

HOME CENTERED CARE

Innovation Award: Become a Pioneer by Diversifying Home-Based Care to Drive Revenue April 22, 2025

Kick-off Meeting

Presenters



Raabiah Ali, MPH

Program Manager Home Centered Care Institute



Dana Crosby

VP, Education & Practice Development Home Centered Care Institute



Agenda

- 1. HCCI Welcome & Introductions
- 2. About HCCI
- 3. Objectives & Recipient Introductions
- 4. Education
- 5. Resource Accessibility
- 6. CCM Calculator
- 7. Innovation Award Timeline
- 8. Next Steps
- 9. Q&A



About HCCI



MISSION

Universal access to best practice house call programs.



VISION

All in need of house calls get them, because the future of healthcare is in the home.



GOALS & KEY INITIATIVES

Increase Access & Quality

Education & Consulting

Enhance Credibility

Public Awareness & Advocacy

Leverage Innovation

Data Analytics for Home-Based Care Transform Healthcare

Interdisciplinary Partnerships



Objectives & Recipient Introductions



Objectives

- Equip palliative care programs & providers in select Illinois counties with a subsidized CCM implementation package
- Designate and promote participants as Innovation Award recipients
- Train practices to use the Chronic Care Management Calculator
- Explore the implementation of other services such as Transitional Care Management, Telehealth, Caregiver Training, Social Determinants of Health, and/or Behavioral Health Integration



NSTITUTE



Role of Innovation Award Participants

- Provide high-quality, age-friendly care to homebound patients
- Advocate the value of chronic care management in the palliative care setting
- Complete HCCI education & training by set deadlines
- Attend all webinars and consult meetings
- Report data metrics to measure your practice's success
- Launch CCM services by the end of the 8-month period



Innovation Award Recipients















Practice Introductions:

- Team Lead Name & Role
- Practice Overview
- Service Offerings



Education



Education – Online Courses

- House Calls 101: Introduction to Home-Based Primary Care
- Foundations of Coding and Billing
 for House Calls
- Advanced Coding and Billing: Beyond E/M for House Calls
- Intersection of Home-Based
 Primary Care and Palliative Care

Eligible for AMA PRA Category 1 Credits TM



Education – HCCIntelligence™ Premier Resources

- CCM Care Plan Requirements
- CCM Provider Checklist
- CCM Care Plan Template
- HBMC: Evaluation and Management (E/M) Guidelines
- HBMC Advanced Coding Opportunities
- HBMC Superbill Worksheet
- HBPC: An Essential Lifeline For Caregivers
- HBPC: A Powerful Solution for Home-Limited, Medically Complex Patients
- HBMC: Telehealth Guidelines & Coding Requirements
- TCM Face-To-Face Visit Requirements
- TCM Interactive Contact Requirements
- Marketing Toolkit for HBPC: Strategies to Grow, Engage, and Elevate Your Practice





Education – Crossroads of Care: Managing Serious Illness in the Home

On-Demand 4-Part Webinar Series

- **Session 1:** Bridging the Gap with Home-Based Primary Care
- Session 2: The Intersection of Home-Based Primary Care and Palliative Care
- **Session 3:** Optimizing Efficiency in House Call Operations
- Session 4: Contracting with Payers to Demonstrate the Value of Home-Centered Care



Consulting Services

- Up to 12 consult hours for virtual implementation guidance and post implementation support
- Built-in monthly consult meetings (May November 2025)
- Ad-hoc meetings or email communication
- General Implementation roadmap



Education – Innovation Award Live Webinar Series

Save the Dates!

