

# HOME HEALTH AGENCIES



## Home Health

During the past decade there has been a significant push toward fiscal responsibility within the healthcare industry. Increasing costs of ineffective medical procedures and unnecessary treatment interventions have resulted in billions of wasted dollars. New proposals and initiatives are being created and implemented to address this growing concern. One federal agency that has become a leader in this transition is the Center for

Medicare and Medicaid Services (CMS). The Bundled Payments for Care Improvement (BPCI) initiative, a CMS program, is designed to test the potential economic benefit bundled payments might have on Medicare's costs, while maintaining or improving the quality of care. This proposal has created a competition designed to separate the most efficient rehab providers from their peers.

How can you distinguish your Home Health Agency's business or services from your competition? Why should hospitals participating in these bundled billing programs partner with you?

### Decreased costs of Home PT vs. Skilled Nursing Facility (SNF) – 66% cheaper per day on average

Hip and knee replacement surgery and rehabilitation has changed dramatically during the past two decades. For the appropriate patient population, new tools and techniques are making home healthcare the cheaper and more efficient alternative to SNFs. One such tool encouraging this transition towards home PT is the ROM Board. Lightweight, portable, anti-microbial, and extremely durable, the ROM Board can help differentiate your Home Health Agency from the competition.

New proposals and initiatives are being created and implemented.

### Individualized treatment programs vs. group settings

The quality of rehabilitation provided inside most SNFs isn't satisfactory. Physical therapy inside these facilities is typically performed in group settings with very little direct supervision. The lack of appropriate patient guidance results in poor exercise performance and reduced compliance.

Home PT conversely ensures each patient receives a specific, individualized treatment program designed to maximize his or her rehab potential.

## Decreased risk of infection or re-hospitalization and increased convenience

A Medicare report published in December 2013 found a 5.4% incidence rate of re-hospitalization for hip and knee replacement patients.<sup>1</sup> While that overall rate of complication — about 5% — is relatively low, any complication resulting in re-hospitalization creates increased cost and slower recovery. The primary cause for re-hospitalization following all total joint replacements is surgical site infections. By receiving PT through home healthcare services patients can avoid the communicable diseases often found inside SNFs, reducing their potential for infections. In fact, a recent study published in the American Journal of Bone and Joint Surgery, concluded that longer hospitalization and discharge to an inpatient continued-care facility increased the risk of hospital readmission.<sup>2</sup>

## Increased Marketability with the Innovative ROM Board

The fact that knee joint stiffness continues to be the most common cause for hospital readmission following total knee arthroplasty (TKA), (ibid) indicates a significant limitation in the current post-operative process. It seems obvious that that increased knee ROM exercises and stretches will reduce the risk of knee stiffness and joint contractures. So why does this problem persist? Why do all the recent studies conclude the benefits of Continuous Passive Motion machines are negligible?<sup>3</sup> If anything, the past decade has proven that TKA rehab requires more than just modalities and PROM.

Instead, AROM, muscle activation, and neuromuscular re-education are the essential components necessary to prevent contractures and complications.

The introduction of the ROM Board solves this problem, bridging the gap between PROM and AROM. Earlier progression from PROM to AROM has resulted in increased exercise compliance, and therefore, reduced swelling, pain, and stiffness.

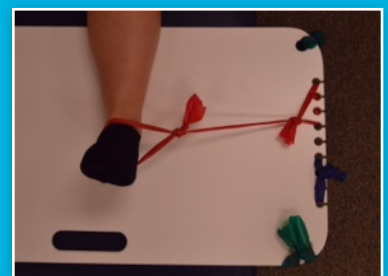
By incorporating the ROM Board into your Home PT services you will reduce the risk of complications and expensive re-hospitalizations. The financial advantages of efficient, quality treatment interventions will provide your business a marketing advantage over your competition. Hospitals and doctors will recognize the potential profitability of partnering with your company in the treatment of their patients. The potential financial ramifications for the Home Healthcare industry and your company specifically are enormous.

Let the ROM Board take your home healthcare company from ordinary to extraordinary!

1. "Medicare Identifies 97 Best and 95 Worst Hospitals for Hip and Knee Replacements." Kaiser Health News. Dec. 17, 2013. <http://kaiserhealthnews.org/news/medicare-best-and-worst-hospitals-for-hip-and-knee-surgery/>

2. Rothman Institute of Orthopedics, "Unplanned Readmission after Total Joint Arthroplasty: rates, reasons, and risk factors." The American Journal of Bone and Joint Surgery October 2013. <http://www.ncbi.nlm.nih.gov/pubmed/24132361>

3. <http://www.choosingwisely.org/clinician-lists/american-physical-therapy-association-continuous-passive-motion-machines-following-uncomplicated-total-knee-replacement/>



PT ROM Associates, LLC  
505 Blue Ball Rd Bldg 120  
Elkton, MD 21921  
(443) 967-3000  
[sales@ptrom.com](mailto:sales@ptrom.com)