not featured: yearly readmission and readmission rate averages for your facility, home health agencies, long-term acute care hospitals and inpatient rehab facilities.

### Key Takeaway

**What is my readmission rate? If it is lower than the market average, what can I do to promote that to local hospitals? If it is higher than the market average, are there additional factors that I should be considering? For example, if my market share is larger than most of the facilities in my area, then I may have a higher readmission rate due to a larger volume of patients in my facility.**

## HOSPITAL READMISSIONS BY CARE SETTING

This measurement allows you to filter by hospitals that are within the requested radius of your facility and analyze the following metrics\*:

- Total annual readmissions by all SNFs in my market (yellow box above column 6)
- Annual readmissions by care setting (column 5)

				SNF Total Readmits 1,760
Hospital Name	City	Care Setting	Year	Readmits
Missouri Hospital	Kansas City	HH	2015	174
Missouri Hospital	Kansas City	IRF	2015	39
Missouri Hospital	Kansas City	LTCH	2015	20
Missouri Hospital	Kansas City	Other	2015	14
Missouri Hospital	Kansas City	Patient Home	2015	765
Missouri Hospital	Kansas City	SNF	2015	239

\*Additional metrics available but not featured: total annual readmissions for skilled nursing facilities, home health agencies, long-term acute care hospitals, inpatient rehab facilities and home.

### Key Takeaway

**Does the hospital that I am targeting have an issue with readmissions?**

**In this example, patients that were discharged home are more frequently being readmitted to the hospital. You could utilize this information to build a case to the hospital that they may be discharging their patients to the wrong care setting and develop a clinical plan to address their readmission rate.**

## HOSPITAL READMISSIONS BY DIAGNOSIS

This measurement allows you to filter by hospitals that are within the requested radius of your facility and analyze the following metrics\*:

- Diagnoses linked to readmissions back to the hospital (column 2)
- Number of discharges of the diagnosis from the hospital (column 3)
- Percentage of patients being readmitted to the hospital per diagnosis (column 6)

Hospital Name	Diagnosis	Number of Discharges	Excess Readmission Ratio	Number of Readmissions	Readmission Rate
Missouri Hospital	READM-30-AMI-HRRP (Acute Myocardial Infarction)	427	1.063	74	17.3%
Missouri Hospital	READM-30-CABG-HRRP (Coronary Artery Bypass Graft)	216	1.056	36	16.7%
Missouri Hospital	READM-30-COPD-HRRP (Chronic Obstructive Pulmonary Disease)	277	0.965	52	18.8%
Missouri Hospital	READM-30-HF-HRRP (Heart Failure)	886	0.974	191	21.6%
Missouri Hospital	READM-30-HIP-KNEE-HRRP (Hip/Knee Replacement)	Not Available	1.020	Too Few to Report	Not Available
Missouri Hospital	READM-30-PN-HRRP (Pneumonia)	599	1.195	135	22.5%

\*Additional metrics available but not featured: state, number of readmissions and data date. Also available is an aggregate for total discharges, number of readmissions and average readmission rate per diagnosis for your market as well as the national readmission rate per diagnosis.

### Key Takeaway

**Does the hospital I am targeting have an issue with readmitting patients with a specific diagnosis that I excel at treating? Is there a diagnosis that the hospital is struggling with that I could leverage to enhance my clinical capabilities to be better able to meet their needs?**

## FINANCIAL IMPACT OF HOSPITAL READMISSIONS

This measurement allows you to filter by hospitals that are within the requested radius of your facility and analyze the following metrics\*:

- Average market revenue impact in dollars (yellow box above column 4)
- Average market revenue impact percentage (yellow box above column 5)
- Estimated revenue impact in dollars by hospital by year (column 4)
- Estimated revenue impact percentage by hospital by year (column 5)

			2017 Average Revenue Impact \$(348,541.59)	2017 Average Revenue Impact % -0.68%
Hospital Name	Program Year	Final Adjustment Factors	Estimated Revenue Impact (\$)	Estimated Revenue Impact (%)
Missouri Hospital	2017	0.993	\$(528,141.19)	-0.5%
Missouri Hospital	2016	0.996	\$(307,425.47)	-0.3%
Missouri Hospital	2015	0.996	\$(299,542.77)	-0.3%
Missouri Hospital	2014	0.996	\$(299,241.47)	-0.3%
Missouri Hospital	2013	0.995	\$(420,786.11)	-0.3%

\*Additional metrics available but not featured: state 2014-2016 average revenue impact dollar amount and percentage.

