



The Future of Home-Based Care Under Medicare Advantage

Four perspectives from industry leaders

Your facilitator



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Goals and anti-goals

GOALS	
01	Foster a collaborative dialogue across key stakeholders
02	Clarify the different types of home-based care
03	Highlight major goals and challenges in home-based care
04	Identify opportunities to advance home-based care

ANTI-GOALS	
01	Provide tactical implementation guidance
02	Advocate for one stakeholder or sector over another

The popular opinion: home-based care will skyrocket

‘Nursing Homes As We Know Them Are Over’:
COVID-19 Fuels Push to Home-Based Care
WHYY

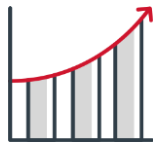
Home Health Care Is A Bright Light During
Covid-19 With An Even Brighter Future
Forbes

A Covid-19 Lesson: Some Seriously Ill
Patients Can Be Treated at Home
The New York Times

Coronavirus Strengthening Home Health Provider
Relationships with In-Home Primary Care Doctors
Home Health Care News

Source: “Nursing homes as we know them are over’: COVID-19 fuels push to home-based care,” WHYY, June 2020, <https://whyy.org/articles/nursing-homes-as-we-know-them-are-over-covid-19-fuels-push-to-home-based-care/>; “Home Health Care Is A Bright Light During Covid-19 With An Even Brighter Future,” Forbes, August 2020, <https://www.forbes.com/sites/sethjoseph/2020/08/05/home-health-care-is-a-bright-light-during-covid-19-with-an-even-brighter-future/#49e975a31389>; “A Covid-19 Lesson: Some Seriously Ill Patients Can Be Treated at Home,” The New York Times, July 2020, <https://www.nytimes.com/2020/07/18/health/coronavirus-home-care.html>Coronavirus Strengthening Home Health Provider Relationships with In-Home Primary Care Doctors,” Home Health Care News, April 2020, <https://homehealthcarenews.com/2020/04/coronavirus-strengthening-home-health-provider-relationships-with-in-home-primary-care-doctors/>.

