

What
is
GCM™?



PRIVATE DUTY
HOMECARE
ASSOCIATION

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www.private-duty-homecare.com

The Mission

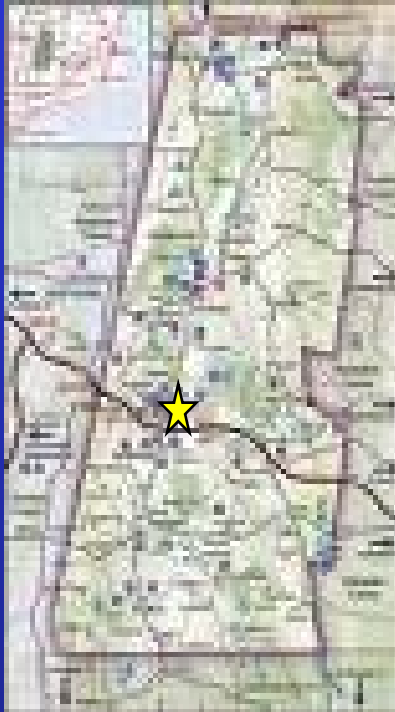
To reduce the number of *preventable and unplanned* hospitalizations and ER visits among frail elders, the chronically ill, the physically disabled and the dying by growing America's home care capacity—

***WITH OR WITHOUT
GOVERNMENT &
INSURANCE
SUPPORT!!!***

Berkshire County, MA



Albany, NY



Springfield,
MA

Population: 131,000

Geriatric Care Management is the provision of care oversight, advocacy, planning and coordination for elderly long-term care consumers.

LifeCARE

- **Geriatric Care Management**
- **Para-Professional Services**
- **Technology Supports**

GCM

- **Prevention Nursing**
- **Social Work Advocacy**
- **Maintenance Therapy**

RN GCM

- **Prevention Nursing**
 - **Assessments**
 - **Care Planning**
 - **Education**
 - **Care Oversight**
 - **Family Care Coord.**
 - **MD Consults**
 - **Aide Supervision**
 - **Advocacy**
 - **Staffing**

SW GCM

- **Social Work Advocacy**
 - **Assessments**
 - **Resource Planning**
 - **Education**
 - **Family Care Coord.**
 - **MD/Lawyer/\$\$ Consults**
 - **Counseling**
 - **Advocacy**
 - **Staffing**

PT/OT GCM

- **Maintenance Therapy**
 - **Assessments**
 - **Care Planning**
 - **Coaching**
 - **Education**
 - **Care Oversight**
 - **Family Care Coord.**
 - **MD Consults**
 - **Aide Supervision**
 - **Staffing**

Para Professional Services

- **ADL Assistance**
- **Daily Living Support**
- **Companionship**
- **Live-In Help**
- **Family Caregiving**
- **Volunteer Help**

GCM Technology

- **Telehealth**
- **Home Monitoring**
- **eMedicine**
- **Family Connectivity**

Software

- **CareManager Pro**
- **Jewel Code**
- **My Health Care Mgr.**

A GCM Business Plan

- **Mission**
- **Value Proposition**
- **Business Model**
- **Revenue Model**
- **The Product**
- **Information Technology**
- **Target Market**
- **Sales Strategy**
- **Positioning**
- **Competition**
- **Projections**

GCM Value to Clients

- **Stay in control**
- **Save \$\$**

The Formula:

$$\frac{\text{Revenue}}{\text{Costs}} > 1$$

*Sell it for more
than it costs you!*

GCM Pointers and Pearls

- Careful about talking with non-employee caregivers
- Make hay while sun shines, market when it doesn't
- Always ID your value, over and over and over.....
- Bill on time, every time
- Write it down when you do it
- Its OK to go after cases
- Have your intro down pat
- Meet today, this week, tonight!
- Track your time (The only thing more valuable than your money is your time)
- “As much help as needed, as little as possible”
- Backup for each other (Know what your RN does, Know what your planner does)

Pricing

1) A la Carte

- @ \$100 p/hr
- + Office

2) \$ 350 p/mo (<12 hrs wk. HHA)

- Self Directing
- Incl. 3 RN GCM visits

3) \$ 700 p/mo (12 – 40 hrs wk.)

