



ADVANTAGES OF PROFESSIONAL HOME HEALTH CARE

TALKING POINTS TO PRESENT WHEN MARKETING TO ATTORNEYS, SURGEONS + SURGICAL CENTERS

PRIMARY TALKING POINTS

ATTORNEYS

- ◆ Adding home health care **reinforces the significance of their client's surgery**
- ◆ Professional caregivers deliver **stronger documentation**, helping personal injury attorneys build stronger cases (leading to more successful outcomes and, potentially, even better settlements)
- ◆ Home health **lowers medical costs** (vs. in-hospital care or even non-professional care that may result in re-injury and/or longer recovery times)

SURGEONS / SURGICAL CENTERS

- ◆ Make sure the **patient gets home okay**
- ◆ (Re)**Explain medications** once patient is home
 - ✓ When to take it
 - ✓ How often to take it
 - ✓ Side effects
 - ✓ Any problem, stop and contact the doctor
- ◆ (Re)**Explain the doctor's instructions**
 - ✓ Prevent potential injuries
 - ✓ Increases patient compliance
- ◆ **Educate in-home non-professional caregiver** (i.e., spouse, family, friend, etc.) on proper administering of medications + execution of doctor instructions
- ◆ Making sure the **home is safe**
 - ✓ Remove potential hazards to reduce possible re-injury
- ◆ Making sure the **home is clean**
 - ✓ Minimize the possibility of infection

ADDITIONAL POINTS

ATTORNEYS

- ◆ Professional caregivers, *with permission of patient*, can take photo(s) in the patient's home of patient and their wound(s).
 - ✓ More dramatically and substantively supports the attorney's personal injury case.
 - ✓ Photos become another element in strengthen documentation.



HomeHealth Financial

Working with the personal injury community to elevate care + improve outcomes in personal injury cases.

ADDITIONAL POINTS (cont'd)

SURGEON / SURGICAL CENTERS

- ◆ Removes the financial obligation for professional home care from the doctor
 - ✓ HHF covers the cost of professional home care
- ◆ Professional home care enhances the overall quality of patient care
 - ◆ In the eyes of the patient, it is the *surgeon* who is providing this higher level of care. HHF operates entirely behind the scenes.
- ◆ Adding professional home care leads to greater office efficiency *by reducing phone calls from post-op patients* asking for clarification about administering medications or executing doctor's instructions.
 - ✓ This reduction in calls can free up a significant number of man hours each week, allowing them to be used more productively.
- ◆ Professional home care is an extension of quality assurance in the care of post-surgical patients.

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In Summary

HHF offers two services:

- ◆ **One visit** for patient who may not need home care but have been prescribed medication.
 - ✓ Medication management
 - ✓ Quality assurance
 - ✓ Gives patient second chance to change their mind on needing professional home care
 - ✓ We encourage all scripts authorize 10 hours of care to allow for need that may not be apparent at the time patient is sent home
- ◆ **Multiple visits**
 - ✓ When ongoing care is clearly needed for successful post-operative recovery.

Using both of the above services, as appropriate:

- ◆ Increases patient quality of care
- ◆ Increases office efficiency by reducing or eliminating the phone calls
- ◆ Differentiate the surgeon/surgical center from the other providers
- ◆ Strengthens the personal injury case for the attorney by:
 - ◆ providing better documentation
 - ◆ increasing the significance of the surgery
- ◆ Keeps medical costs down