Webinar Title	Date
Webinar 1: Introduction to HBPC, Palliative Care, and CCM	Tuesday, May 20, 2025 @ 10AM CST
Webinar 2: Designing and Implementing CCM Services	Tuesday, June 24, 2025 @ 10AM CST
Webinar 3: Monitoring, Evaluating, and Measuring Success in CCM Implementation	Tuesday, July 22, 2025 @ 10AM CST
Webinar 4: Exploring Service Solutions in Managing Complex Illness for Palliative Care	Tuesday, October 21, 2025 @ 10AM CST

Click Here to Register for the Webinar Series

Resource Accessibility



HCCI Learning Hub[™]



HCCI Learning Hub[™] features educational offerings designed to equip professionals in home-based care with the necessary skills and knowledge to excel in the field.

Innovation Award participants will have access to:

- Online Courses
- Downloadable HCCIntelligence[™] Premier Resources
- On-Demand Webinar Series
 - Crossroads of Care: Managing Serious Illness in the Home
- Innovation Award Webinar Recordings and Presentation Decks

Create Account Here



HCCI Learning Hub[™]

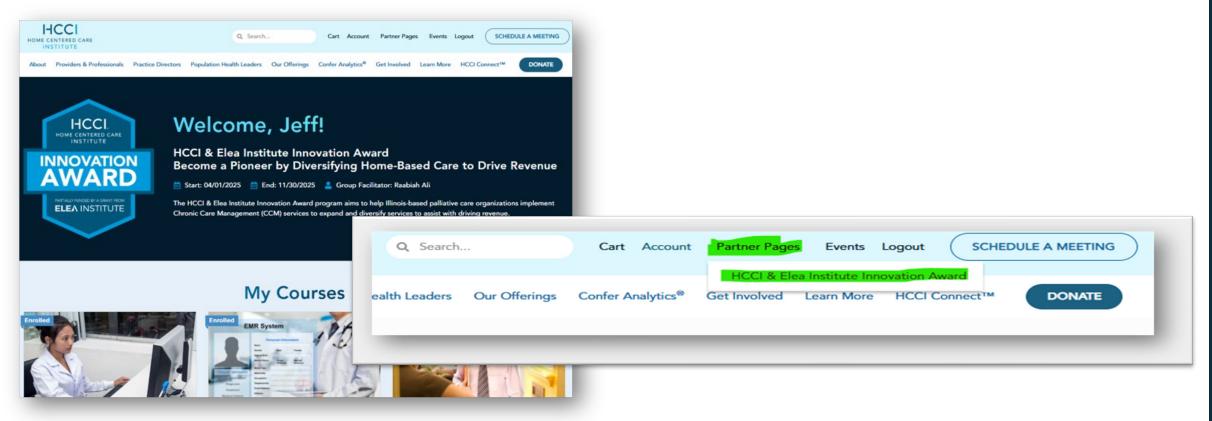
Access <u>ALL</u> your HCCI resources





Innovation Award Partner Page

Access resources specific to the Innovation Award





Confer Analytics® – Free Dashboards

Bond

Boone

Boone

Boone

Boone

Boone

ST ANTHONY'S MEMORIAL HOSPITAL

MERCYHEALTH VISITING NURSES

HEARTLAND HOSPICE SERVICES LLC

HCA ACQUISITION HOLDINGS, INC.