- Self Directing
- Incl. 7 RN GCM visits

4) \$ 1000 p/mo (> 40 hrs. wk)

- Non Self Directing
- Incl. 10 RN GCM visits



Health Care Providers

- **Rehab. Social Workers**
- **Hospital Case Managers**
- **Home Care Agencies**
- **SNFs**

Resource Managers

- **Estate Planning Attys.**
- **Trust Officers**
- **Financial Planners**
- **Accountants**
- **Insurance Agents**

***FULL SERVICE
HOME CARE***

Certified Services

LT Home Care

**RN/PT/MSW
Assess and Tx**

Aide

GCM

STAFFING

COORD

Technology

GCM Services Impact

Hours

GCM (@12 hrs wk) 576

Total Hours 576

Revenue

GCM (@ \$110p/hr) 63,360

Total Revenue 63,360

Adjustment (950)

Net Revenue 62,410

Direct Costs

GCM Salaries (\$50 – 15 hrs) 36,000

Total Salaries 36,000

Total Benefits 5,400

Total Salaries / Benefits 41,400

Medical Supplies 0

Travel 1,080

Total Direct Costs 42,480

Contribution Margin 19,930

GCM Services Impact

	<u>Year 1</u>	
Hours		
GCM (@ 12hrs wk)	1,152	
	<hr/>	<hr/>
Total Hours	1,152	
	<hr/>	<hr/>
Revenue		
GCM (@ \$110p/hr)	126,720	
Total Revenue	126,720	
Adjustment	(1,901)	
	<hr/>	<hr/>
Net Revenue	124,819	
	<hr/>	<hr/>
Direct Costs		
GCM Salaries (\$50 - 15 hrs)	72,000	
Total Salaries	72,000	
Total Benefits	10,800	
	<hr/>	<hr/>
Total Salaries / Benefits	82,800	
	<hr/>	<hr/>
Medical Supplies	0	
Travel	2,160	
	<hr/>	<hr/>
Total Direct Costs	84,960	
	<hr/>	<hr/>
Contribution Margin	39,859	
	<hr/>	<hr/>

GCM Services Impact

	<u>Year 1</u>
Hours	
GCM (12 Hrs Wk)	576
Total Hours	576

	<u>Year 1</u>
Revenue	
GCM (@ \$110p/hr)	63,360
Total Revenue	63,360
Adjustment	(950)
Net Revenue	62,410

	<u>Year 1</u>
Direct Costs	
GCM Salaries (\$50 – 15hrs)	36,000
Total Salaries	36,000
Total Benefits	5,400
Total Salaries / Benefits	41,400
Medical Supplies	0
Travel	1,080
Total Direct Costs	42,480

Contribution Margin 19,930

	<u>Year 1</u>
Hours	
Private Duty Aide	22,727
Homker/Compn	658
GCM	576
Live In	8,760
Total Hours	32,721

	<u>Year 1</u>
Revenue	
Private Duty Aide	500,000
Homker/Compn	12,500
GCM (@ \$110p/hr)	63,360
Live-In Aides	91,250
Total Revenue	667,110
Adjustment	(10,007)
Net Revenue	657,103

	<u>Year 1</u>
Direct Costs	
PDA salaries	272,727
Hmkr/Compn Salaries	7,237
GCM Salaries	36,000
Live-In Aides	56,575
Total Salaries	372,539
Total Benefits	55,881
Total Salaries / Benefits	428,420
Medical Supplies	2,339
Travel	8,237
Total Direct Costs	438,995

Contribution Margin 218,108

GCM Services Impact

	<u>Year 1</u>
Hours	
GCM (12 Hrs Wk)	576
Total Hours	576

	<u>Year 1</u>
Revenue	
GCM (@ \$110p/hr)	63,360
Total Revenue	63,360
Adjustment	(950)
Net Revenue	62,410

	<u>Year 1</u>
Direct Costs	
GCM Salaries (\$50 – 15hrs)	36,000
Total Salaries	36,000
Total Benefits	5,400
Total Salaries / Benefits	41,400
Medical Supplies	0
Travel	1,080
Total Direct Costs	42,480

Contribution Margin **19,930**

	<u>Year 1</u>
Hours	
Private Duty Aide	31,818
Homker/Compn	921
GCM	576
Live In	8,760
Total Hours	42,075

