



**“Making the Compelling Argument:
The Data that Differentiates You!”**

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Why Are We Having this Discussion?

- Occupancy is Down
- Competition is Stiff
- Margins are Thin
- Political and Payer Pressures

Is it Really An Occupancy Issue?

Q: Two things are required to measure occupancy rate,
What are those two things?

A: A resident and a bed

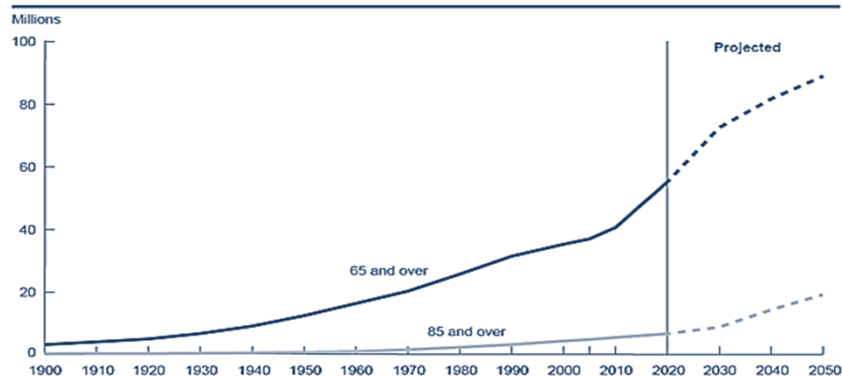


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Population Age 65+ and 85+ Projections

Population age 65 and over and age 85 and over, selected years 1900–2010 and projected 2020–2050



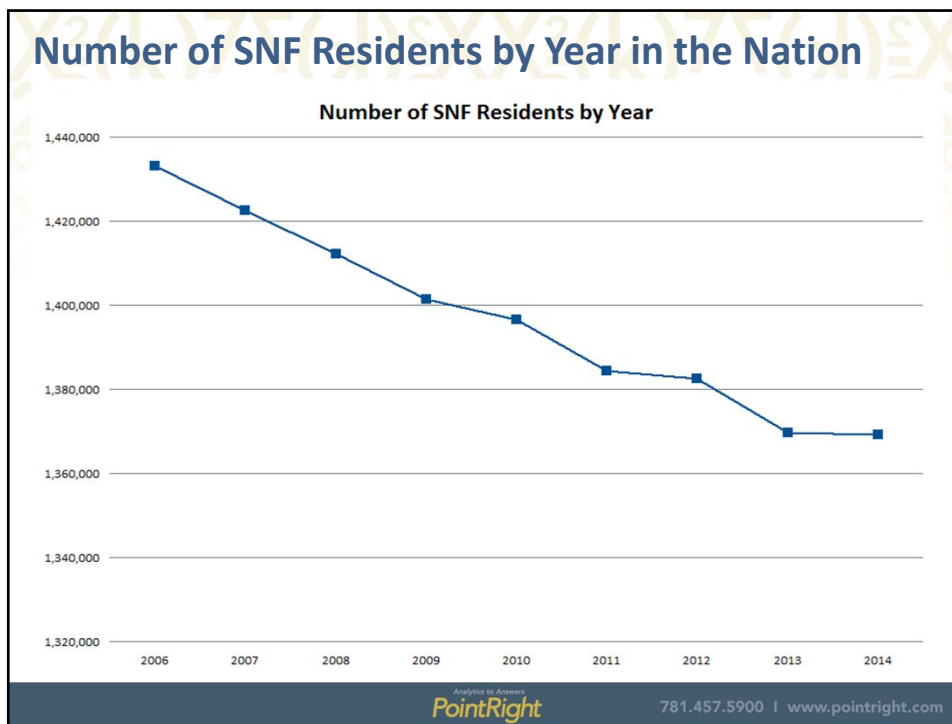
NOTE: These projections are based on Census 2000 and are not consistent with the 2010 Census results. Projections based on the 2010 Census will be released in late 2012.

