

Covid-19: a Giant Leap for Home-Care

How the pandemic is revolutionizing home care and
bringing it to the 21st century



Agenda

- Introduction
- March 2020: How COVID-19 exacerbated historical challenges in home care
- COVID-19's long term effects
- Future Directions of Home Care

Introduction



Levi Pavlovsky

Medflyt, Founder and COO
Former senior in New York's home
health care industry



Andrew Segal

Chief Innovator & CEO at ANSEGA Health Solutions
Former NYS Director of LTC at the OHIP
(Office of Health Insurance Programs)

MARCH 2020



70
care providers



70,000
caregivers



The leading app in New York



Streamline homecare operations. Est. 2017

Home-care market mood pre-2020

In 2017, home care providers in New York State were authorized to train their caregivers online.



ANDREW M. CUOMO
Governor

Department
of Health

HOWARD A. ZUCKER, M.D., J.D.
Commissioner

LISA J. PINO, M.A., J.D.
Executive Deputy Commissioner

In-service training may be provided in a variety of settings and conducted by a variety of modalities or means. Training settings may include the patient's home when the aide is furnishing care to the patient, agency location, or other appropriate locations. Modalities may include presentation, lecture, demonstration, videotape, webinar, and online trainings.

Home-care market mood pre-2020

In 2017, home care providers in New York State were authorized to train their caregivers online.

Less than 20% of home care providers implemented online modalities.



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Home-care market mood pre-2020

Instead of adopting a scalable online training program, home health agencies continued doing in-class training with significant costs:



Repetitive trainings conducted by nurses and translation into multiple languages.



Caregivers' work days.



Caregivers' transportation.



Space rentals and overhead costs.







Why?

Immediate Effects of COVID-19

28% decrease on average in home care market

Confusion and fear caused by:

-  Uncontrolled transmission in long term care facilities
-  Patients who didn't want to risk catching the virus
-  Caregivers who didn't feel safe going to work
-  Information vacuum and social media misinformation









Immediate Effects of COVID-19

Covid-19: Socially Distant Services



Suddenly, home-care providers scrambled to operate remotely:

-  Special COVID-19 training
-  COVID-19 self-check
-  In-service training
-  Onboarding & orientation of new caregivers
-  HR: maintaining caregivers compliance
-  Even staffing needed to be much more effective due to caregivers shortage

How homecare providers operated traditionally prior to Covid-19



In-person meetings



Fax



Paper forms

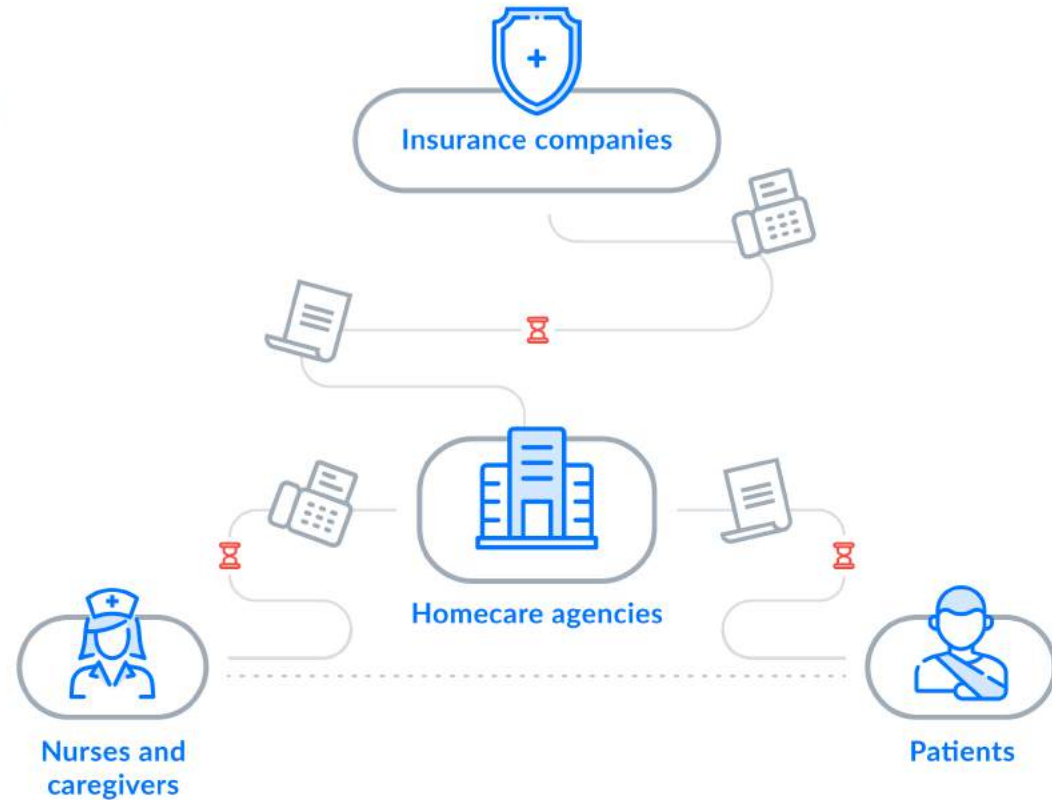


Phones

The **#1** problem of homecare providers is slow connectivity.