But the industry must answer tough questions



Scalability



Workforce

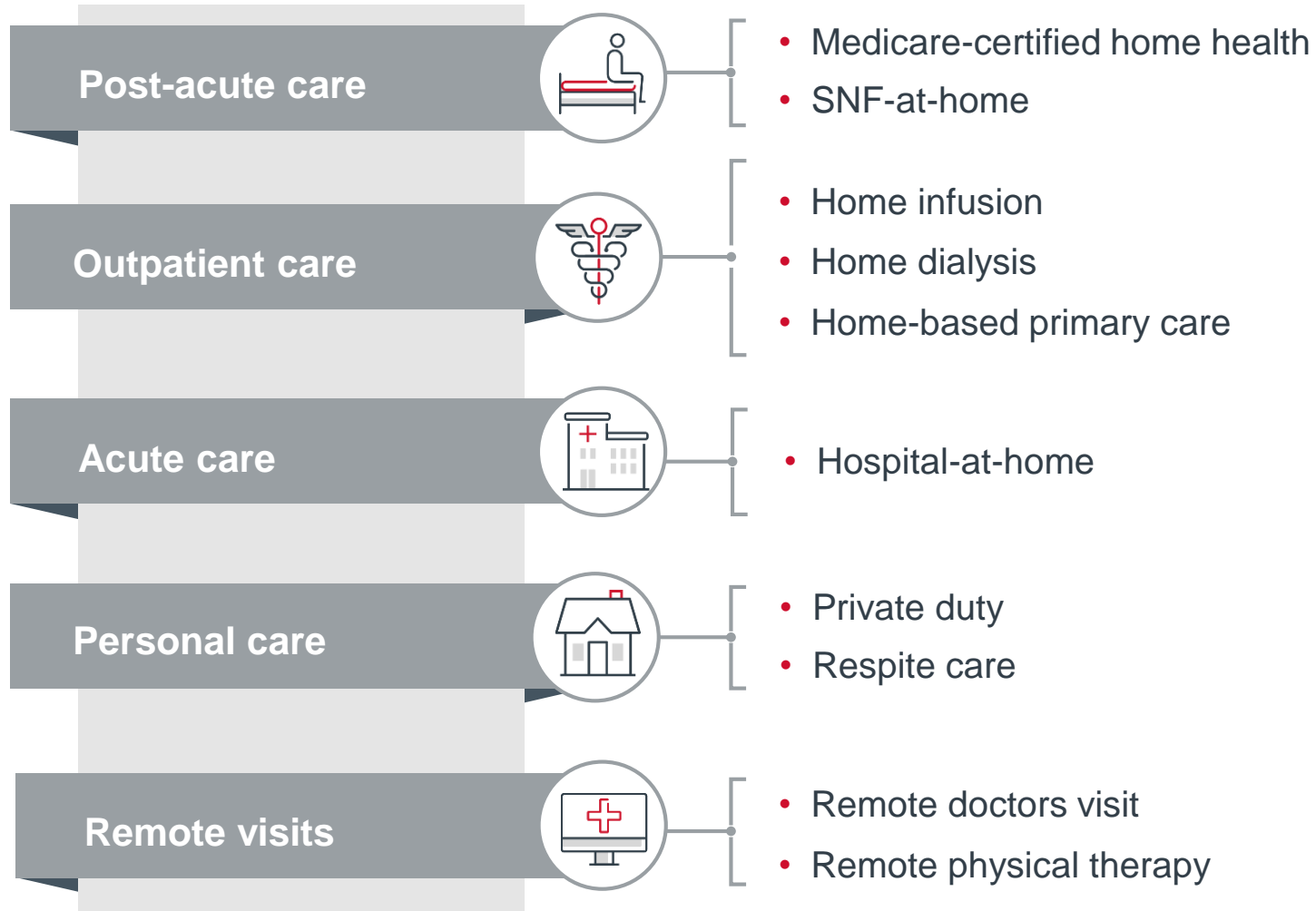


Quality of care



Reimbursement

Home-based care encompasses multiple types of care



Today's panelists



Mike Johnson

Practice President

BAYADA Home Health Care



Nick Loporcaro

Chief Executive Officer

Landmark Health



Travis Messina

Chief Executive Officer

Contessa Health



Greg Sheff, M.D.

Chief Medical Officer

Humana Home Solutions

01

The Medicare-certified home health perspective

BAYADA helps millions live safely at home

ABOUT BAYADA

Sixth largest Medicare-certified home health provider in the U.S. with offices in 22 states

Services include

- Medicare-certified home health
- Private duty nursing
- Personal care and companionship
- Hospice

THE MISSION

“Our goal at BAYADA is to provide the highest quality home health care services available. We believe our clients and their families deserve home health care delivered with compassion, excellence, and reliability.

The BAYADA Way ————— ”

Source: “[Updated] The Top 10 Largest Home Health, Hospice Providers in 2020,” Home Health Care News, February, 2021, <https://homehealthcarenews.com/2021/02/the-top-10-largest-home-health-hospice-providers-in-2020/>; “The BAYADA Way,” BAYADA, 2021, <https://www.bayada.com/the-bayada-way.asp>.

Partnering with MA on traditional home health

FINANCIAL MODEL



Flat case rate for BAYADA home health patients



Quality and outcomes **standards**



Fewer administrative hoops for BAYADA, like pre-authorization and face-to-face requirements

CLINICAL MODEL



Groupings tool shows the number of visits a patient typically receives based on diagnosis and complexity.



The clinical team holds **daily huddles** after every start of care to create and edit a multi-disciplinary care plan in real time.

Expanding care delivered through Medicare Advantage

BAYADA's partnership with AmeriHealth



For **Medicaid, MA and MA dual eligibles** in PA and DE



Covers **five different services lines:**

- Medicare-certified home health
- Adult nursing
- Pediatrics
- Personal care
- Hospice



BAYADA **on the hook for:**

- Hospitalization
- Readmission
- ED usage
- HEDIS¹

On the horizon: Remote patient monitoring, and SNF-at-home are top of mind for BAYADA

1. Healthcare Effectiveness Data and Information Set.

Source: BAYADA Home Health Care, Moorestown, NJ.

02

The home-based physician group perspective

Landmark provides added support to highest-risk groups

ABOUT LANDMARK

One of the largest companies in the U.S. focused on in-home care of complex, chronic patients with a presence in 17 states.

Services include

- Medical care
- Behavioral health
- Palliative care
- Social services

THE MISSION

Many people with multiple chronic health conditions rely on hospital emergency rooms as their primary source of health care. For our families, loved ones and communities, that simply isn't good enough. So we set out to change it.

”

Source: "Why Landmark," Landmark, 2021, <https://www.landmarkhealth.org/why-landmark/>.

Medicare Advantage funding key to Landmark's strategy



Landmark takes full-risk for a complex chronic patient population with the **goal of reducing hospitalizations, increasing healthy days, and improving MLR¹.**



Partners are usually a Medicare Advantage plan, and sometimes a health system or medical group that bears full-risk for patients.

~10% of the Medicare Advantage population meets the **6+ chronic disease threshold.**

1. Medical loss ratio.

Source: Landmark Health, Huntington Beach, CA.

Landmark makes living at home safe for the most at-risk



Serving the highest risk patients

- Landmark identifies patients with high chronic disease burden
- Typically any patient with 6+ chronic conditions is eligible
- The average Landmark patient is **77 years old** with **nine chronic conditions**.



