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MOMENTUM
2023 ANNUAL MEETING & EXPO
MARCH 7-8, 2023
Renaissance Schaumburg Convention Center - Schaumburg, IL

Data Driven Storytelling
Strategies for Success

Objectives

1. Analyze marketplace data + predictive analytics to identify growth opportunities
2. Gain strategic insight into the impact of internal metrics on sustainable success
3. Understand how to leverage data driven strategies to cultivate purposeful, long-lasting partnerships
4. Identify data that can be utilized to build your story, driving market expansion



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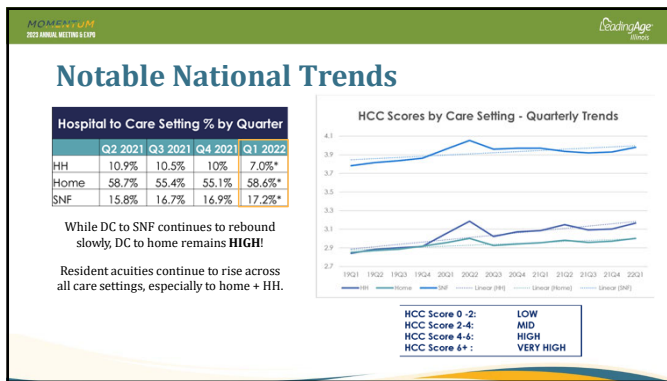
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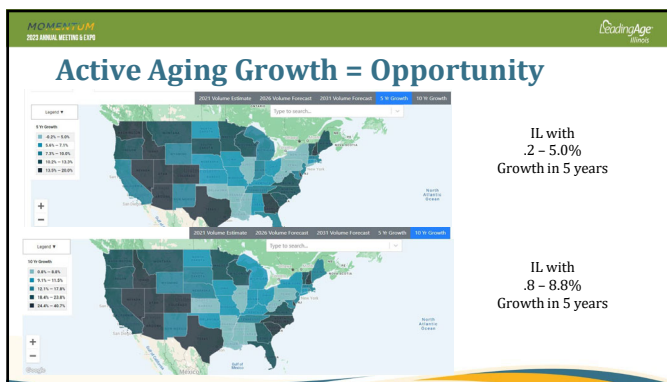


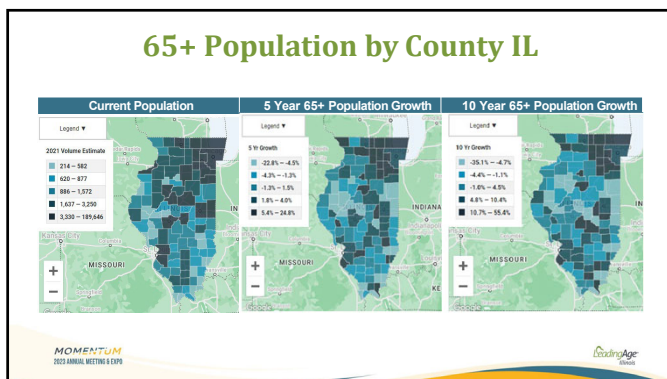
The Evolution of Post Acute Care

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No Shortage of Data

- Medicare Standard Analytics files
 - Fee For Service Med A Claims
 - Released quarterly by CMS
 - Most recent data set available is **Q2 2021-Q1 2022**
 - CMS's data use agreement mandates that data points less than 11 may not be reported; as such, will see "10 or fewer" or "less than 11" results in the data contained in the analytics in this presentation
- Results based on tools developed by the Advisory Board, Profility, and internal analysis
- Market area varied by analysis + filtered by
 - Zip codes
 - County benchmarks
 - State + National benchmarks

Medicare.gov

Advisory Board Data and Analytics

PROFILITY

Trella HEALTH

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CoastalAge Health

Internal Data Analysis

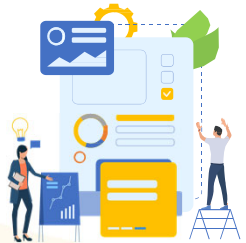
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CoastalAge Health

MMHC Forum
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ReadingAge
HIMSS

Impact of Data on Internal Operations



Identify Opportunities to Address Foundational Processes

- Reevaluate Processes: Retire +/or Reestablish Initiatives.

Compare to Market Competitors

- Set Goals for Marketplace Growth
- Keep real-time pulse on market needs...where are additional growth opportunities?