It affects all the aspects of the operation:

- Tracking quality of care
- Hiring and orientation
- Caregiver compliance
- In-service training
- Staffing
- Billing

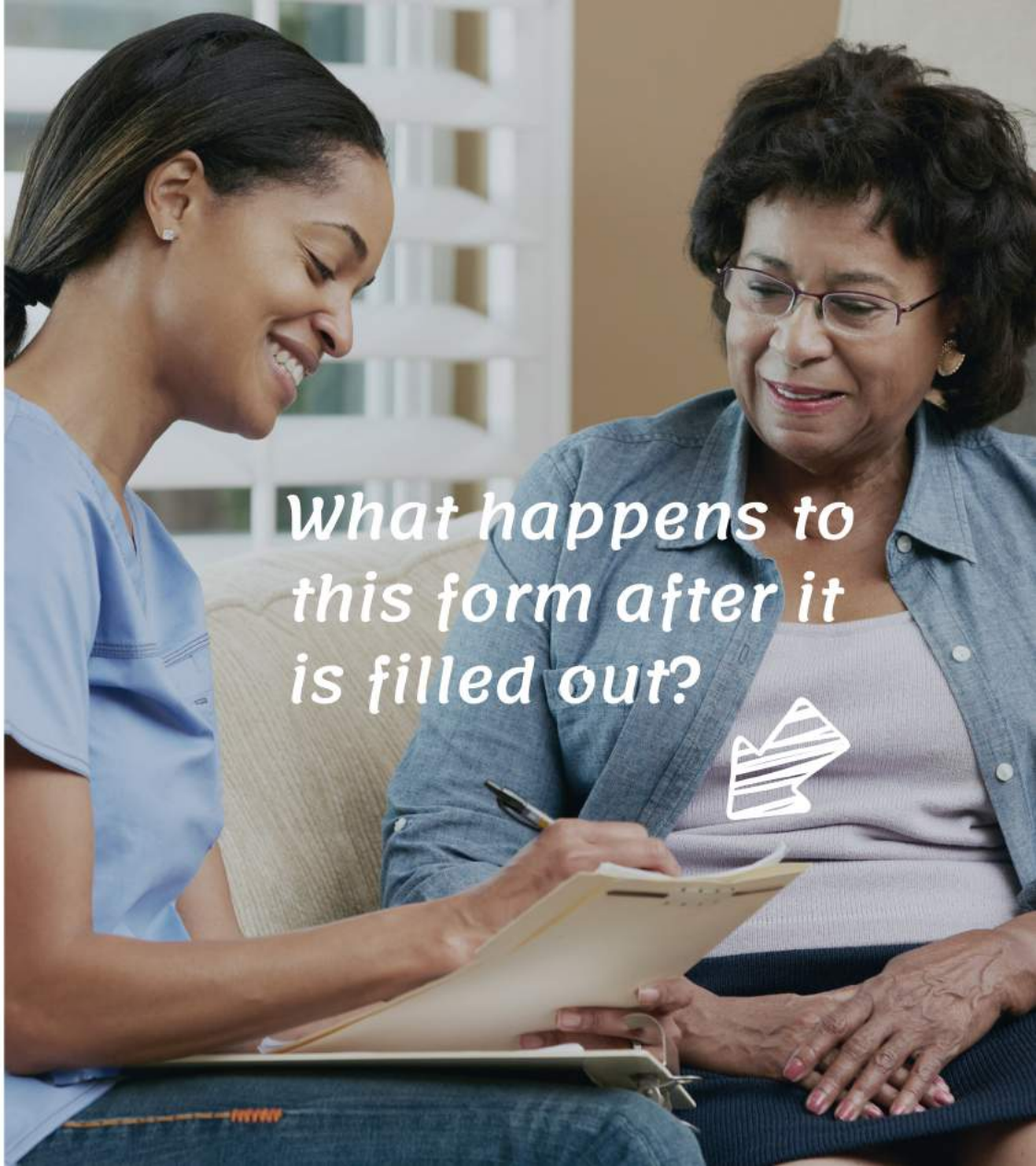


SLOW CONNECTIVITY EFFECT: #1

Paper-based operations

Most common forms in home-care:

- Annual health assessment
- HR application
- RN Documents for patient care
- Plan of care/ Duty Sheets
- Paper Time- Sheets




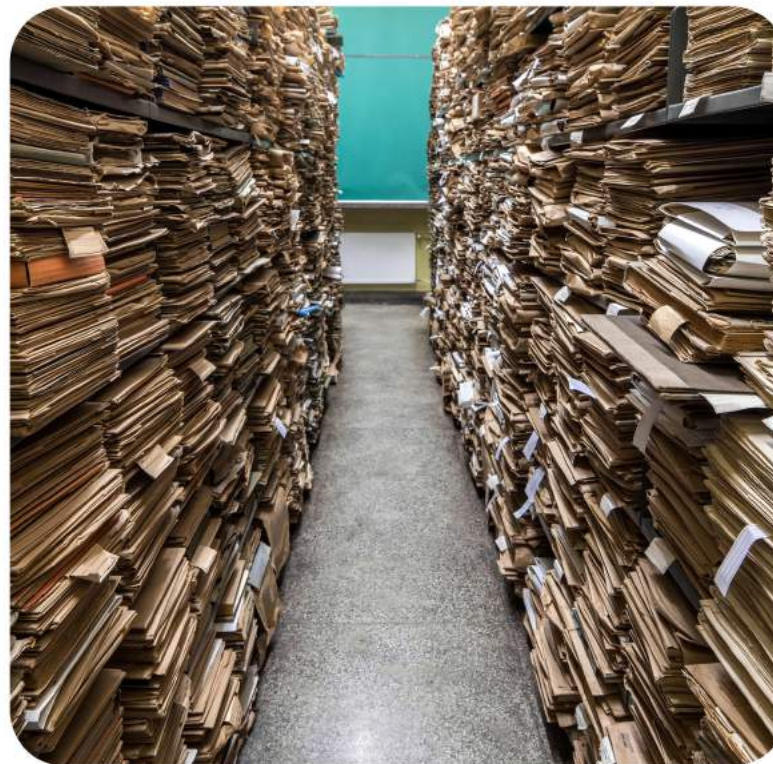
*What happens to
this form after it
is filled out?*



