

Payer Strategy - Home Health

Client Profile

Size

8,000 episodes of care annually

Locations

Illinois
Wisconsin

Specialty

Home Health Services

Services Deployed



Payer Strategy

Testimonial

"SCALE was a wonderful partner to us during our payer rate negotiations. They were very communicative and responsive during the entire process and helped us achieve results that have materially helped our business. Would highly recommend them as a partner!"

– Client Co-CEO

Overview

SCALE was engaged by a home health service provider specializing in post-acute care to assist with payer contract review, rate negotiation, and market positioning across Medicare Advantage (MA) and Commercial lines of business.

- + The Client is a leading home health agency in orthopedic care recovery with over 8,000 episodes of care annually with accelerating growth.
- + The Client receives physician, hospital and ASC referrals for post-operative patients to provide skilled nursing and home health physical therapy services to aid in recovery.
- + Post acquisition, increased volume in orthopedic patient episodes and lagging reimbursement compelled them to seek improvement in payer contract performance.

Execution

SCALE Payer Strategy analyzed the home health market and their current payer agreements.

- + SCALE developed a rate negotiation strategy with consideration of the following:
 - + Obtained clinical and performance outcomes from the group to quantify savings to the payer.
 - + Assessment of current payer agreements with respect to rates, geography, and service type provision.
 - + Client's positioning within the context of national home health market movement, payer acquisitions, as well as payment methodology.
 - + Obtained data from market stakeholder views on home health services as a factor included in the strategy.
- + The second iteration of integration with three practices began in early 2021 and was completed with billing through the newly formed entity seven months later.

Results

As a result of payer negotiations, the client has achieved successful outcomes with six of six major payers consistent with their best-in class quality of care and leadership in the market.

- + SCALE assisted the Client in meeting with payer representatives to explain their value proposition and demonstration of high-quality patient outcomes in post-acute care.
- + SCALE's partnership with this group has accomplished favorable changes in six of their payer contracts, including Commercial and Medicare Advantage, impacting greater than 50% of their payer mix.