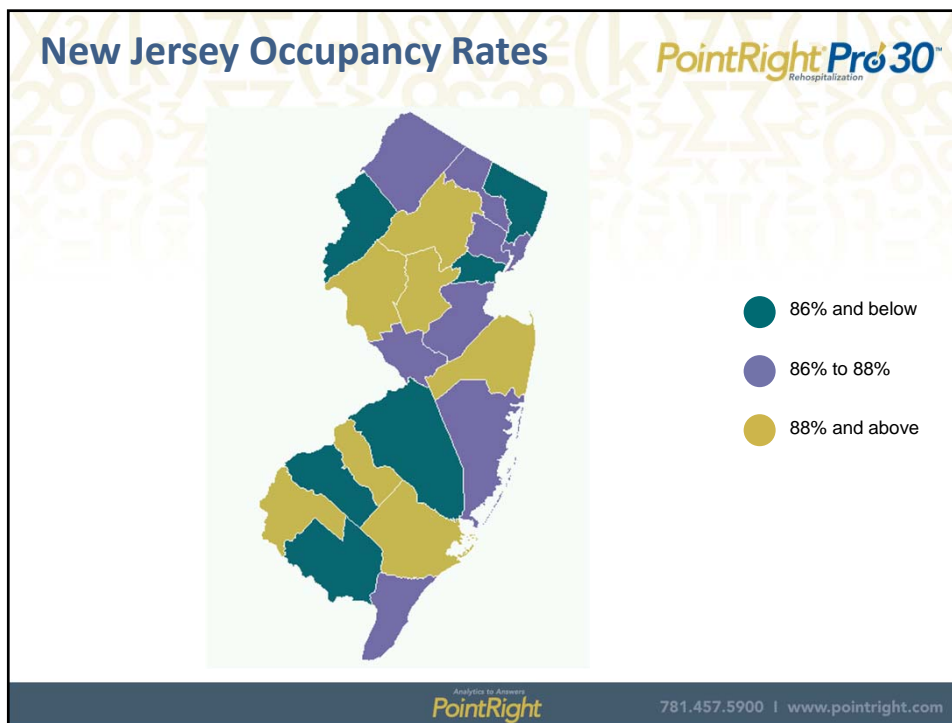
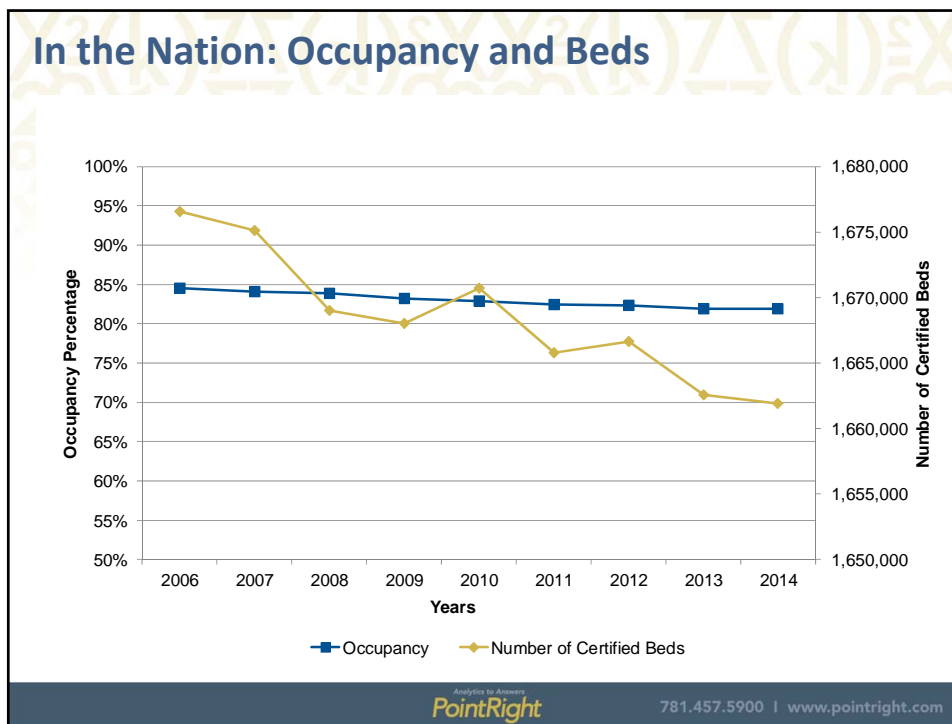
Reference population: These data refer to the resident population.