SLOW CONNECTIVITY EFFECT: #1



Paper Documentation is bad for your patient's health

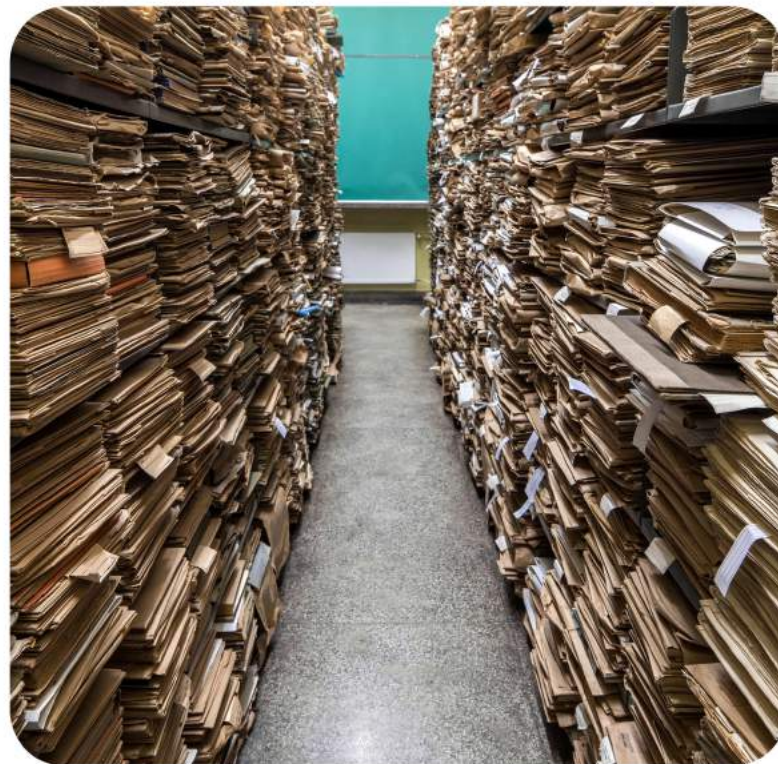
- 
 During the pandemic, many of the documents got stuck in the system simply because there was no way to process them.



SLOW CONNECTIVITY EFFECT: #1

Paper Documentation is bad for your patient's health

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 During the pandemic, many of the documents got stuck in the system simply because there was no way to process them.
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 Constant delay in monitoring provider's performance.



SLOW CONNECTIVITY EFFECT: #1

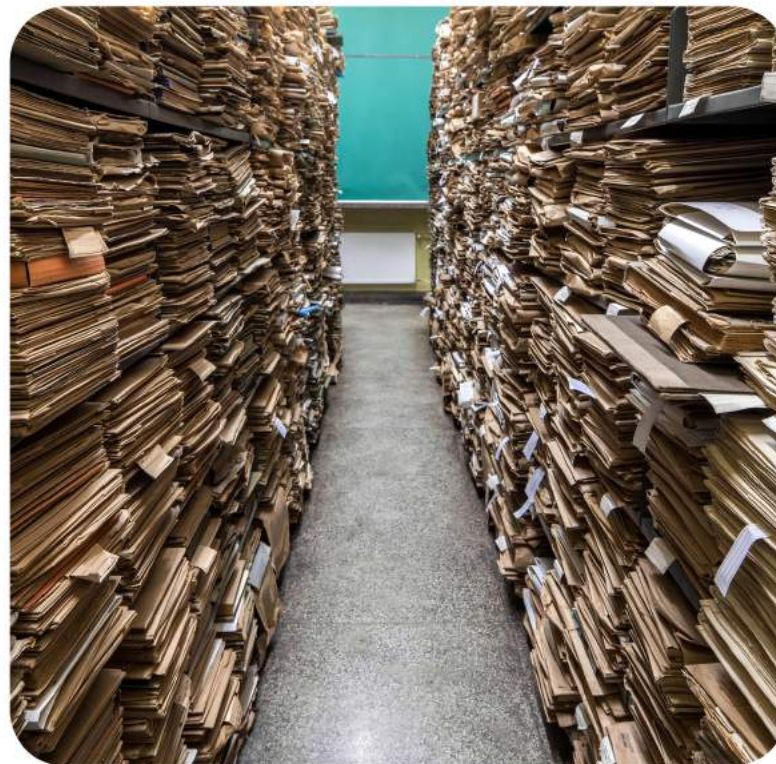
Paper Documentation is bad for your patient's health

