



# HCA Summer Regional Strategy Sessions for Home Care: Next-Stage DSRIP, VBP, MRT II & More

## *Proposed Discussion Points*

**Anticipated MRT II & Post DSRIP Planning** – Are there initiatives related to home health care that your organization would like to target as a reform strategy? Keep in mind the following objectives of MRT I and DSRIP:

- System transformation
- Clinical improvement and population health improvement
- Triple Aim: improve care, improve health, and reduce cost

## **Innovative initiatives**

- What innovative projects is your organization involved in? Do you have formal community partners?
- Are you involved in one or more DSRIP projects (and at what level of engagement)?
- Does your agency provide specialized services? How are those services marketed to other health care providers, insurers, and the general public?

## **Partnerships**

- How is your agency identifying and engaging with strategic partners?
- What sectors is your agency partnering with (i.e. behavioral/mental health, primary care, persons with disabilities, CBOs, others)?
- What challenges has your agency encountered with partnership outreach?

## **Vision for the Future for Home Health Care**

- What is your agency's business model/vision for the future to remain a vital/relevant provider in the evolving health care delivery system?
- How does your organization assess the changing landscape with foresight on projected risks or opportunities?

- What factors are impeding innovation, growth and sustainability for certified home health agencies?

### **Workforce strategies**

- What types of agreements, arrangements and partnerships does your agency have with universities, community organizations and others to develop and/or recruit professional providers?
- Have you utilized local, regional, state-sponsored workforce development resources/agencies?
- Has your agency implemented specific recruitment and/or retention strategies? If so, what are they and has there been a measurable impact attributable to these strategies?
  - Do you have a formalized nurse preceptor program for orientation? Is it effective in retaining nurses?
  - What are your retention rates for professionals?
  - Do you conduct exit interviews or do you survey staff as to what can change in the organization or the industry to improve retention?

### **Marketing/Outreach**

- What is your media presence? Website, Facebook, print collateral, paid advertising (print and/or online), networking sites such as LinkedIn, etc.?
- Does your media presence reflect your uniqueness and specialized programs?
- How do you monitor the effectiveness of your media strategy, including social media, and how do you track/respond to potential crisis communications issues?
- Do you have a designated staff person(s) for marketing and social media engagement development and analytics?

### **How Can HCA Support Your Agency?**

- What is the best way for HCA to assess your needs on an ongoing basis?