	<u>Year 1</u>
Revenue	
Private Duty Aide	700,000
Homker/Compn	17,500
GCM (@ \$110p/hr)	63,360
Live-In Aides	91,250
Total Revenue	872,110
Adjustment	(13,082)
Net Revenue	859,028

	<u>Year 1</u>
Direct Costs	
PDA salaries	381,818
Hmkr/Compn Salaries	10,132
GCM Salaries	36,000
Live-In Aides	56,575
Total Salaries	484,525
Total Benefits	72,679
Total Salaries / Benefits	557,203
Medical Supplies	3,274
Travel	11,452
Total Direct Costs	571,930

Contribution Margin **287,099**

GCM Impact on PD

- **Profit on GCM Service**
- **Increased Referrals**
- **Prevent SNF Placement**
- **Grow Existing Case Hours**
- **Marketing Advantage**
- **↑ Customer Satisfaction**
- **↑ Outcomes**
 - **P4P Ranking**
 - **Home Care Compare**

***FY 2003 Revenues:
ElderCare Advisors, Inc.***

Care Planning/Coord **\$84,382**
(64 Undupl. Clients)

Indep. RN Care Mgmt. **\$49,240**
(18 Clients – 7 RNs)

HHA Services **\$719,204**

Support Services **\$45,000**
(Homakr., Chore, Barrier Modif)

TOTAL **\$897,826**

Resource Managers

- **Estate Planning Attys.**
- **Trust Officers**
- **Financial Planners**
- **Accountants**
- **Insurance Agents**

FULL SERVICE HOME CARE

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Case Examples

Meet Gladys

- Middle Class
- Female
- Elderly & Disabled

with.....

- Osteoarthritis, Osteoporosis, COPD, Recent Hip Fx, Hx of Falls, Continent, Alert, Anxious
- \$1,600 p/mo income
- \$45,000 savings
- Home worth \$250,000
- No Rx Assistance
- Son and D-I-L Nearby
- Desperate to remain home

Gladys's Plan – *No GCM*

- VNA for 9 weeks
- Son calls AAA; Buys LifeCall Pendant
- Home Care Program – 2 Baths a week, 2 Hrs. Homemaker QOW
- VNA D/C
- Private Duty 4 Hrs a week X3
- Month later, hospitalized for fall
- SNF placement
- Result
 - Home sold for \$220,000
 - Dies in SNF 2 years later at cost of \$180,000
 - Family Bequest = \$40,000

Gladys's Plan – W/ RN & MSW GCM

- Execute POA
- Invests \$43,000 in Funeral, Home Modif., Home Care, Gifted \$15,000 to son
- Apply HCBS (25 hrs HHA)
- Son/D-I-L Move in with Gladys
- Reverse Mortgage = \$75,000
 - \$65,000 = 4 hrs day HHA/PCA for 2 yrs.
 - \$400 p/mo RN-GCM
- Ramp installed through CDBG
- Home transferred to son
(Caretaker-child Exception)
- Result
 - Rx Assistance
 - HCBS
 - Died on Hospice at home
 - Family Bequest = \$225,000

Meet Anne and Bill

- Middle Class
- Elderly & Disabled
- Married

Anne has.....

- Advanced Parkinsons; Breast CA w/ mets
- \$00 p/mo income (Bill \$3500 p/mo)
- \$100,000 savings in Bill's name
- Home worth \$250,000
(Transferred to son w/ Life Estate)
- Anne is on HCBS Waiver
- HCBS - 10 hrs. HHA /day, 5 days
- Private Pay - 8 hrs. HHA/day, 7 days
- Son and D-I-L Spend Nights/Weekends
- Anne elects Chemotherapy for Breast CA
- MD advises Chemo Must be in SNF

Anne's Plan – *No GCM*

- SNF placement for Chemotherapy
- Result
 - Loses HCBS Status
 - Husband Ineligible for HCBS
(Home transfer post DRA)
 - Reverse house transfer
 - Pay for SNF care during Chemo
 - Nosocomial Infection
 - Hospitalized
 - Dies
 - Husband placed in SNF
 - You get the picture.....

Anne's Plan – *W/ RN GCM*

- MD is called by RN GCM and persuaded that Chemo can take safely place in home
- Result
 - No SNF
 - Still 18 Hrs a day HHA/PCA
 - Died at home on Hospice

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