Providing longitudinal in-home care

- The same physician or APP¹ sees patients seven times a year on average
- They build a relationship with the patient, collect their history and build a care plan
- They collaborate with the patient's existing providers



Layering on support as-needed

- Patients have access to employed interdisciplinary care as needed, including nurse care managers, pharmacists, dietitians, behavioral health specialists, and social workers
- 24/7/365 in-home urgent care

Results: 15-25% reduction in in-patient admissions and SNF days

1. Advanced practice provider.

Source: Landmark Health, Huntington Beach, CA.

03

The hospital-at-home
perspective

Contessa helps provide in-home acute and post-acute care

ABOUT CONTESSA

A pioneer in home care enablement, with seven hospital-at-home joint ventures, and SNF-at-home in three markets.

Services include

- Hospital-at-home
- SNF-at-home
- Home-based palliative care

THE MISSION

“To make the healing experience enjoyable, both for those receiving care and for those delivering care.”

”

Source: “About us,” Contessa Health, 2021, <https://contessahealth.com/about-us/#mission>.

Three components of Contessa's financial model



Joint venture with hospital

- Equity joint venture arrangement wherein Contessa puts in capital alongside the health system
- The joint-ventured entity receives reimbursement
- Profits are split according to the joint venture ownership arrangement (usually 50/50)



Help secure a risk agreement with an MCO¹

- Contessa's proprietary algorithm analyzes health plan claims data
- Contessa's underwriting team supports partner health system's managed care team to establish episodic cap for addressable conditions
- Joint venture negotiates and holds risk agreement with partner health plan



The terms of the agreement

- 30-day episode of care
- The joint venture takes on upside and downside risk

1. Managed care organization.

Source: Contessa Health, Nashville, TN.

Contessa brings hospital-at-home to life

PERSONNEL

RN Recovery care coordinators triage patients, provide nursing care, and act as boots-on-the-ground for hospitalists

PERSONNEL

Virtual care unit is staffed with RNs, social workers and other staff to support market-based team members 24/7/365



EQUIPMENT

Contessa provides necessary medical equipment including remote patient monitoring devices, like scales and stethoscopes

TECH

Proprietary platform ensures RNs, DME, hospitalist rounding, etc. are coordinated

TECH

Proprietary platform determines risk stratification, follow-up care

Source: Contessa Health, Nashville, TN.

04

The payer perspective

Humana helps members live their healthiest life

ABOUT HUMANA

A health & well-being company that provides insurance and healthcare services to help members achieve their best health

Services include

Insurance services:

- Medicare Advantage & Part D (4.8M MA, 3.7M Part D members)
- Medicaid
- Tricare
- Commercial Group

Healthcare services:

- Primary Care (265 owned, JV, alliance centers)
- Home Solutions
- Pharmacy (4th largest PBM¹)
- Bold Goal (SDoH²)

1. Pharmacy benefit manager.
2. Social determinants of health.

THE MISSION

Serve as a partner in health and aging, delivering a personalized and simple experience through an integrated, value-based health ecosystem

”

Humana Home Solutions is key pillar of broader strategy

Humana's strategy



Simpler Care

via customer-centric operating model



Integration

via enterprise platforms



Best Health

via our value-based ecosystem

ABOUT HUMANA HOME SOLUTIONS

A **comprehensive home-centric ecosystem** with delivery capabilities to serve wide range of patient needs

Home enables Best Health strategy



Better patient **experience**



Improved **outcomes**



More **"Human Care"**

Services include

- Home Health & Hospice
- Care Management
- Personal Care
- In-Home Assessments
- Primary Care
- Complex Care
- Acute & Advanced Care
- Specialist Care

Source: Humana, Louisville, KY.

Over the past decade, Humana has built a robust ecosystem of home-centric capabilities to bring our vision to life

Palliative Care

Specialist Care/Other

Advanced Care
dispatch HEALTH

Acute Care
dispatch HEALTH

Primary Care & Complex Care
heal



Hospice
© **CURO** HEALTH SERVICES Kindred at Home

Home Health
Kindred at Home

Care Management
Humana At Home™

Personal Care
SeniorBridge

In-Home Assessments
ADVANTAGE YOUR HOME

05

Panel discussion

How do home-based care providers get an MA plan's attention?

THE STATUS QUO

MOVING FORWARD

THE FUTURE

To what extent can the different models of home-based care be scaled?

What advice do you have for other organizations looking to get into the space?

THE STATUS QUO

MOVING FORWARD

THE FUTURE

How do the different types of home-based care interact with each other (for mutual benefit)?

THE STATUS QUO

MOVING FORWARD

THE FUTURE

How can we think creatively about structuring reimbursement?

Part of the promise of home-based care is based on an ever-growing suite of technologies to support "aging in place."

What solutions are you watching and what advice would you offer technology vendors?

It's 2030. Jill, 85, lives alone but has family nearby. She has multiple chronic conditions and was hospitalized last month. Tell me about what her day is like...

Audience Q&A

Submit your questions in the Q&A feature



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