SOURCE: U.S. Census Bureau, 1900 to 1940, 1970, and 1980, U.S. Census Bureau, 1983, Table 42; 1950, U.S. Census Bureau, 1953, Table 38; 1960, U.S. Census Bureau, 1964, Table 155; 1990, U.S. Census Bureau, 1991, 1990 Summary Table File; 2000, U.S. Census Bureau, 2001, Census 2000 Summary File 1; U.S. Census Bureau, Table 1: Intercensal Estimates of the Resident Population by Sex and Age for the U.S.: April 1, 2000 to July 1, 2010 (US-EST00INT-01); U.S. Census Bureau, 2011, 2010 Census Summary File 1; U.S. Census Bureau, Table 2: Projections of the population by selected age groups and sex for the United States: 2010–2050 (NP2008-12).

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You’ve Got the Potential Customers, Fewer Beds, Why isn’t this Enough?

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1: Population Needs are Changing

- Baby boomers are aging and will continue to age
- Improved health status and life expectancy
- Better educated
- Living longer with chronic illnesses that can be better managed with modern treatment

2: Community Support

- Nationally, a heightened focus on returning SNF residents to the community had led to a variety of programs to allow people to remain home or return to a community setting.
 - Nutrition and Wellness
 - In Home services



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2: Community Support

- Adult Day services
- Mobile Day care
- Home modification and repair
- Chronic disease management and education programming



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Statewide Benefits for Older Persons New Jersey

- State Strategic Plan on Aging goals align with those established by the U.S. Administration on Aging.
 - Goal 1: Empower older adults to be active, healthy and engaged in their communities.
 - Goal 2: ADRC Partnership serves as the no wrong door/single entry point to home and community-based and long term services and supports for older adults, persons with disabilities and their caregivers, regardless of their income.
 - Goal 3: Older adults and their caregivers have access to the full array of public and private home and community-based services (HCBS), regardless of income.
 - Goal 4: Ensure the rights of older people and prevent their abuse, neglect and exploitation.
 - Goal 5: Ensure older adults and the network that serves them are better ready for the next emergency.

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New Jersey Support for Elders

New Jersey's Aging and Disability Resource Connection
(ADRC)

Pharmaceutical Assistance for the Aged and Disabled
(PAAD) program

Global Options (GO)

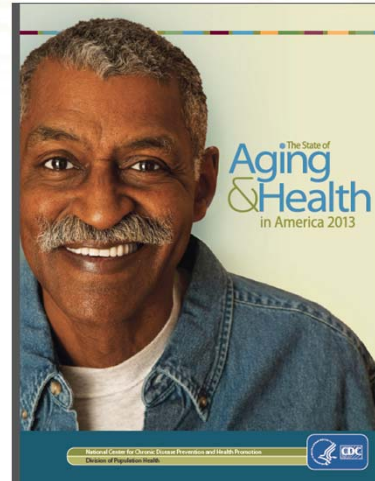
Jersey Assistance for Community Caregiving (JACC)

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3: Prevention Activities

- Healthy People 2020, the national health agenda of the U.S. Department of Health
- Identified 15 indicators, grouped into 4 areas: Health Status, Health Behaviors, Preventive Care and Screening, and Injuries.



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3: Prevention Activities

- Most states are well ahead of schedule on four health indicators for older adults.
 - Obesity 50 states and DC met the 2020 target.
 - Taking medications for high blood pressure 50 states and DC met the 2020 target.
 - Mammography within past 2 years 50 states and DC met the 2020 target.
 - Current smoking 49 states and DC met the 2020 target.
- However, all states have significant work to do on other indicators for older adults.
 - Flu vaccine in past year 0 states met the 2020 target.
 - Ever had pneumonia vaccine 0 states met the 2020 target.

