

THE HOT SEAT SERIES

Fast Takes With Today's Skilled Nursing Leaders

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Dave Wessinger

CEO,
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As CEO of the organization with one of the largest post-acute data sets in existence, Dave Wessinger, who leads technology solutions provider PointClickCare, knows a thing or two about skilled nursing — including insights into the operations of the more than 26,000 skilled nursing facilities, senior living communities and home health agencies that utilize the company's technology.

In this Hot Seat interview, Wessinger shares what brought him to skilled nursing in the first place and how he sees the nursing home of the future, as well as his dream superpower (and how he'd put it to use!).

Q: Skilled Nursing News:
What is your personal mantra?

Dave Wessinger: I think it is so important to treat everyone the way they wanted to be treated and to just be kind – it doesn't cost you anything.

Q: Skilled Nursing News:
If you could have one superpower, what would it be and why?

Wessinger: I would love to be able to teleport anywhere in the world. I like to squeeze so much in that I think eliminating the hassle related to travel would be incredible. Imagine being able to get home for dinner without getting stuck in traffic, being home the second a conference finishes or getting in and out of the city after a ball game.

Q: Skilled Nursing News:
It's 7 am on a Saturday. Where are you right now?

Wessinger: Ideally, I'm still fast asleep but that rarely happens. My wife, Kerry, and I always start our day with a cup of Joe in bed. Whoever is up first is responsible to grab the first cup – using our phones before coffee is strictly prohibited.

Q: Skilled Nursing News:
What inspires you?

Wessinger: The incredible people I get to work with every day. The discussions we have about transforming healthcare are so inspiring and motivating, and it's why I show up to work every day. I love the mission we're on and knowing that we're making a difference.

Q: Skilled Nursing News:
What is your go-to breakfast?

Wessinger: I love a good bagel with avocado and everything but the bagel seasoning, paired with a latte – made at home of course!

Q: Skilled Nursing News:
If you could change one thing about the skilled nursing payment landscape, what would it be?

Wessinger: I would direct more of the SNF payment closer to where the care is occurring. Value-based care is adding layers and pulling dollars away from direct care in the hopes of driving down costs and improving quality. It's a solid premise but I am seeing less money being allocated where it is needed most. We will get there in time, but not until the balance of power between Risk Bearing Entities and providers balances out.

Q: Skilled Nursing News:
What is your most important people management principle?

Wessinger: Boiling that down to one is very hard as everyone is different and require an approach that is right for them. However, ensuring the team feels that their contributions are valued and that they are having a meaningful impact is where I focus the most. If you get that right, you will have an engaged team and that's when the magic happens.

Q: Skilled Nursing News:
Who is your greatest career inspiration?

Wessinger: My brother and I started PointClickCare because of our mother and her experience working in the senior care industry. Through her connections, we were introduced to providers and information technology companies, ultimately developing a passion for serving the industry from a technology perspective. We make a difference – we have a goal of leaving a real impact on the industry – there's a greater meaning to what we do every day. Thanks MOM!

Q: Skilled Nursing News:
What would you say to someone who said working in health care is boring?

Wessinger: It has been a few challenging years and the healthcare ecosystem has evolved rapidly out of necessity. We are tackling the most difficult problems with healthcare technology at the moment, which is anything but boring. The momentum for change in healthcare is here, and those who embrace and adapt alongside these shifts will emerge as our long-term leaders in care delivery.

Q: Skilled Nursing News:
What does the nursing home of the future look like to you?

Wessinger: The SNF model has been challenged in so many ways over the years and they have adapted by increasing the level of acuity they have been able to service. I expect that to continue and with the walls of healthcare coming down, they will continue to diversify their service offerings across care settings and in a patient-centric model. I also believe we will see most of the administrative tasks become automated, remote-patient monitoring will be pervasive, and we might even see robots entering the workforce to help address the staffing challenge crisis that looms ahead.