

The House Call Program

House Call Solutions Development and Support Services

HOUSE CALL SOLUTIONS

House Call Solutions is a focused management consultant that specializes in the planning, development and on-going support of community-based chronic illness management programs to serve a predominantly frail, low mobility elderly population. The House Call Program (HCP), our flagship product, is a comprehensive primary care medical home visit program. The HCP enables an organization to humanely serve frail, medically complex, low-mobility seniors in a high quality, cost-effective manner while delivering strategic and financial benefits to the sponsor.

House Call Solutions (HCS) is lead by Brent T. Feorene, an experienced management consultant with almost 20 years consulting to the healthcare industry. Mr. Feorene originally formed HCS in 2005 to provide high-quality business development and management services to clients in the burgeoning medical house call industry. Growing with our clients, today we provide programmatic solutions to the financial and clinical challenges chronically-ill patients present to a range of players in the health care industry. Mr. Feorene is on the leading edge of this emerging market and has developed viable business models for a variety of organizations and communities - all designed to meet the needs of community-based, underserved, low-mobility populations.

As president of HCS, Mr. Feorene provides a comprehensive approach to his clients. He is involved in all aspects of the house call programs that HCS designs from planning and development to support, education and management. He is committed to helping you serve your patients in a fiscally responsible manner.

The services available from HCS to ensure the successful launch of an HCP are described below.

EDUCATIONAL SESSION

Executive education constitutes a two hour awareness session to provide key staff and physicians with information about the proposed HCP and the model of care. Participants in the session will learn about the economic and clinical tenets that drive the success of the HCP. Additionally, an overview will be presented of existing HCPs around the country based on this model and will discuss the challenges faced by the other established HCPs and how those challenges were overcome.

The session will conclude with the features and benefits of the model specifically relating to the sponsoring institution, including reimbursement, potential downstream inpatient revenue enhancement, capacity management and cost control, competitive issues, high-level demographic analyses and other topics that are directly relevant.

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HOUSE CALL PROGRAM PLANNING PROCESS

Planning will consist of a two- to three-month process that will result in the development of a comprehensive business plan. The participants in the planning process will include institutional leadership, selected practitioners and other key stakeholders. The business plan will include a high-level market assessment, defined practice model, defined service area(s), growth projections, staffing projections and a three-year financial plan. The planning process is based on two- to three-hour working sessions, which are recommended to occur semi-monthly.

Topics to be addressed include:

Project Planning

Review and confirm all meeting dates, discuss different types of house call programs, review range of proposed house call services and define the proposed scope of services and service area.

Confirm Approach and Technology

Review the proposed House Call team approach and the team's technology requirements.

Confirm Service Area and HCP Organization

Review service area data, review Medicare rates, define/identify all senior programs/services in the area, discuss potential organizational structures, define anticipated HCP census, and discuss hospital affiliation and/or inpatient utilization and census.

Staffing and Compensation

Review staffing, compensation and benefits model. Issues to be addressed include number, type and timing of staff employment, compensation levels, recruiting costs and position responsibilities.

Foundation Grants and Government Funding Sources

Present an analysis of local and regional foundations plus government programs that support medical care the frail elderly. Discuss the feasibility and appropriateness of pursuing grant and public monies

Review Draft Financial Projections

Discuss and finalize draft three-year financial projections, including staffing model, growth, service area and sources of funding.

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Confirm Business Plan

This meeting will review and confirm the House Call business plan and make go/no go decision.

IMPLEMENTATION

After business plan development, the next phase is implementation. The following services are available to assist with the implementation efforts:

- ◆ Facilitate and manage the overall implementation process
- ◆ Maintain a regular on-site presence (to be defined with client).
- ◆ Development of a detailed and comprehensive work plan that clearly lays out each step to be accomplished, responsible party and due dates.
- ◆ Manage work flows to ensure that the work plan is completed as planned.
- ◆ Development and deployment of a successful marketing plan that is customized to the community to be served.
- ◆ Assist to recruit, interview and negotiate with qualified and capable clinicians (physicians and nurse practitioners) who understand the art of conducting house calls and are engaged and supportive of the concept.
- ◆ Assist to recruit other qualified office staff to manage the practice.
- ◆ Provide necessary training for new personnel.
- ◆ Establish a well-functioning office space with equipment, supplies, as well as policies and procedures

At the end of implementation, the HCP will be fully prepared for providers to begin visiting patients in their homes.

ON-GOING SUPPORT

After start-up, assistance is available in the critical initial months of HCP growth. There are a number of the issues/growing pains typical to any start-up, as well as several that are unique to the HCP. We are prepared to assist the HCP in this complex and fast-paced time to ensure the development of a successful, robust and sustainable HCP. These services include:

- Preparation for and meeting with:

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- Internal and external referral sources
 - Allied support/service organizations, such as home health, hospice, community aging agencies, as well as medical supply and pharmacy vendors.
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- Development of budget, enrollment monitoring and administrative reporting processes.
 - Evaluation and refinement, as needed, of marketing materials/methods, targeted service area and referral sources.
 - Regular on-site presence (to be defined with client).
 - Preparation and submission of foundation stewardship reports for awarded grants.
 - Unlimited e-mail and phone support.
 - Preparation of permanent staff for a successful transition to self-sufficiency over a defined time frame.

For more information regarding the House Call Program, the services available, pricing and packages, please contact Brent T. Feorene at 440/871-2756 or bfeorene@housecallsolutions.com.