### Key Takeaway

How does my facility perform with treating the DRGs that hospitals are penalized for readmitting? If we perform well, we could work with the hospital to create a strategy to address their clinical needs and potentially reduce penalties.

## SKILLED NURSING FACILITY MEDICARE AVERAGE LENGTH OF STAY

This measurement allows you to filter by facilities that are within the requested radius of your facility and analyze the following metrics:

- Annual average length of stay by facility

			Radius Average
			56.3
Facility Name	City	Year	ALOS
Facility A	Kansas City	2015	27.0
Competitor 1	Independence	2015	25.1
Competitor 2	Kansas City	2015	35.9
Competitor 3	Independence	2015	20.0
Competitor 4	Kansas City	2015	22.0

### Key Takeaway

Am I taking care of my patients quicker than my competitors without affecting readmissions back to the hospital? How does my facility compare to others in the same radius?

Keep in mind that longer lengths of stay may affect patients being discharged to your facility by managed care payers.

## FACILITY QUALITY SCORES

This measurement allows you to filter by facilities that are within the requested radius of your facility and analyze the following metrics:

- CMS quality score averages for my market (yellow boxes)
- CMS overall 5-Star quality scores as well as individual metrics by facility

		Average Market Radius Quality Scores				
		3	2	4	3	3
Facility Name	City	Overall Rating	Health Inspection Rating	QM Rating	Staffing Rating	RN Staffing Rating
Facility A	Kansas City	2	1	3	4	4
Competitor 1	Independence	2	1	3	5	5
Competitor 2	Kansas City	1	1	2	1	2
Competitor 3	Independence	2	2	4	3	2
Competitor 4	Kansas City	5	5	4	5	5

### Key Takeaway

How does my quality score compare to the competition? Are there areas my facility should focus on for improvement? If scores are high, how should my facility adjust our strategy to increase market share?

## FACILITY SHORT-STAY RESIDENT QUALITY MEASURES

This measurement allows you to filter by facilities that are within the requested radius of your facility and analyze the following metrics\*:

**Table 1**

- Averages of CMS-specific measurements that make up the overall 5-Star quality scores by quarter by nation, state and market
  - For rows 1 and 2 the goal is to have a low number, for row 3 the goal is to have a high number

Measure Description	National Average	State Average	Radius Average
Percentage of short-stay residents who were rehospitalized after a nursing home admission	22.6	24.4	23.93
Percentage of short-stay residents who had an outpatient emergency department visit	12.8	12.6	11.07
Percentage of short-stay residents who were successfully discharged to the community	56.9	54.2	54.39

**Table 2**

- CMS-specific measurements that make up the overall 5-Star quality scores by quarter by facility

Facility Name	City	Measure Description	Adjusted Score
Facility A	Kansas City	Percentage of short-stay residents who were rehospitalized after a nursing home admission	23.47
Facility A	Kansas City	Percentage of short-stay residents who had an outpatient emergency department visit	9.85
Facility A	Kansas City	Percentage of short-stay residents who were successfully discharged to the community	51.92

\*Additional metrics available but not featured: facility address, state, resident type and measure period.