- 📄

During the pandemic, many of the documents got stuck in the system simply because there was no way to process them.
- 🕒





Constant delay in monitoring provider's performance.
- 🚩

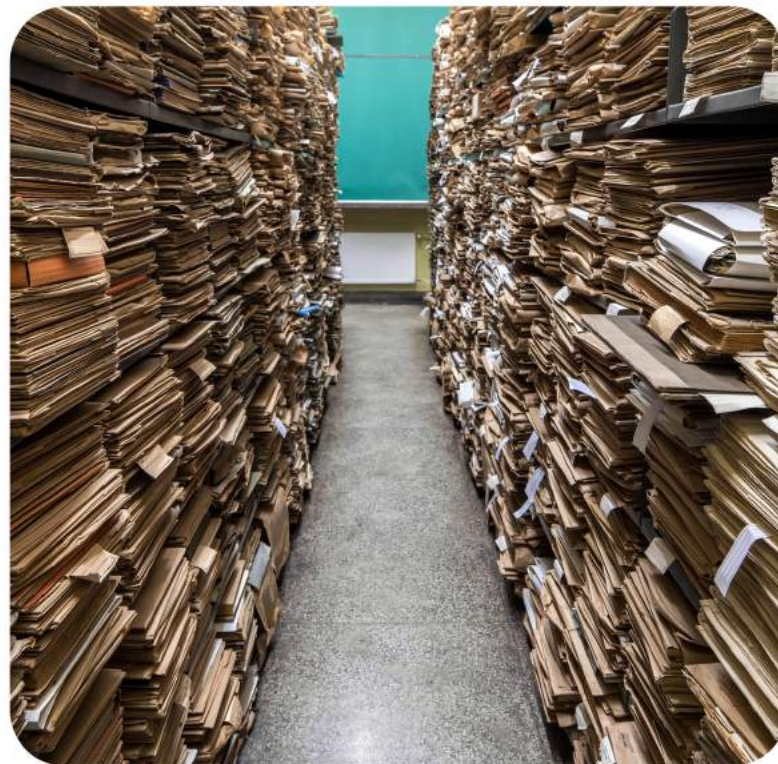
Red flags slowly raised due to late and slow trends analysis (personal and communal data).



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- 
 Late treatment changes.





SLOW CONNECTIVITY EFFECT: #1


Paper Documentation is bad for your patient's health

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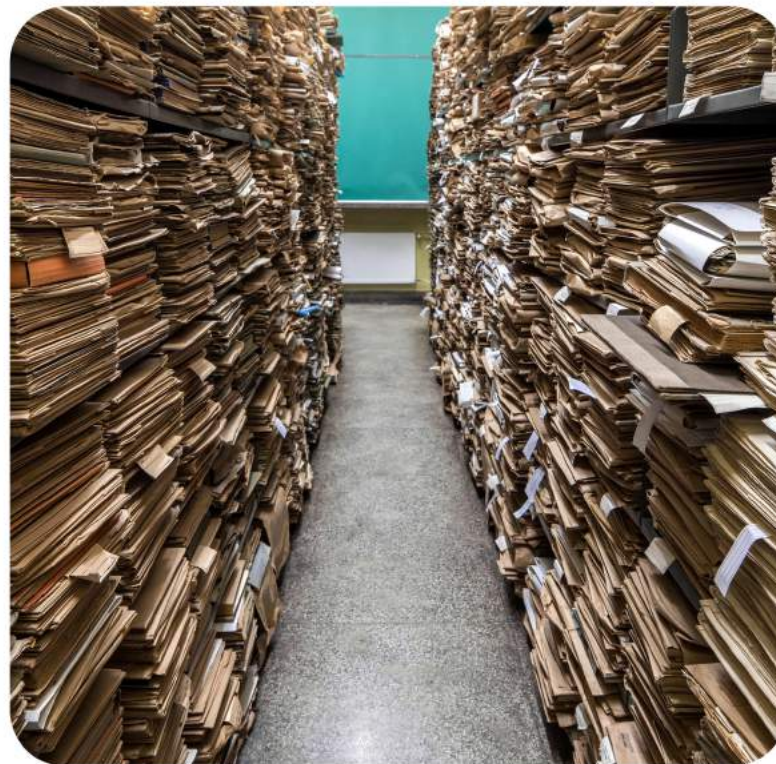
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Constant delay in monitoring provider's performance.
- 

Red flags slowly raised due to late and slow trends analysis (personal and communal data).
- 

Late treatment changes.
- 

The system isn't learning fast enough - the same mistakes happen again and again.