Analyze Program Efficacy

- Are intended effects achieved?
- Leveraging EMR

Predictive Analytics to Guide Strategic Planning

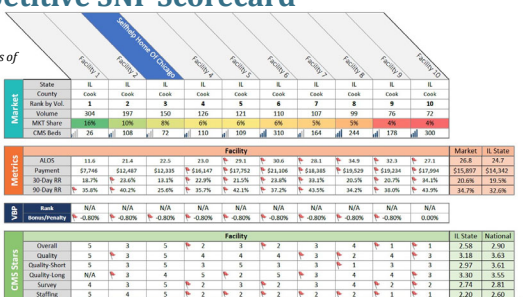
- Specialty Programming + Clinical Differentiators

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Competitive SNF Scorecard

*3 miles of facility



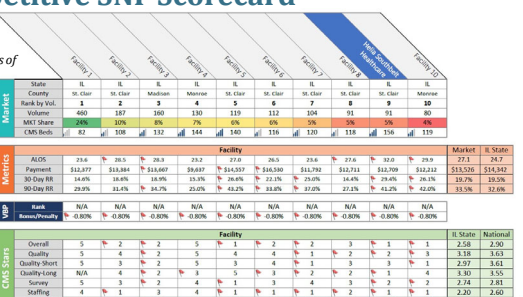
Market	Facility 1	Facility 2	Facility 3	Facility 4	Facility 5	Facility 6	Facility 7	Facility 8	Facility 9	Facility 10
Rank by Vol.	1	2	3	4	5	6	7	8	9	10
30 Day RR	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%
90 Day RR	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%
CMS Stars	3	3	3	3	3	3	3	3	3	3

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ReadingAge
HIMSS

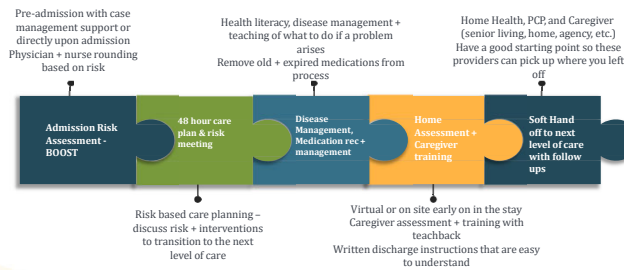
Competitive SNF Scorecard

*15 miles of facility



Market	Facility 1	Facility 2	Facility 3	Facility 4	Facility 5	Facility 6	Facility 7	Facility 8	Facility 9	Facility 10
Rank by Vol.	1	2	3	4	5	6	7	8	9	10
30 Day RR	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%
90 Day RR	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%
CMS Stars	3	3	3	3	3	3	3	3	3	3

Care Redesign: Value Based Care



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Competitive SNF Analysis by HCC

SNF Name	Encounter Volume	ALOS	Medicare Spend Per Encounter	30-Day Readmission Rate	90-Day Readmission Rate	30-Day Mortality Rate	90-Day Mortality Rate	Avg HCC Risk Score	Spend Per 90 Days Per Episode	Healthcare Days Per 90 Days Per Episode
Geisinger Grand, Inc.	317	48.1	\$30,178	17.3%	35.1%	Less than 11	Less than 11	5.1	\$68,141	81.4
Geisinger Canyon Transitional Care Unit	307	39.7	\$20,793	30.0%	32.8%	5.8%	16.7%	3.9	\$66,370	67.9
San Christoph Post Acute	254	28.4	\$22,864	20.0%	33.1%	Less than 11	Less than 11	4.2	\$67,201	69.7
Updell Rehabilitation And Care Center	202	27.8	\$19,339	17.7%	35.1%	Less than 11	Less than 11	5.0	\$65,449	65.9
Claremont Care Center	140	23.1	\$16,693	14.0%	32.4%	Less than 11	Less than 11	4.1	\$59,741	54.9
Adler Glen Care Center	128	20.9	\$21,105	22.4%	40.0%	Less than 11	Less than 11	4.2	\$79,209	75.3
Heritage Park Nursing Center	120	23.3	\$14,450	17.4%	35.9%	Less than 11	Less than 11	3.8	\$59,918	58.1
Community Extended Care Hospital Of Montclair	117	32.6	\$20,061	20.8%	42.4%	Less than 11	Less than 11	5.8	\$73,247	65.3
Imperial Creek Post Acute	106	40.5	\$26,222	Less than 11	79.1%	Less than 11	Less than 11	3.7	\$68,515	74.3
Mount San Antonio Gardens	25	28.6	\$16,445	Less than 11	Less than 11	Less than 11	Less than 11	2.0	\$52,317	35.0
COMPETITIVE SNF AVERAGE (ALL 10 SNFs)										
	1,718	34.6	\$22,221	18.3%	35.8%	5.1%	14.8%	4.4	\$68,848	69.3

Acuity scores for Facility #10 is significantly lower than the market average.

Are there additional opportunities to re-evaluate clinical capabilities?