OSF HEALTHCARE SYSTEM

TRANSITIONS HOSPICE LLC

ASSOCIATION, INC

NORTHERN ILLINOIS HOSPICE ASSOCIATION

27

49

21

63

62

20

11

567

4,853

1,003

3.254

7,415

2,117

1.142

36.2

98.4

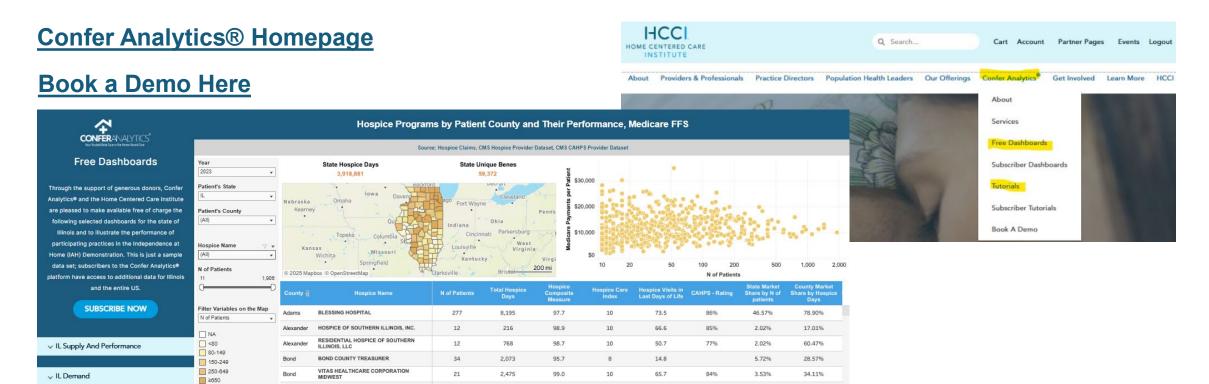
96.7

99.3

99.7

100.0

85.6



9

10

10

10

9

9

10

74.4

40.3

68.1

66.8

82.4

60.4

69.9

81%

82%

79%

81%

79%

85%

74%

4.54%

8.24%

3.53%

10.59%

10.42%

3.36%

1.85%

7.81%

18.91%

3.91%

12.68%

28.90%

8.25%

4.45%

IL Partnership Opportunities

Home Health Agencies

Assisted Living Facilities

Hospice Programs

CCM Calculator



CCM Calculator

Discover your practice's potential for financial sustainability and practice growth with the <u>HCCI Chronic Care Management (CCM) Calculator</u>



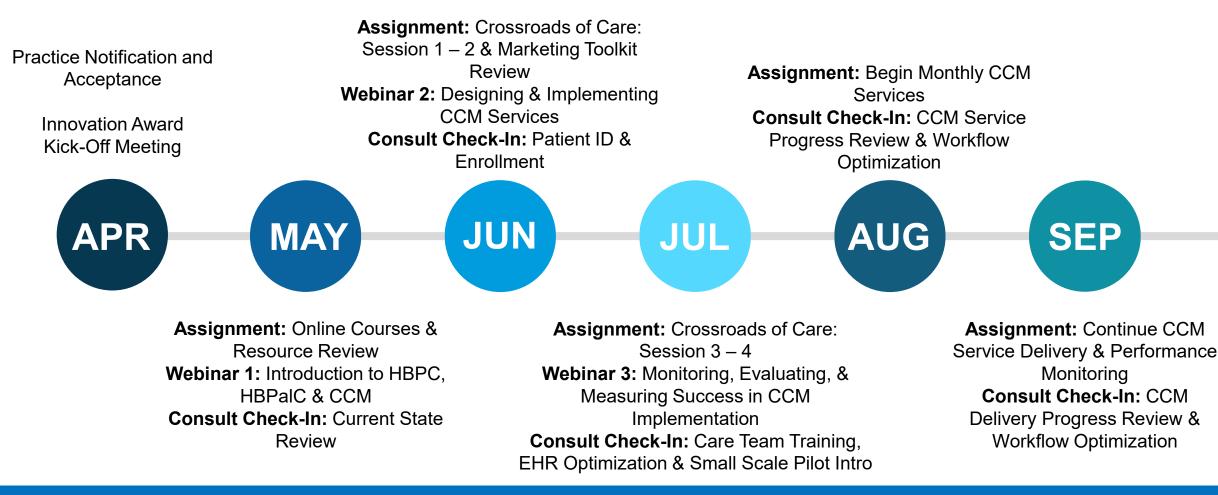
CCM Revenue Calculator		
Total number of PCPs in practice:	2	
Patients per PCP (Typically 250):	200	
% with two or more chronic conditions (Typically 90%):	90	
% covered by Medicare (Typically 90%):	90	
% patients billed 20+ minutes rate:	50	
% patients billed 40+ minutes rate:	30	
% patients billed 60+ minutes rate:	20	
Administrative Time Cost (%):	20	
20+ minutes rate (Medicare average) (CPT 99490):	\$64.02	
40+ minutes rate (Medicare average) (CPT 99490+99439):	\$112.47	
60+ minutes rate (Medicare average) (CPT 99490+99439+99439)	\$160.92	
Total number of monthly hours of full-time clinical staff:	160	
Results		
Total Monthly CCM Revenue Potential:	\$31,730.94	
Total Annual CCM Revenue Potential:	\$380,771.28	
Total Monthly Staff Time:	1.38 FTE	