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4: Political and Payer Pressures

- Start and end with \$\$
- Affordable Care Act and it's three goals
 - Quality
 - Satisfaction
 - Efficiency
- Carrots and Sticks and more Sticks
- New Payment Models
- ACO/Bundles
- MA, Dual Eligible and Medicaid Managed Care
- Goal: Lower cost environment

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To Recap

There are plenty of potential customers.

1. Plenty of people, but they are in better health
2. Plenty of people, but they have greater access to community support
3. Plenty of people, but they participate in wellness activities
4. Plenty of people, but government and payers do not want them in your buildings

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Then What is the Answer?

21st Century Strategies that Blends Data,
Marketing and Technology

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The Data the Differentiates

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |



Post-Acute Care


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The Data the Differentiates

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Acute Care Hospital

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Five-Star Ratings All Payer Rehospitalization Rates

Rating Jan-15	Average Observed Rehospitalization Rate	Average Expected Rehospitalization Rate	Average Adjusted Rehospitalization Rate
5	17.1	19.8	15.5
4	17.8	20.4	15.7
3	18.0	20.7	15.7
2	18.5	21.3	15.6
1	17.8	21.1	15.2

Rating Feb-15	Average Observed Rehospitalization Rate	Average Expected Rehospitalization Rate	Average Adjusted Rehospitalization Rate
5	16.3	19.5	15.1
4	17.4	20.0	15.6
3	17.7	20.3	15.6
2	18.3	20.7	15.9
1	19.1	21.2	16.3