SLOW CONNECTIVITY EFFECT: #2

Hiring, orienting, and onboarding new caregivers: The paper roller coaster that caregivers just can't handle



~12 forms

A caregiver has to submit every year to stay compliant and work



6-12 yearly hours

of training for each care provider

SLOW CONNECTIVITY EFFECT: #2

Hiring, orienting, and onboarding new caregivers: The paper roller coaster that caregivers just can't handle



~12 forms

A caregiver has to submit every year to stay compliant and work



6-12 yearly hours

of training for each care provider



82%

Average churn rate



200 days

Average caregiver working period at care provider

SLOW CONNECTIVITY EFFECT: #3

**From 4 hours to
a couple of
days to staff an
average case**



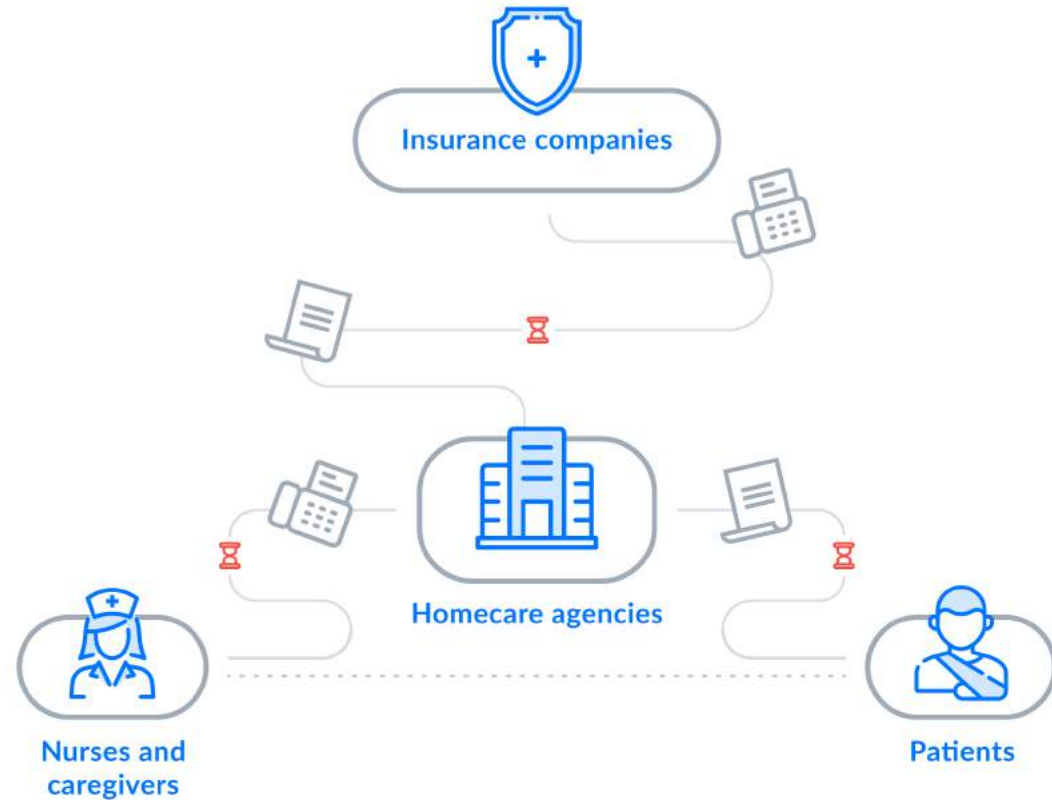
Home-care industry was stuck in the 20th century

AND DURING THE COVID-19 PANDEMIC, IT BECAME DEADLY



**With slow connectivity,
you don't know what is
happening in real-time.
You discover it later.**

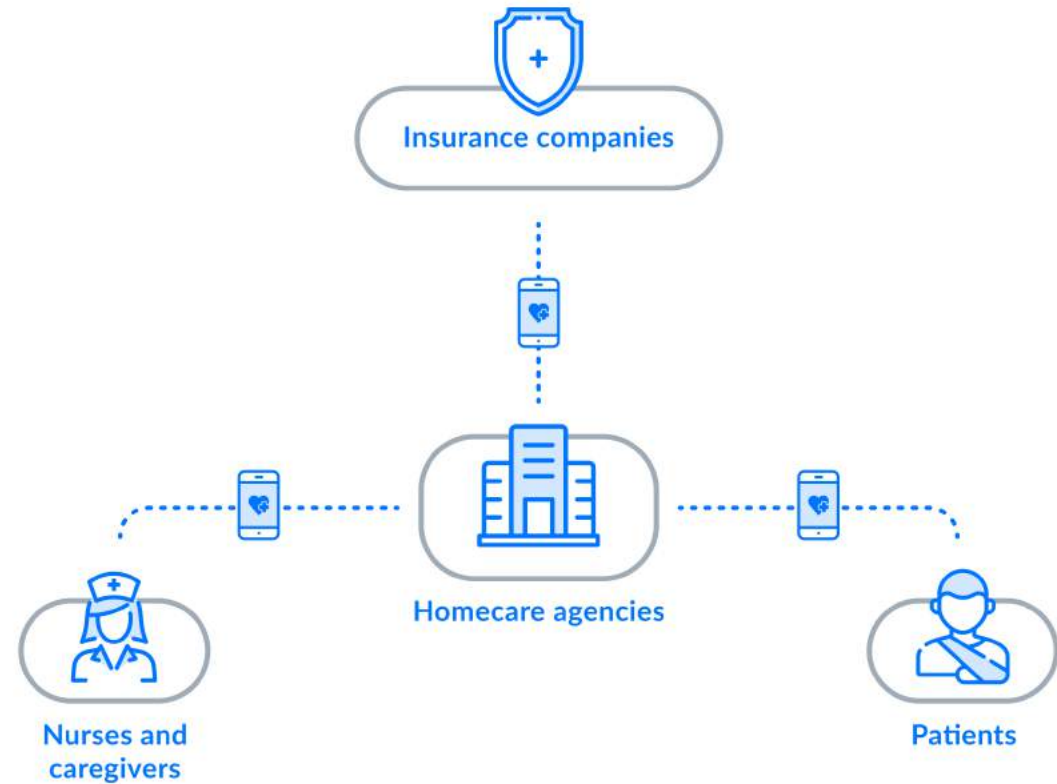
- Patients condition
- Monitoring compliance
- In-service training
- Time and attendance
- Revenues



COVID-19 REVEALED A SIMPLE TRUTH TO
HOME CARE PROVIDERS

The key to an efficient home care agency is a real-time data flow.