HCC Score Legend	
Score	Risk Level
0-2	Low
2-4	Medium
4-6	High
6+	Very High

Care Redesign + Clinical Competencies

ADMISSIONS CLINICAL INVENTORY		
GREEN FLAG	YELLOW FLAG	RED FLAG
<ul style="list-style-type: none"> • Critical care requirements: pulse oximetry, vital signs, respiratory, central line, venous blood, bladder catheter, NG tube • Cardiac: CABC, valve replacement, CAB, MCA, PIV • Neurological: CNV, subdural hematoma, ICH, Parkinson's, CP, Multiple Sclerosis • Respiratory: Pneumonia, COPD, respiratory failure, ABG, C-ABC, SpO2, respiratory therapy, oxygen only, CP, low flow or high flow • Surgical: 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th • Blood: arterial and venous, daily labs • Urinary: urinary catheter, urine for H&M • Medically Complex: <50% C-ABC, 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th • Diabetes: including sliding scale or if daily injections needed • Infection: including preventive needs such as C-ABC, MCA, PIV, 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th • At Risk: following Med review • Hemodynamic • Low level interventions 	<ul style="list-style-type: none"> • No secondary payer • Immunocompromised • Health pump • DNR • Cancer with unknown treatment plan • Gastroenterology • Allergy • Hematology • Rheumatoid arthritis • Active drug or 50% stable • Medication not administered • Data not entered into the high level of care • H&M • Chemotherapy • Lymphoma or other blood cancers • Transfusion • Radiation treatment 	<ul style="list-style-type: none"> • No primary payer or other payer • 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th • 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 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Leveraging your EMR



ASSESSMENT

Internal + state requirements
Determine level of care + service plan
Move in + Annually
At any time of a change in function



ASSESSMENT PLAN – SERVICE PLAN OF CARE
Document scheduled tasks
Provide interventions as appropriate
Track compliance



UNSCHEDULED SERVICES
Intervention Planning/At risk
Timeline for prior level
Possible change in level of care + payment
Communication



POINT OF CARE TASKS
Track service delivery + completion
Track compliance
Will show insight into unscheduled services/tasks

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The Power of Predictive Analytics



PATIENT PREDICTION

Prediction Subject	Current	Potential
ADL Improvement	Total dependence	High
Walking Improvement	Extensive assistance	Medium
Independent ADL	Total dependence	Medium
Independent Walking	Extensive assistance	Medium
Independent Transfer	Extensive assistance	Medium

Prediction Subject	Current	Potential
Readmission	No	Yes
Fall	No	Medium
New or Worsened Pressure Ulcer	No	Medium
New or Worsening Delirium Symptoms	Yes	Very High

STATISTICAL REFERENCE

General	Facility	Market	State
LOS	27 days	35 days	31 days
Readmission	24%	30%	20%
Cost	\$20K	\$20K	\$21K

Primary Reason	Facility	Market	State
LOS	N/A	25 days	25 days
Readmission	N/A	77%	57%
Cost	N/A	\$0K	\$10K

PPPM: Cardiovascular and Coagulations	Facility	Market	State
LOS	35 days	35 days	33 days
Readmission	20%	30%	20%
Cost	\$22K	\$22K	\$19K

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IL 65+ Service Line Rates – Expected Use Rates

Service Line	2022 Volume Estimate	2026 Volume Forecast	2022 Volume Forecast	5 Yr Growth	10 Yr Growth
• Cardiac Services	85,112	85,342	83,323	+4.2%	+3.7%
• GI/ST	3,585	3,543	3,787	+4.83%	+11.1%
• General Medicine	295,059	225,528	228,479	+1.2%	+1.7%
• General Surgery	24,897	26,844	26,296	+1.5%	+2.4%
• Gynecology	2,234	1,771	1,488	+0.7%	+0.7%
• Inpatient	831	789	773	+1.2%	+2.2%
• Imaging	15,764	15,493	16,172	+1.5%	+1.5%
• Intensive Care	4,118	4,189	5,073	+11.8%	+23.2%
• Long-term Postoperative (Medical)	17,482	17,953	18,187	+1.3%	+1.6%
• Orthopedics	863	863	825	+1.33%	+1.6%
• Ophthalmology	82,289	83,844	85,889	+3.3%	+3.2%
• Other Medical	4,195	4,453	4,683	+1.7%	+1.6%
• Rehabilitation (Acute Care)	536	724	781	+13.8%	+24.4%
• Skin	12,076	12,333	12,346	+0.4%	+0.7%
• Thoracic Surgery	2,738	2,859	2,883	+2.4%	+2.8%
• Urology	5,887	6,066	6,322	+2.7%	+5.2%
• Vascular Services	12,538	12,726	12,781	+1.5%	+1.8%

Are you prepared to accommodate the growing needs of your market?