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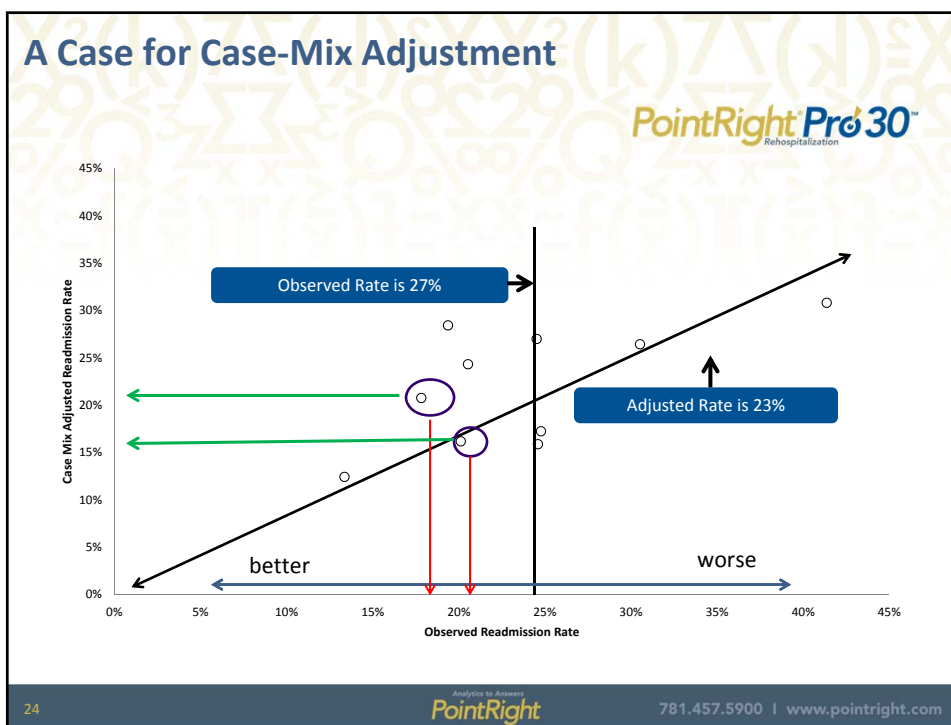
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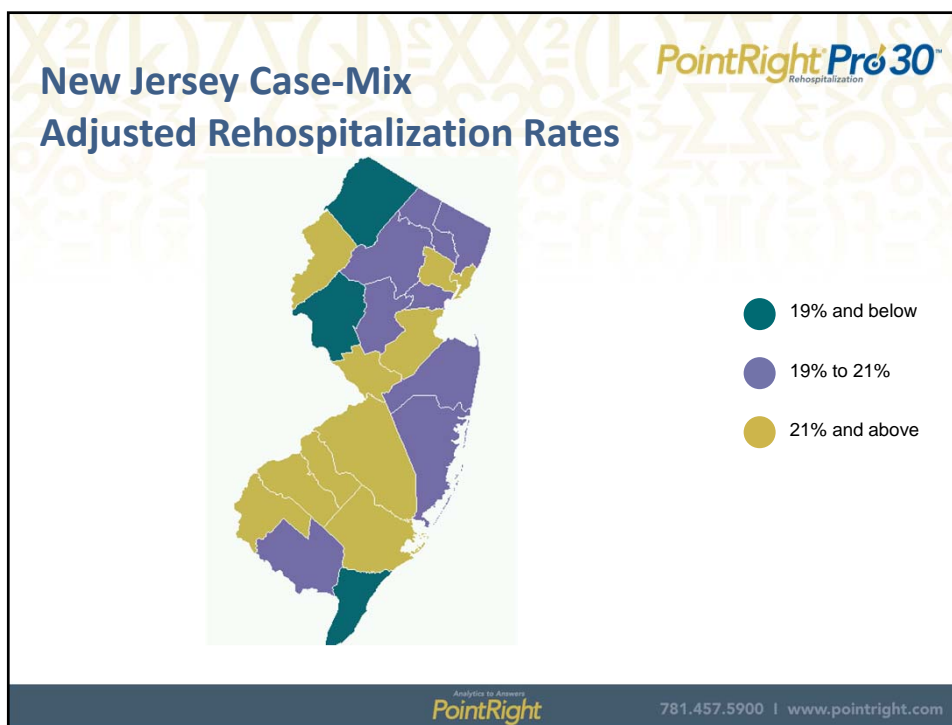
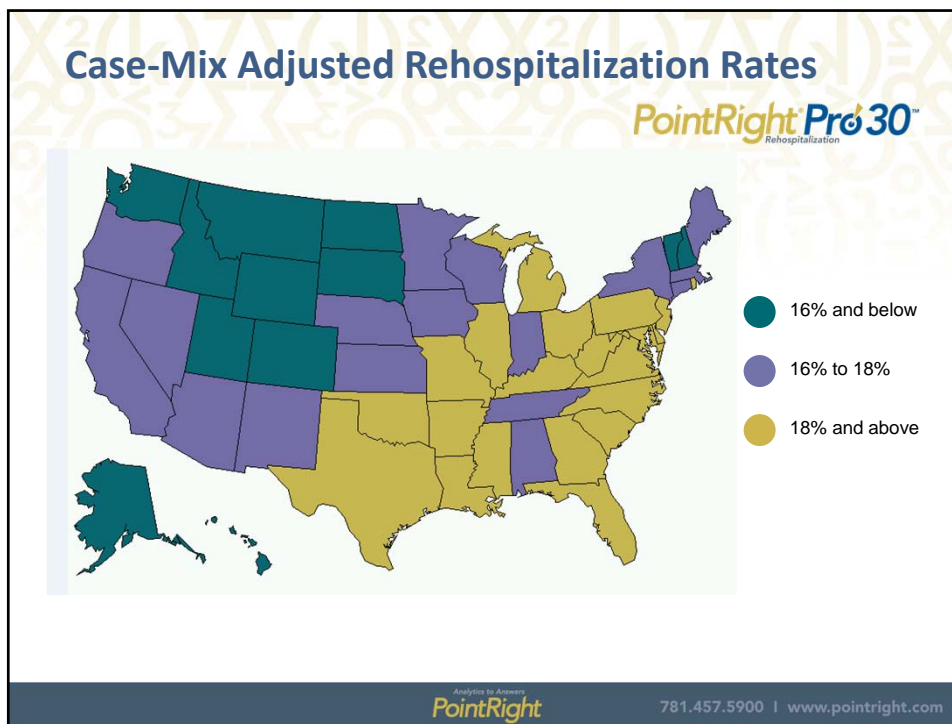


“enough about me, what do you think about me?”

