



# 5 ADVANTAGES of Outsourcing Therapy + 5 RESOURCES to Expect from a Partner

**Today's landscape calls for home health agencies to reevaluate their strategies to continue to provide quality patient care while also reaching operational success.** Many agencies have discovered the benefits of outsourcing all or a portion of therapy services to a trusted partner. According to a study, up to 90% of healthcare leaders are considering outsourcing some of their operations and services, including therapy. Of those that did outsource, 80% reported service levels that exceeded expectations.<sup>1</sup>

In this guide, we uncover the five key advantages for home health agencies to outsource therapy and the five critical resources an expert therapy partner should have.

## Why Outsource?

The COVID-19 pandemic and implementation of PDGM created a perfect storm for home health agencies, with PPE requirements and sourcing concerns, increased costs, staffing and productivity challenges, increased clinical complexity, and revenue cycle challenges all contributing. Outside service providers are responding with an array of offerings ranging from project-based reimbursement consulting, to operations management, to full service line outsourcing that provide operators with customized solutions to the challenges they face.

## 5 OUTSOURCING PARTNERSHIPS ADVANTAGES

### PROFITABILITY IMPROVEMENTS

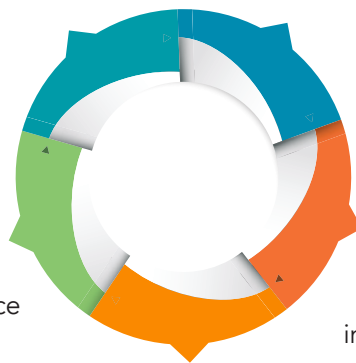
Outsourcing all or part of an agency's rehab program shifts cost structure from fixed to variable to accommodate census volatility. Productivity responsibilities are eliminated and payroll burden is greatly reduced (while improving cash-on-hand position).

### COVERAGE SUPPORT + CASELOAD GROWTH

Dedicated professional recruiting, on-boarding resources, and improved labor efficiency result in the reduction of wait lists and geographical coverage limitations, ultimately minimizing case load restrictions on the basis of staff availability.

### OPTIMIZED PERFORMANCE

Outsourcing to a partner with expertise in program development and implementation lays the foundations for excellence in competitive performance. The resulting improvements in quality measures and Star Ratings help agencies capture greater market share. Improved program performance can draw providers into collaborative opportunities with partners who are already well-positioned with local referral and payor sources.



### ACCESS TO NATIONAL RESOURCES

Collaborating with national subject-matter experts means engagement with extensive home health resources to ensure compliant, top-of-license service delivery by your rehab clinicians. Fiscal and strategic objectives are equally well-served, helping your agency to capitalize on the renewed interest in home and community-based services brought about by the COVID-19 pandemic and CMS' innovation pilot programs.

### REMOVING RESPONSIBILITY OF CARRYING A THERAPY TEAM

Eliminating the burden of payroll on revenue cycle management allows agencies to focus on growth. Outsourcing allows your therapy partner to take on the role of managing clinicians which removes the responsibility of recruiting, onboarding, clinical education, scheduling, compliance, and care delivery.

While the advantages of outsourcing are clear, many potential therapy partners lack the resources and expertise to lead you through today's challenges.

## 5 RESOURCES EXPERT THERAPY PARTNERS SHOULD HAVE

Partnering with an expert therapy provider will ensure clinical and operational success. Be sure to check if your potential therapy partner has these resources to offer you.

### 1. CLINICAL + UTILIZATION PATHWAYS

Care Pathways to Success takes a complete look at each patient based on classification and aligns utilization across all clinical disciplines. A therapy expert should provide solutions leading to the following: LUPA risk mitigation, gold standard utilization practice, diagnosis-specific clinical programming, episodic cost management, and financial viability by aligning service utilization with patient presentations.

### 2. MARKETING + GROWTH PARTNERSHIP

One of the most strategic moves agencies can make to maintain and grow caseload is to engage a trusted therapy partner to bring specialty programs and expanded skillsets to their overall clinical approach. In addition, selecting a partner who values market analytics can result in targeted marketing opportunities. With these resources, you will have the tools to generate more referrals while also positioning your agency to accept more referrals and expand caseload across payer sources.

### 3. OASIS CODING + ACCURACY

OASIS scores directly affect home health quality metrics, star ratings, and overall reimbursement. Reimagine the possibilities of these key indicators with the tremendous amount of guidance and educational resources gained through engaging a strategic partner who is dedicated to your agency's success.

### 4. COMPETITIVE MARKETING ANALYTICS

Therapy is instrumental in driving outcomes. Understanding where your agency stands in terms of state and national benchmarks is critical in positioning your agency for successful partnerships. Reshape your agency's future by solidifying current relationships and having a partner invested in harnessing marketplace data analytics to capitalize on emerging opportunities.

### 5. QAPI REVIEW + SUPPORT

Agencies that rise to the top use their QAPI program to identify negative patient outcomes or processes within the agency that could be improved. Through the QAPI program and Performance Improvement Plans (PIPs), your therapy partner can be a valuable asset to monitor, evaluate, and implement changes in procedures, policies, and interventions.

<sup>1</sup> Source: Pressures of Value-Based Care Reforms Trigger Sharp Increase in Clinical Outsourcing Partnerships, Black Book Survey Results. AP News. 2019.



## HOME HEALTH EXPERTISE FOR TODAY'S CHALLENGES

Overcome clinical and operational challenges with an expert home health partner. HealthPRO® Heritage at Home understands the changing complexity of regulations and coding while providing highly skilled clinicians who are passionate in helping patients accomplish recovery goals.

To learn more about our customized home health outsourcing solutions, contact us today: **405.615.2545** • [homehealth@healthpro-heritage.com](mailto:homehealth@healthpro-heritage.com)  
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