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- Does your area support the need for inhouse dialysis now and in the future?
- We are able to make your market as specific as needed down to zip codes.

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Impact of Data on EXTERNAL Partnerships

Purposeful Partnerships + Market Share Opportunities

- Hospitals
- Community Physicians
- IRF/LTCHs
- SNFs
- Home Health Agencies
- PACE Programs
- Affordable Housing
- Nearby Senior Centers

Create a Strategic Marketing Plan

- Audience specific collaterals
- Purposeful distribution



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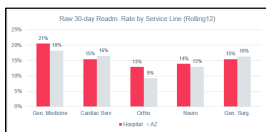
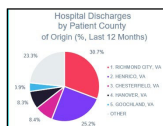
A Mutually Beneficial Partnership

Site of Service	Provider	HCC Tier	Encounter Volume	LOS	30-day Readmission Rates	90-day Readmission Rates
HH	-National-	Low	1,590,827	14.85	3.94%	8.20%
HH	-National-	Mid	1,254,420	18.58	11.54%	21.89%
HH	-National-	High	568,327	20.06	22.23%	39.14%
HH	-National-	Very High	284,098	21.59	33.12%	54.42%
SNF	-National-	Low	352,311	27.45	5.31%	12.18%
SNF	-National-	Mid	710,564	26.91	13.88%	26.56%
SNF	-National-	High	420,956	25.10	26.63%	45.16%
SNF	-National-	Very High	255,324	23.56	40.40%	62.09%
HH	IL	Low	70,369	14.19	4.03%	8.49%
HH	IL	Mid	56,863	17.30	11.96%	23.10%
HH	IL	High	26,828	18.33	22.34%	40.22%
HH	IL	Very High	14,114	19.80	34.25%	56.17%
SNF	IL	Low	16,223	28.30	6.24%	13.64%
SNF	IL	Mid	33,438	27.28	15.64%	29.16%
SNF	IL	High	21,008	25.44	28.00%	47.46%
SNF	IL	Very High	13,589	22.86	43.49%	66.57%

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Hospital Level Data

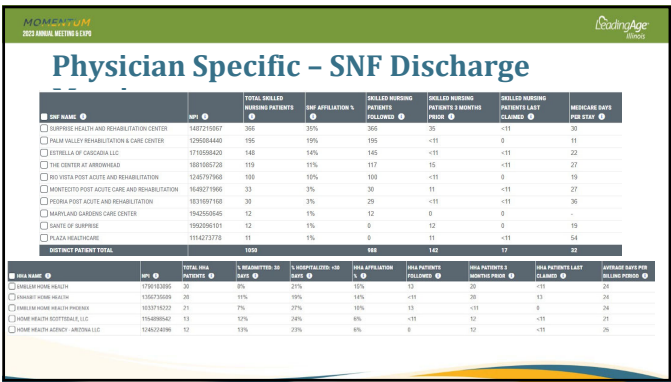


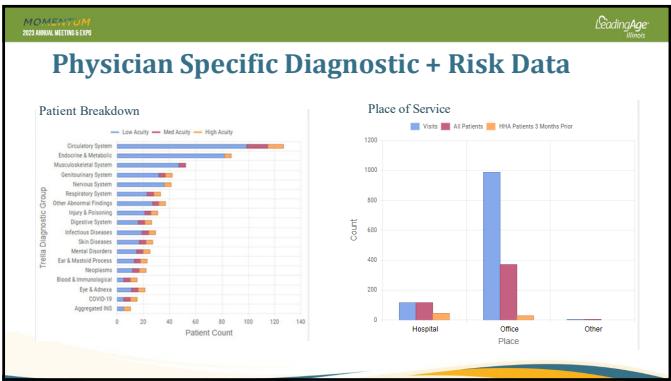
CMS Pay for Performance (P4P) Final Adjustment	
P4P Program	Estimated Impact
Readmissions Reduction Program (RRRP) % Adjustment	-0.27%
Readmissions Reduction Program (RRRP) \$ Adjustment	-\$158,156
Value-Based Purchasing (VBP) % Adjustment	-0.07%
Value-Based Purchasing (VBP) \$ Adjustment	-\$148,414
Hospital-Acquired Conditions (HAC) % Adjustment	-1.00%
Hospital-Acquired Conditions (HAC) \$ Adjustment	-\$2,255m

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Summary + Action Items

Transforming Data into Insight



Identify Growth Opportunities thru **Marketplace Data Analysis + Predictive Analytics.**



Analyze internal metrics to measure **programming success + financial sustainable.**



Utilize external data to **develop purposeful + powerful partnerships.**



Leverage the Data to **TELL YOUR STORY + Drive Market Expansion.**

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THANK YOU

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