### Key Takeaway

**How are specific factors affecting my 5-Star quality rating and how can we adjust our focus clinically to raise our score? How do my facility scores compare to the nation, state and market average?**

## HOME HEALTH QUALITY SCORES

This measurement allows you to filter by facilities that are within the requested radius of your facility and analyze the following metrics\*:

- Average quality score rating for home health agencies in my market (yellow boxes)
- Quality score ratings for individual home health agencies

		Average Market Radius Quality Scores			
		4	4	3	3
Home Health Name	City	Star Rating: Health team provided care in a professional way	Star Rating: Health team communicated well with them	Star Rating: Team discussed medicines, pain and home safety	Star Rating: How patients rated overall care from agency
Home Health 1	Shawnee Mission	5	5	4	4
Home Health 2	Kansas City	4	4	2	3
Home Health 3	Kansas City	4	4	3	3
Home Health 4	Independence	4	5	4	4
Home Health 5	Kansas City	3	2	2	1

## HOME HEALTH QUALITY MEASURES

This measurement allows you to filter by facilities that are within the requested radius of your facility and analyze the following metrics\*:

- Quality score rating and percentages for individual measures by home health agency

Home Health Name	City	Quality of Patient Care Star Rating	% Teaching Patients About Drugs	% Patients' Risk of Falling	% Check for Depression	% Patients Received Flu Shot
Home Health 1	Shawnee Mission	4	95.2	99.8	100	99.9
Home Health 2	Kansas City	4	96.1	99.2	99.2	99.4
Home Health 3	Kansas City	1.5	78.9	92.1	99.7	99.5
Home Health 4	Independence	4	96.8	98.5	100	99
Home Health 5	Kansas City	4.5	97.7	98.9	99.8	99.5

\*Additional metrics available but not featured: state, percent patients received pneumonia shot, percent patients received diabetes care, percent patients got better walking, percent patients got better in/out of bed and percent patients better at bathing.

### Key Takeaway

How are home health agencies doing in my market? Which home health agencies should I be doing business with?

**EPISODIC PAYMENT MODELS (EPM) BY HOSPITAL (SNF & HH)**

This measurement allows you to filter by hospitals that are within the requested radius of your facility and analyze the following metrics\*:

- Total number of discharges to skilled nursing facilities (SNF) and home health (HH) agencies for a specific EPM (columns 2, 3, 6, 7)
- Total payment for a specific EPM (columns 4, 5, 8, 9)

	Comprehensive Care for Joint Replacement Model (CJR)				Surgical Hip and Femur Fracture Treatment (SHFFT)**			
	Total SNF Discharge	Total HH Discharge	Total SNF Payment	Total HH Payment	Total SNF Discharge	Total HH Discharge	Total SNF Payment	Total HH Payment
Market Total	372	711	\$88,781.58	\$25,460.61	270	83	\$127,114.62	\$20,622.76
Hospital Name	SNF Hospital Discharge	HH Hospital Discharge	SNF Payment	HH Payment	SNF Hospital Discharge	HH Hospital Discharge	SNF Payment	HH Payment
Missouri Hospital	28	40	\$10,600.39	\$3,347.28	26	–	\$28,190.80	\$–
Hospital 3	69	196	\$9,242.95	\$3,490.12	56	23	\$10,363.46	\$8,427.10
Hospital 4	60	65	\$20,865.55	\$3,302.49	25	14	\$13,101.84	\$3,547.31
Hospital 5	146	259	\$18,774.04	\$6,622.71	98	30	\$36,127.87	\$4,611.18

\*Additional metrics available but not featured: discharge and payment information for Acute Myocardial Infarction (AMI) and Coronary Artery Bypass Graft (CABG).

\*\*A dash denotes that information regarding this measure was not available for more than 11 people and therefore was not reported due to HIPAA regulations.

**Key Takeaway** In which EPMs are hospitals in my market participating? Do I need to enhance my clinical capabilities to better meet their needs?

Aegis Market Mover has developed and curated a wealth of information and tools to assist you with creating your strategy for growth.

## INTERNAL GROWTH STRATEGY GRIDS

- **Hospital Admission Growth Strategy** - allows you to set admission goals monthly and annually for a specific hospital and designate tasks and timelines to help you keep your team focused
- **30-60-90 Day Community Outreach and Internal Process** - facilitates the production of a community outreach plan and allows you to assign tasks, timelines and track results
- **Physician Groups** - record physician group information in this grid to keep a directory of groups in your market and their areas of interest to assist in your marketing efforts
- **Payer Partnerships** - document managed care information in this grid to keep a directory of local payers in your market and related key information
- **Competitive Landscape** - log high-level competitor information to reference while creating strategic plans

## CLINICAL SPECIALIZATION DECISION GUIDE

Utilize this worksheet, created by our partner, The Advisory Board Company, to develop a clinical program to meet market needs. This guide will help you to identify strengths and weaknesses within your organization and provides you with tools to develop a plan for creating a new specialty program.