CHOOSE THE RIGHT BENCHMARKS

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Average Length of Stay (ALOS)

Year of Entry	Location	Mean
2013	Nation	29.8
2012	Nation	30
2011	Nation	30.4

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You Have Your Data... What Do You Do With It?



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Decision Time: Market it or Improve it?



“Marketing without data is
like DRIVING with your
EYES CLOSED.”

- Dan Zarrella



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The Four Keys To Success Post-ACA



1. Know and
understand
your data



2. Use
analytics to
pinpoint and
illustrate
your
competitive
advantage



3. Make
strategic
investments
in QAPI



4. Market
diligently,
consistently
and
purposefully

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What data illustrates your competitive advantage? Rehospitalization rates



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Location Admin Products Training Help Print

Facility Rehospitalization Rates

Measure	Numerator	Denominator	Rate	Observed		Expected		Adjusted	
				National Average	Percentile	Rate	Rate	National Average	Percentile
<u>Medicare 30-Day Rehospitalization</u>	30	211	14.2	20	18	22.4	13.2	18.4	16
<u>All-Payer 30-Day Rehospitalization</u>	32	254	12.6	18.3	16	20.9	12.5	18.4	12

Facility Rehospitalization Rates By Diagnosis and Risk Level

Measure	Numerator	Denominator	Rate	Observed		Expected		Adjusted	
				National Average	Percentile	Rate	Rate	National Average	Percentile
<u>CHF</u>	9	46	19.6	24.5	33	26.5	15.4	18.8	31
<u>COPD</u>	7	50	14	23	16	26.7	10.9	18.9	11
<u>CVA</u>	5	38	13.2	21.1	22	24	11.4	17.8	21
<u>Diabetes</u>	9	64	14.1	22.8	13	23.9	12.2	18.5	14
<u>Hip Surgery</u>	0	7	0	10.9	14	13.7	0	13.8	14
<u>Knee Surgery</u>	1	9	11.1	7.1	81	18	12.8	9.9	68
<u>Pneumonia</u>	9	28	32.1	24.7	80	32.1	20.8	19.7	58
<u>Recent Surgery</u>	4	49	8.2	19	8	21.8	7.8	18.5	7

