



## Texas Home Health

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*“Texas Home Health is committed to doing the right thing for the right reason—that leads us to Best Practice. We feel in all areas of Operation that this is our trademark and our mantra. Using statistical and outcome data for marketing aligns our sales efforts to our core values and philosophy. Using this data helps differentiate THH from the competition and it enforces Best Practice.*”

*We have made excellent use of outcome data, especially in our rural areas, to truly be the agency of choice and we can back up our sales and marketing materials with empirical data—what a win win!”*

*Ken Meyers*

## **Summary of Project**

Texas Home Health (THH) has a history of being a locally focused provider. The agency takes pride in the specialized services they offer and their ability to tailor the care they provide to meet the needs of the patients and physicians in each of the communities they serve. In this tradition, THH wanted to closely evaluate the greatest strengths of each location, and then use this information to promote the quality of their services. Ultimately, the agency’s goals were to improve and maintain high outcomes; to develop profitable business lines; and to recruit and retain qualified staff.

## **Project Details**

Once they made the decision to focus on falls, the agency faced many of the same questions other agencies were grappling with— How do they approach the problem of patient falls? Is there a certain percent of falls that they cannot predict and cannot prevent? What tools are available to help them achieve their goals?

The agency created an interdisciplinary Falls Prevention Team to find answers to these questions. The members of the team wanted to fully understand the depth of the problem before they took any action. To gain that understanding, they looked to industry publications and standards and then to the data.

The industry research helped them identify potential risk factors for falls, specifically the number of medications, age, diagnosis, urinary incontinence, and ability to ambulate. They used this new knowledge as they looked into the falls that occurred in their patient population in 2003.

## Project Results

Texas Home Health's efforts produced the results they were after—They further developed these business lines, saw an increase in referrals, and welcomed new and highly qualified staff.

## OCS Tools Used to Support the Project

### OCS-BBI Reporter

- Case Mix Report, Select Clinical Indicators, Quality Tracking, Utilization Summary, Bubble Graph, Executive Summary, Corporate Compare Report
- Drill-down to track performance metrics for specific components of the business and specific subsets of patients
  - ✦ Corporate Compare Report to analyze outcomes by location
  - ✦ Quality Tracking and Select Clinical Indicators by Service Line to review outcomes based on primary diagnosis categories

## Processes Defined and Implemented

- Analyzed data to understand the drivers behind branch-level business success
  - ✦ Reviewed clinical outcomes and referrals patterns
  - ✦ Used service line constraints to identify subsets of patients within local operations
- Created targeted action plans to increase referrals in individual locations
  - ✦ Increased monitoring of referral volume by location
  - ✦ Correlated clinical outcomes with business development activities
  - ✦ Revised practices related to incorporating comparative data in targeted marketing material
- Continuously evaluated action plan
  - ✦ Quarterly review of OCS-BBI Reports, service line drill down
- Ongoing communication of results
  - ✦ Relied heavily on the use of graphs