HCCI. HOME CENTERED CARE INSTITUTE

Innovation Award Program Timeline



Innovation Award Program Timeline



HCCI HOME CENTERED CARE INSTITUTE

Innovation Award Timeline cont.

Assignment: Scale CCM Services & Track KPIs Webinar 4: Exploring Service Solutions in Managing Complex Illness for Palliative Care Consult Check-In: Scaling Services & Progress Review





Assignment: Innovation Award Learning Evaluation Survey Consult Check-In: Beyond the Innovation Award



Next Steps



HCCI Consultants



Alicia Bobak, NP

Clinical Director, IL/AL/WI Personic Health

Consultant

Home Centered Care Institute

abobak@HCCinstitute.org



Tammy Browning, PA-C

Founder Grace At Home

Consultant

Home Centered Care Institute

tbrowning@hccinstitute.org



Next Steps – Assigned Consultant

Tammy Browning

Apex Hospice & Palliative Care





Midwest Home Physicians



Alicia Bobak

Advocate Health Care: Health at Home

Advocate Health Care Health at Home

Lake-Cook Healthcare Services



Serenity Hospice and Home





Next Steps

- Create an HCCI Account <u>here</u> (required for each team member)
- Complete 4 online courses by Monday, May 19th
- □ Review Resources in the HCCI Learning HubTM by Monday, May 19th
- Schedule a recurring monthly meeting with assigned consultant by Wednesday, April 30th

Lookout for an email from Raabiah to coordinate scheduling

Register and attend Webinar 1: Introduction to HBPC, Palliative Care, and Chronic Care Management (CCM)

Questions?

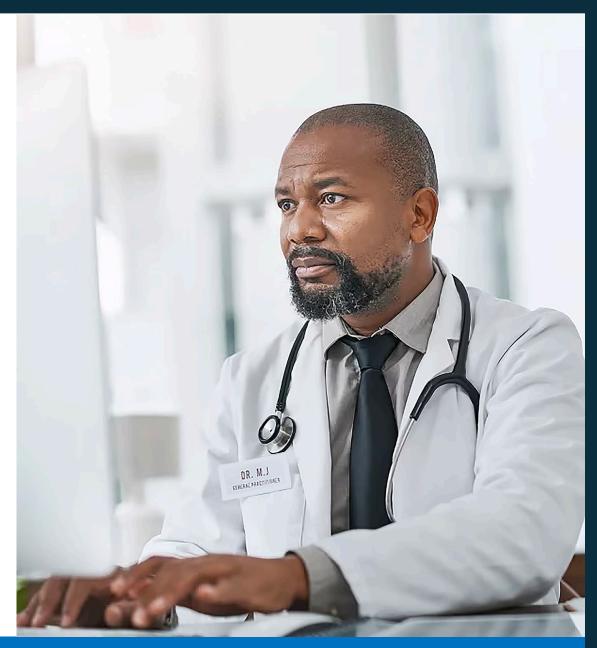


Innovation Award Contacts

Dana Crosby Vice President, Education & Practice Development DCrosby@hccinstitute.org (630) 283-9247

Raabiah Ali *Program Manager* <u>RAli@hccinstitute.org</u> (630) 731-8151

Jeff Fraler *Director, Education* <u>JFraler@hccinstitute.org</u> (630) 283-9200





HOME CENTERED CARE

©2025 Home Centered Care Institute. All rights reserved.