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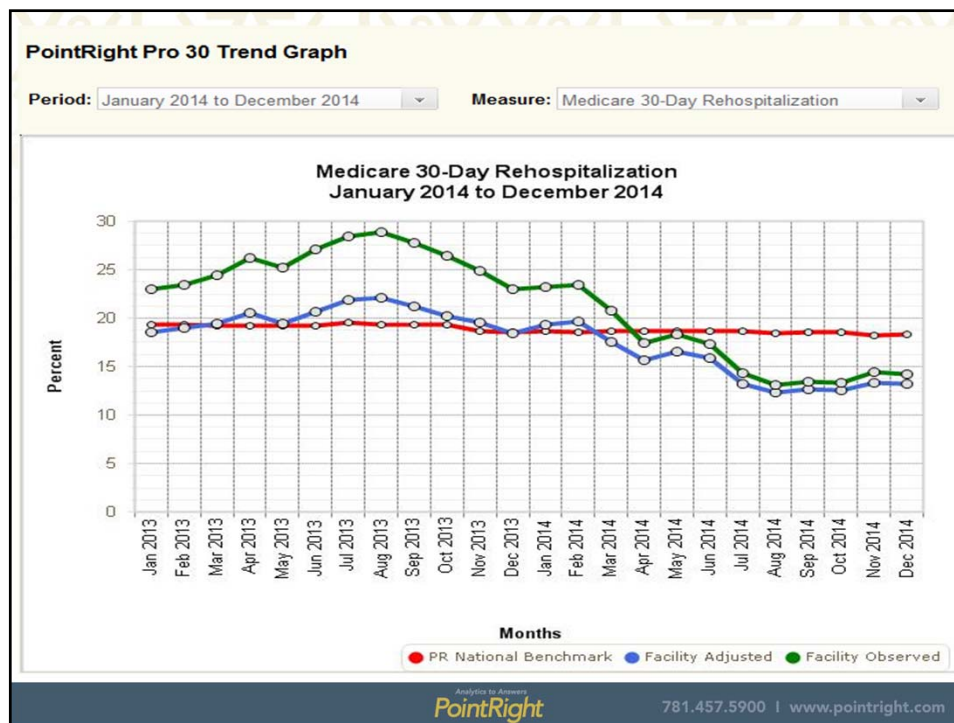
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Diabetes	9	64	14.1	22.8	13	23.9	12.2	18.5	14
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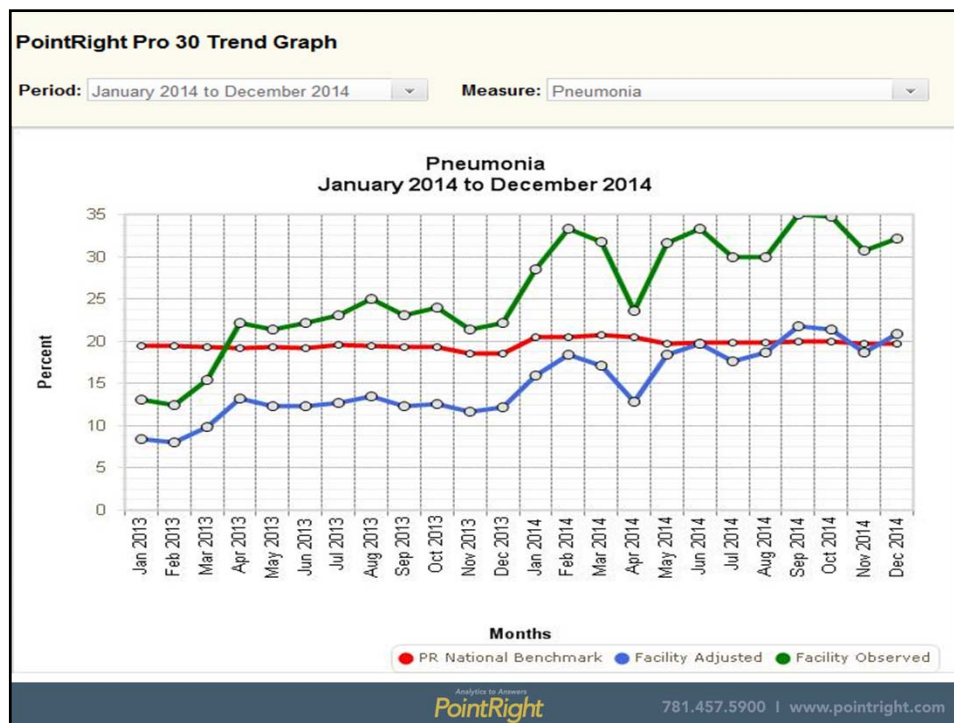
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Entry Day	Length of Stay	Discharge Day	Planned or Unplanned	Medicare	All Payer	CHF	COPD	CVA	Diabetes	Pneumonia
Tue	4	Mon	Unplanned	Y	Y		Y			Y
Thu	4	Mon	Unplanned	Y	Y		Y			Y
Fri	8	Thu	Planned	Y	Y					Y
Mon	3	Mon	Unplanned	Y	Y	Y	Y	Y	Y	Y
Thu	1	Tues	Unplanned	Y	Y		Y			Y

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What data illustrates your competitive advantage?
Successful discharges


- Days to lesser care setting
- Increase function
- No return to hospital



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What data illustrates your competitive advantage?
Patient & Family Satisfaction



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Use Data To Pinpoint & Illustrate Your Competitive Advantage



What is one (or two) things that you do better than everyone else?