It just makes everything faster and enables
instant reactions.



FIRST SOLUTION

Online Covid-19 self checker

An easy online tool to assess whether caregivers have been infected.

March

June

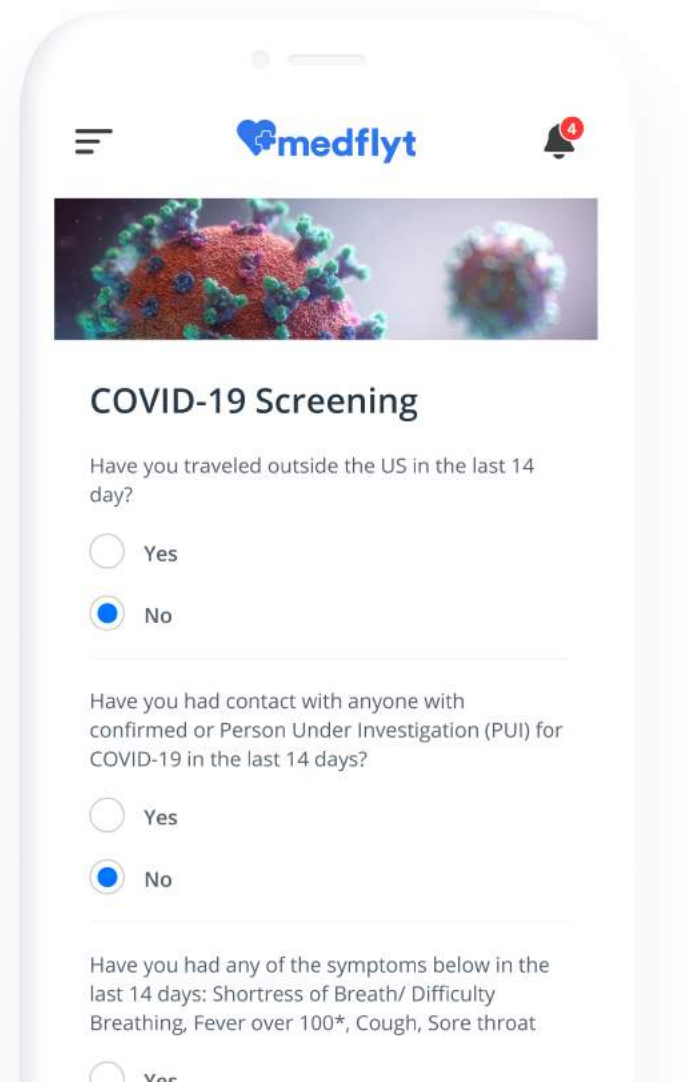


8,400,000

entries

35,000

caregivers



COVID-19 Screening

Have you traveled outside the US in the last 14 day?

Yes

No

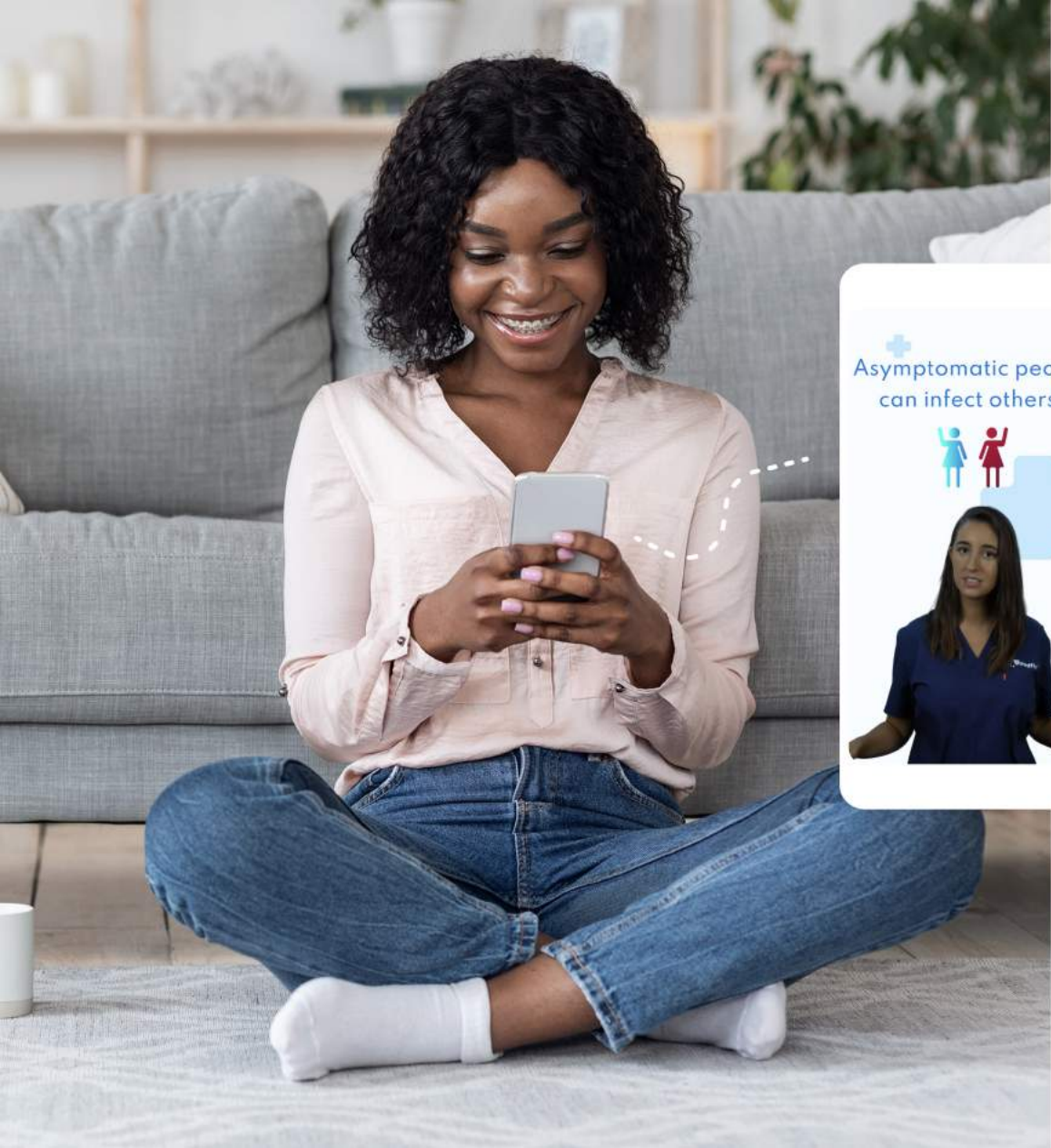
Have you had contact with anyone with confirmed or Person Under Investigation (PUI) for COVID-19 in the last 14 days?