## INSIGHTFUL INDUSTRY UPDATES

To assist your business with staying up-to-date on the latest, most relevant industry news, Aegis Market Mover provides articles and information on topics such as ACO and bundling partnerships, hospitals and changing regulations affecting post-acute care settings. Remaining abreast of changes can impact your strategy, so you may want to consider reading through the provided documents.

Examples of information and articles included:

- *Adverse Events in Skilled Nursing Facilities: National Incidence Among Medicare Beneficiaries* by the Department of Health and Human Services, Office of Inspector General
- *Delivering High Quality Hip Fracture Rehabilitation: The Perspective of Occupational and Physical Therapy Practitioners* by Natalie E. Leland, Michael Lepore, Carin Wong, Sun Hwa Chang, Lynn Freeman, Karen Crum, Heather Gillies & Paul Nash
- *PAC Success Through Episodic Payment* by The Advisory Board Company
- *Understanding the Hospital Readmissions Reduction Program* by The Lake Superior Quality Innovation Network

Once your growth strategy has been created, *Aegis Market Mover* offers access to our extensive library of marketing materials to assist you with raising brand awareness in your market.

## CUSTOMIZABLE COLLATERAL

We offer marketing materials such as brochures, physician tear pads, fliers, appointment cards, insurance reports and animated videos available to be cobranded with your logo and facility-specific contact information on a variety of topics.

The collage displays several types of marketing collateral:

- Brochures:** "YOUR'RE INVITED" (invitation to services), "ENHANCING QUALITY OF LIFE" (benefits of geriatric enhanced modalities), "EXPERIENCE THE FREEDOM" (Freedom Through Functionality program overview), and "FREEDOM THROUGH FUNCTIONALITY" (detailed program description).
- Appointment Card:** A form for scheduling a visit, including fields for patient name, date, time, and location.
- Physician Certification Form:** A form for healthcare providers to certify a patient's condition and suitability for the program.
- Trend Report:** A data table showing performance metrics for different locations.
- Appointment Card (Bottom Right):** A simplified appointment scheduling card.

	Ortha - Knee		Ortha - Hip	
	Location	Net1 Avg	Location	Net1 Avg
N	43	2,255	70	4,338
Age	75	70	81	80
DPO	4	4,328	6	8
Admit	1.11	0.94	0.94	0.70
DC	2.38	2.30	2.20	2.04
Gain	1.27	1.36	1.27	1.34
LOS	21	20	28	31
DC Home	92%	88%	85%	62%
DC Acute	8%	8%	13%	15%

## TARGETED PUBLIC RELATIONS SUPPORT

To aid in communicating your services effectively to your community, Market Mover provides multiple tools to support your identified strategy. Informational articles are available to highlight the benefits your featured therapy programs bring to patients and residents, and can be used in printed community newsletters, emails, blogs and social media postings. Press release templates announcing therapy services, specialized programs, events and industry celebrations can be distributed to local media and thought leaders with the help of our customized distribution list-building assistance. Press releases can also be used as additional online content and provided to referral sources as a succinct way of communicating the benefits of your community and therapy programs. To keep content organized and on time, content calendars are available to help you plan and implement your communication strategy across all media channels.

## A SOLUTION FOR SUCCESS

*Aegis Market Mover* is a hands-on approach to meeting your business goals. To learn more about the *Aegis Market Mover* program and how we can work with your facility to develop a clinical strategy addressing your market needs, contact us today.



877-877-9889

[AegisTherapies.com](http://AegisTherapies.com)



**CMS Use Agreement**

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Please note: In accordance with CMS' Data Use Agreement, any cell sizes with less than 11 claims have been blinded within this analysis.

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