

REDESIGNING TOMORROW TOGETHER



Explore Partnership Opportunities

HealthPRO Heritage

Now Accepting: *Requests for Proposals* for 2021

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HEALTHPRO®



HERITAGE

COMPANY OVERVIEW

HealthPRO Heritage is one of the nation's largest privately-held providers of Health Care Consulting, Strategy, Reimbursement and Clinical/Therapy Services. The Company is a proven industry leader, offering a flexible range of custom-built partnerships that support a diverse client base representing the full continuum of care (Acute Care, Skilled, Outpatient, Independent/Assisted Living, Memory Care, CCRC, and Home Health).

A "roll up the shirtsleeves" approach -- combined with an ability to harness market analytics + predictive analytics and deep clinical / strategic expertise -- is designed to accelerate enterprise-wide success and drive positive ROI. Outcomes consistently outperform industry averages ([as demonstrated by higher-than-average Star Ratings & performance outcomes](#)) and, therefore, prepare clients for reform initiatives, network inclusion and future success amidst a challenging and ever-changing environment.

[Members of the HealthPRO Heritage Clinical Strategies Division](#) are sought after to provide insight and guidance for national/regional industry associations, serve on advisory boards, and offer comment to many leading industry media outlets. Also, HealthPRO Heritage participates in National Research Grants with current clients and enjoys a reputation as "White Hat Advisors" to several health care systems and legal firms nationwide.

Most recently, HealthPRO Heritage has earned national recognition for a robust and rapid response to the COVID-19 public health emergency and other regulatory/reimbursement changes, inclusive of an unwavering commitment to assuring staff, patient, and client safety and sustainability. Read: The HealthPRO Heritage 'Redesigning Tomorrow Together' Pledge [here](#).

REDESIGNING TOMORROW TOGETHER

HealthPRO Heritage: The Power of Our Partnership

STRATEGY + SOLUTIONS COMPANY

Strategy consultants; RN + MDS support
Clinical reimbursement services
PDPM Experts & Outsourced ICD-10 Coding
Therapy services + Wellness programming
Abundant COVID-19 response resources

HEALTH CARE REFORM + CARE CONTINUUM EXPERTISE

Savvy market approach drives customer relationships with ACOs/conveners/ supports BPCI-A;
Specializing in CCRC model;
Home Health + Senior Living Divisions fortify operations across care settings

COMPLIANCE FOCUS

Broad national perspective;
100% transparency; Proactive processes manage risk; Compliance deliverables & oversight via specific success drivers



20 YEARS INDUSTRY EXPERIENCE

National; Privately owned;
Speakers + advisory + board members for multiple regional/national associations;
Ziegler Link • Age Investment;
Proven leadership team with significant experience managing industry change

OPERATIONAL EXCELLENCE

Strong field & corporate functions coupled with real time analytics drive customer success; Flexible in-house, joint venture & full service partnerships;
Focus on clinical innovation & technology;
Ask about Q4 2020 Kick-Off Partnership Offer + options/advantages of bundled services

EXTRAORDINARY RESULTS

Clients maintain higher than average Star Ratings; Consistently high performance outcomes & ROI Indicators;
43 states/~13k clinicians & growing / evolving



Today's Operational Challenges May Call for Shared Growth/Quality Incentives via Flexible, Solutions-Focused Partnerships

Skilled, senior living and home health organizations to be assured extraordinary outcomes and access to limitless expertise & resources related to cross-continuum strategy + operations + education/training + technology + clinical reimbursement + policy/procedures + analytics & more...

HealthPRO® Heritage offers partnership opportunities that are 100% customized, project-based and tied to specific goals, well-defined timelines + shared incentives.

Fees are competitively priced + guarantee a financial upside + directly tied to shared incentives to assure well-aligned partnership and collective success. Please inquire: Explore whether our team can offer the right solutions to support your organization's goals & overcome challenges.

HealthPRO Heritage invites a collaborative discussion to custom design your version of an optimal partnership.

Therapy
Operations
Division

Clinical
Strategies
Consulting
Division

Marketing
Data &
Predictive
Analytics
Division

Technology
Team

Proprietary EMR
Outcomes
Reporting System
+ BI

For Your:
Leadership
Interdisciplinary
Clinical
Teams

Finance
Department

Reimbursement
Fiscal Strategies
+
PDPM Analytics

Senior Living
Division

Home Health
Division

Education
Department

Varied + Flexible Range of Custom-Built Partnership Options

Clinical Strategies &
Consulting Solutions
Customizable Partnerships

In-House Rehab
Services + Solutions

Full Service Rehab
Services + Solutions

Joint Venture Model

Drive Enterprise-Wide ROI & Performance Metrics

Clinical strategies for
outcome optimization

Financial strategies for
net margin optimization

IDT/Nursing outcomes
+ infection prevention

MDS / Reimbursement +
revenue cycle management

Market analytics +
census & network development

All-Inclusive Rehab Operations + Strategy + Education + Net Margin Optimization

For partners who wish to retain
Staff + Revenue + Control &
accept associated risks

Full support for either in-house
Rehab Director or HPH to provide

All-Inclusive Rehab Operations + Strategy + Education + Net Margin Optimization

For partners who wish to offset all
therapy staffing + regulatory +
operational liabilities

Alternative business model
offering providers shared
risk/reward in program
performance.

Support for Therapy Conversions

Assure a successful transition
Between In-House Therapy&
Full Service Therapy Models

Strategy + solutions + outcomes
furnished via well-defined
Roadmaps & Timelines

Uniquely, fee structure/terms are mutually-aligned + performance-based to assure win-win, long-term partnerships.
Option to expand &/or transition between partnership models.



CLINICAL STRATEGIES + CONSULTING

Drive Enterprise-Wide Success

Clinical Consulting

QMs, 5-Star & Specialty Programming

Training: For Higher Acuity

'ReDesign' IDT Processes + Systems + Meetings + Tools

Reimbursement Consulting

PDPM + Net Margin Optimization

Revenue Cycle + Cash Flow Management

Financial Strategies

Nurse Consulting

Infection Control

Nursing Documentation ReDesign & Training

PDPM Optimization

Census Development

Market Analytics

Network + Partnership Management

Marketing Support

2020 Partnerships: Success Summary Reimbursement Consulting				
<div> <div>HealthPRO Heritage's</div> <div>PROACTIVE CHART AUDITS</div> <div>Easily Assures Return on Investment</div> </div>				<div> <div>HealthPRO Heritage's</div> <div>PDPM Consulting + Education + Workflow Development</div> <div>Assures Meaningful Financial Impact</div> </div>
Partnerships in 2020 <small>(Sample of 5 Varied Partners)</small>	# Chart Audits	\$ Opportunity Identified	\$ Recovered Prior to Transmission	Additional PDPM Revenue Captured Over 6 Months <small>(Average Q4 2019 rates compared with current rates after HPH consulting services)</small>
1 Facility <small>(Therapy + Consulting Services)</small>	20	\$5,218	\$2,974	↑ \$96 K
Chain of 8 Facilities <small>(Bundled Services "Beyond Rehab" Contract)</small>	167	\$91,259	\$33,121	↑ \$182 K
1 Facility <small>(Consulting Services only)</small>	11	\$6,881	\$98	↑ \$455 K
1 Facility <small>(Consulting Services only)</small>	28	\$3,793	\$2,111	↑ \$297 K
Chain of 5 Facilities <small>(Therapy + Consulting Services only)</small>	24	\$13,137	\$7,322	↑ \$438 K

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healthpro-heritage.com/covid-19



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