Yes

No

Have you had any of the symptoms below in the last 14 days: Shortness of Breath/ Difficulty Breathing, Fever over 100*, Cough, Sore throat.

Yes



FIRST SOLUTION

Urgent online COVID-19 training

**90,000 caregivers passed the course
in 3 months.**

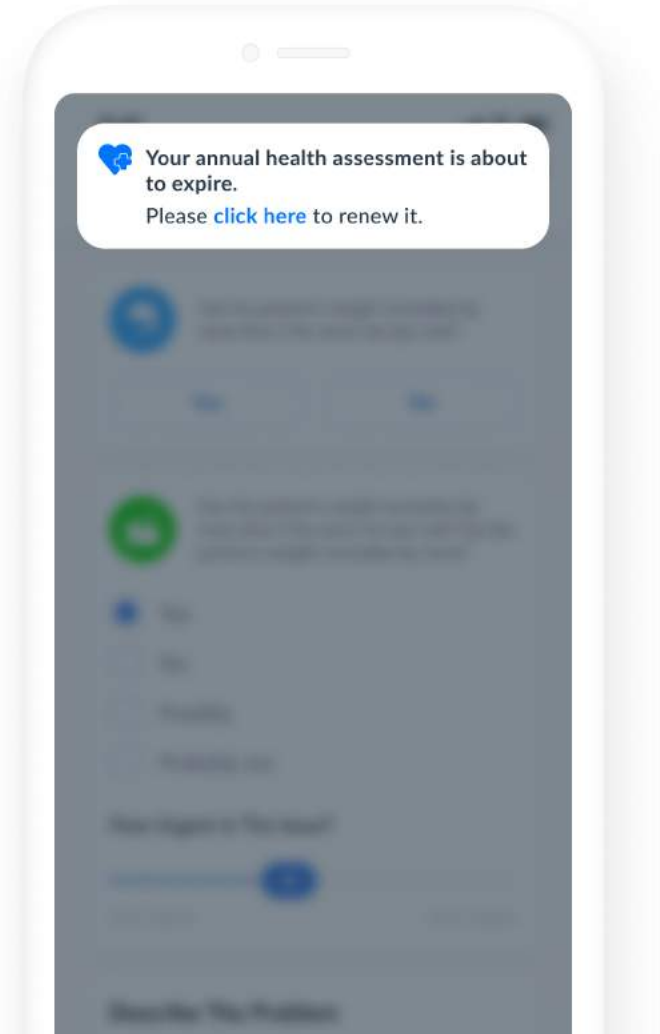
For 50% of the agencies it was their first online experience.

- **Socially distant**
Caregivers train on their own, whenever they want.
- **Personalized**
Caregivers train at their own pace, in their own language
- **Individualized support**
Caregivers can get real-time nurse support via chat
- **Saves workdays**
and eliminates time waste on rides to class
- **Effective education**
Fun, engaging micro-lessons instead of a long day in a crowded classroom

FIRST SOLUTION

Remote Hiring and Onboarding without stepping into the office

- Real-time friendly reminders to the caregivers
 - Uploading and scanning documents via app
- * The online platform also enables a fair and objective hiring process.