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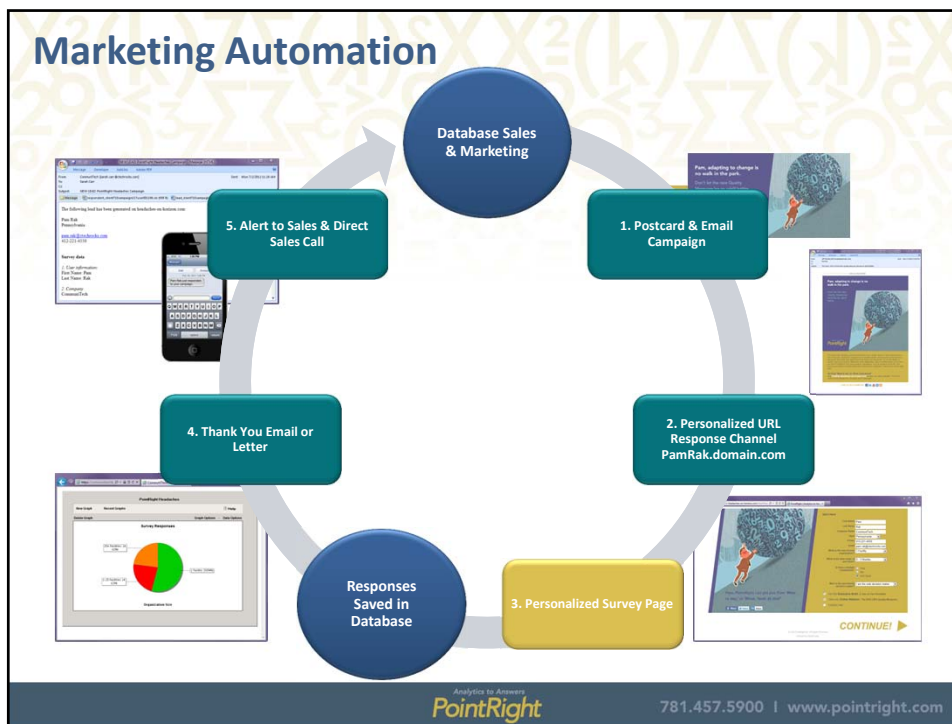
Formalize Marketing Into An Operational Process

A graphic showing many hands reaching up towards a yellow speech bubble. The hands are of various skin tones and are positioned around the speech bubble, which contains a quote about marketing. The background is a clear blue sky.

“Marketing is manifested everywhere your organization touches the customer; therefore, you must intentionally **OVERMANAGE** the marketing experience beyond the obvious customer touch-points.”

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Conclusion

- It's about creating an unfair advantage through:
 - Data
 - Differentiation
 - Donuts
- It's about leveraging 21st Century Marketing innovation and technology that leverages your data
- It's about keeping up with your newly found demand!



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The image shows a promotional booth for PointRight. On the left, a stack of 'PointRight Performance Preview' reports is displayed. The top report features the PointRight logo, the title 'Performance Preview', and a description of the 'PointRight Five-Star FastTrack' tool. It lists two bullet points: 'Your quality data, including Five-Star ratings, in various categories' and 'The ability to identify areas of strength to communicate to your referral network'. It also includes a call to action for more information and a contact email. A yellow box at the bottom of the report says 'Your Facility March 9, 2015'. On the right, a blue booth sign features the text 'Please stop by the PointRight booth to receive your Free Performance Preview', the tagline 'Analytics to Answers', the PointRight logo, a photo of Jeff Merselis, and his contact information: '(781) 457-5952' and 'Jeff.Merselis@pointright.com'. The background of the booth has a pattern of mathematical symbols. At the bottom of the booth, the PointRight logo and tagline are repeated, along with the phone number '781.457.5900' and the website 'www.pointright.com'.

Please stop by the PointRight booth to receive your Free *Performance Preview*

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