



Recruiting Patients for your Home-Based Primary Care Program

Purpose

This resource is intended for home-based primary care (HBPC) providers and practice staff to assist practices that are starting, growing or adding a home-based primary care (HBPC) program to their services with recruiting and talking to potential new patients. These tips guide practices on appropriately and effectively relaying their program's vision and mission and the rationale for someone becoming a patient.

Initial Internal Preparation

- Define your vision and mission statement. Identify the goals of your program and why home-based primary care is an important benefit.
- Make sure every member of your team understands and is able to articulate the vision and mission of the practice and how it benefits patients and caregivers. Reinforce this message regularly to ensure consistent use. Everyone on your team needs to understand their role and what benefit and outcomes your program can provide to the community. The message needs to be understood so it's consistently communicated by each member of the team.
- Develop and practice your own script. The script should be unique to your practice and describe what makes your program different from others or what gap it fills in your community.

Talking Points for Home-Based Primary Care Benefits

- Bringing comprehensive, compassionate care to the comfort of the patient's home.
- Removes the burden of arranging transportation, parking, maneuvering wheelchairs, or walking through a busy hospital or medical building to arrive at the doctor's waiting room.
- Allows patients to form a unique and personal bond with the provider, leading to a deeper understanding of the physical, financial, environmental and social conditions that may be impacting the patient's health.
- HBPC focuses on a team approach, which means patients have a devoted "care team" including multiple providers and/or clinicians with access to medical records. The care team communicates regularly to develop a plan that best meets the patient's needs and goals.
- Many outpatient tests, procedures, and treatments can be done in the home, which alleviates the travel burden.

Scripting Samples

Scenario 1

Potential new patient contacts your office to find out additional information and possibly arrange for a visit:

"Our practice has the ability to travel to your home for your visits and our care team would take on the role of your primary care physician. A provider would evaluate you during the first visit and make recommendations, manage medications, connect you with any additional resources, if needed, and determine when you require a follow-up. You can contact our office 24/7. We would arrange for certain treatments and procedures to be done in the comfort of your home. Our goal is for our team to work collaboratively with you and your family to develop a plan that aligns with your wishes and prevent unnecessary hospital admissions."



Scenario 2

A patient is referred to your program and you are contacting them for the first time:

"Good Morning, my name is (X), I'm a (position) with (name of program). Dr X or (referral source) has referred you to our home-based primary care program because she feels you would benefit from being cared for at home. Did she discuss this with you at your last visit?"

Yes – Review the points outlined in the script above.

No – "Let me tell you a bit about our program and then you can call her office to confirm her wishes/intent or let me know if you want to proceed with our services."

Additional Talking Points: Services your program includes

- You can reach us 24/7 at phone number (XXX-XXX-XXXX). We will be your first point of contact for all your care needs, but rest assured that we will always collaborate with the other specialists involved in your care.
- We will see you for sick visits, manage chronic conditions, refill medication and order any supplies or medical equipment you will need.
- We will track your care needs and work to keep you as healthy and independent as possible, for as long as possible.
- We will work to empower both you and any family members or caregivers to understand and help manage your medical needs, (e.g., how to use inhalers, change dressings, how to do exercises to help with leg swelling, and/or advice on how to avoid pressure sores).
- Our practice works closely with many community agencies and we will ensure that we connect you with them as appropriate.



Hotline

Call (630) 283-9222 or
email Help@HCCIInstitute.org
9:00 am–5:00 pm (CT)
Monday through Friday.



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