HOW HIGH CONNECTIVITY DRIVES EFFICIENCY

Staffing - When efficiency is a matter of life and death

⚡ Location-based and skilled-based matches leads to efficient matches

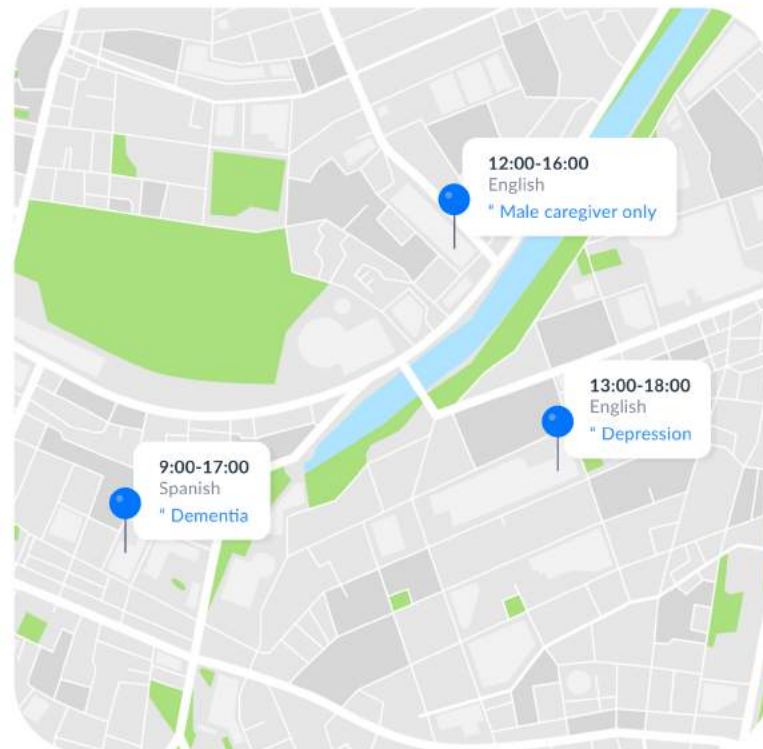
- No more long and unnecessary commutes
- Fewer delays and no shows

🕒 Made in real-time

- Traditional staffing time: 4-5 hours
- No more endless phone calls and text messages

📅 Caregivers can build their own schedule

💚 Better health outcomes



HOW HIGH CONNECTIVITY DRIVES EFFICIENCY

Collect data, analyze it in real-time - and improve the quality of care

- Real-time monitoring of health trends in patients
- Raise red flags based on patients personal and communal data
- Targeted interventions based on quality indicators
- Better health outcomes



COVID-19 accelerated tech adoption in home-care

DECEMBER 2020

120 ↑ 60% Growth
home-care providers

130,000 ↑ 56% Growth
caregivers

The future of homecare

Remote hiring and onboarding



Real-time data collecting



Effective, personalized training



Better care



Better revenue

Ongoing compliance tracking

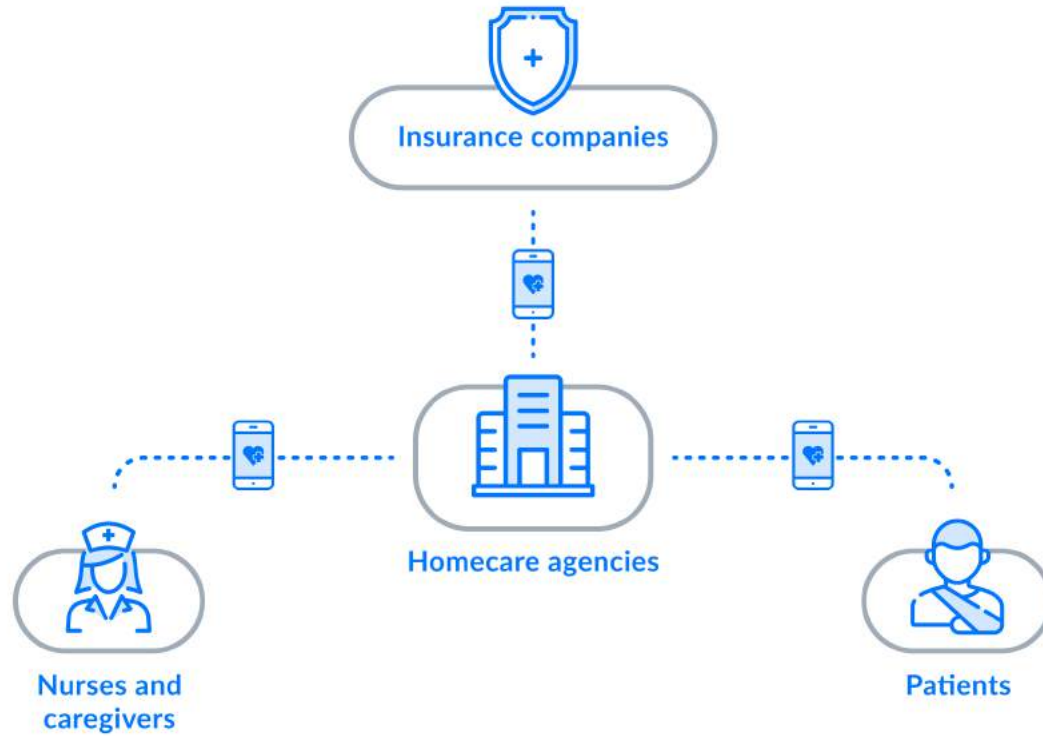


Location- and- skills- based staffing



VBP quality metric monitoring

Q&A



Thank you!

