

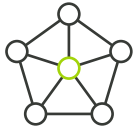


PointClickCare®

Five Ways to Make Your Facility More Profitable

Despite new challenges like PDPM, as well as unprecedented low occupancies, you still have two intertwined goals: **provide high-quality care** to your residents while **increasing profitability**.

Here are **five ways** to help you improve the bottom line of your SNF and your reputation as a desirable facility:



1

Understand Your Referral Network

If you don't know your market, it's impossible for you to create a balanced census that generates profitability.

Use the data you've generated to answer these fundamental questions:

- Do my facility's care capabilities match the residents being discharged from hospitals?
- How quickly are we able to evaluate patients from the hospital?
- Where do residents go when they don't come to us, and why?
- What is my facility's reputation and presence in the community?
- Is the number of referrals from our hospital partners going up or down?
- Do we need to expand or refocus our services to meet local needs and/or get higher reimbursements?
- Are we positioned to be the attractive provider?



2

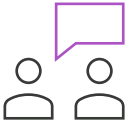
Make the Pre-Admission Process Count

The work you put into the pre-admission phase is perhaps the most integral step towards improving your profitability – and proactively managing each resident's experience. **Screen your leads thoroughly, both clinically and financially**, to be sure you're able to provide the services each resident needs and be paid for them, both now and potentially long-term.

Although every SNF is under pressure to make very quick decisions on referrals, you **must** confirm a solid payer source for every resident, and determine the impact of their future billing (e.g., expensive medications).

Use the data you gather during pre-admission to rank your prospective residents on a traffic light scale:

- A resident without a confirmed payer source or care needs you can't meet ▶ DENY
- A resident who might present some care or financial issues ▶ DO MORE RESEARCH
- A resident with a confirmed payer source and care needs you can meet ▶ ADMIT



3

Implement Facility-Wide Interdisciplinary Communication and Workflows

From admission to discharge, consistent communication among all disciplines within your organization can have a tremendous effect on your billing outcomes. Coupled with standardized workflow processes implemented throughout your facility or company, expanded communication will result in fewer missed opportunities and unpaid bills.

Try discussing very specific issues in daily stand-up meetings involving clinical, MDS and business office staff, so everyone knows:

- Who is being admitted
- Who is ready to be discharged
- Who was being discharged but is now staying
- What are the current (and future) payer sources for these residents

To improve both accuracy and efficiency, use processes and tools to **get the right information to the right people to make the right decisions.**



4

Don't Leave Money on the Table

You won't increase your profitability if your employees aren't adhering to the processes and workflows. If there is no follow-through or follow-up, your poor financial performance is on you and your staff. Be sure everyone is trained, knows what role they play, and when they must take action. Supervisors must determine that every step has been followed correctly – and replace employees if they repeatedly disregard the system.

You're likely missing opportunities for a better cash flow and greater profitability if you:

- Don't have authorizations in place
- Don't complete MDS assessments on time
- Aren't correctly capturing ancillary charges
- Don't bill on time
- Aren't managing bad debt
- Don't file claims in a timely manner



5

Adopt Integrated, Solution-Oriented Technology

Embracing information technology, particularly when it enables you to collect and analyze data in a single system, ensures more accurate billing and streamlines your clinical and financial processes. The right technology solution enables a broader spectrum of your employees to quickly and easily access resident information, giving them a longer view of each person's care.

What will help your profitability?

- Verifying eligibility throughout a resident's stay within the same application
- The elimination of double entry with integrated tools
- More efficient authorizations for services and ancillary charges
- A system integrated with referral systems used by your local hospital(s)
- Tools that are updated automatically when regulations and capabilities change
- An earlier look at PDPM scores

Your journey to financial success starts with mastering these five areas. Learn how you can implement these strategies to grow your profitability.

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