# *ah HA! News from . . .*

# *Hospice Analytics*

## *Never Underestimate the power of data!*

Winter 2 2015

## In This Issue

Quick Links

FREE InfoMAX Webinar Heading

Jumpstart Your Success in 2015

Jumpstart Your Success in 2015

Opportunities and Announcements

## Quick Links

Our Web site home

National Hospice Locator

InfoMAX

Products & Services

About Us

Contact Us

**FREE InfoMAX Demo Webinar, February 12**

Attend a **FREE, half-hour** webinar to learn more about the power of data in your budgeting and planning process and to see InfoMAX in action:

**February 12, 1:00PM EST** (10:00AM Pacific).

**To register,** send an email to **Jennifer Ballentine**.

**Hospice Analytics Info**

It's a new year and Hospice Analytics is excited to announce new features and services to enhance your business intelligence and sustainability! We're looking forward to continuing to serve as your data and research partner in your efforts to improve end-of-life care.  *--Cordt, Jennifer, Cathy, and Joy*

## Hospice Cost Reports Now Available in Your InfoMAX Account -- FREE!!

As of last week, **full freestanding hospice cost reports back to 1999 are live in current InfoMAX accounts and no additional charge!** This brings tremendous added value to your subscription.

Cost Reports will be refreshed every week, so you'll always have the most current data available. Hospice Analytics is the ONLY source for comprehensive hospice Cost Report data.

If you are a current client, details on how to access your InfoMAX Cost Reports can be found on your login page. Once your download is generated, **you'll find all 17 freestanding cost report worksheets populated with all cost report detail reported for all the hospices in your selection of counties.**

We'll be adding other InfoMAX report formats based on these cost report fields and cost reports for the hospital-based, SNF-based, and HHA-based hospices soon.

If you are not a current InfoMAX subscriber, pricing and details for how to access Cost Report information will be available soon. Contact **Dr. Cordt Kassner** with your questions.

## Hospices Exceeding Aggregate Cap in 34 States

## Our Mission
Hospice Analytics is an information-sharing research organization whose mission is to **improve hospice utilization and access to quality end-of-life care through analysis of Medicare and other national datasets.**

## Collaboration with State Hospice Orgs
More than 50 percent of the State Hospice Organizations participate in Hospice Analytics' Market Reports Project. These State Hospice Organizations represent over 60% of the hospices serving over 70% of the hospice patients in the country. Substantial revenue is shared with participating non-profit State Hospice organizations.

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## Hear What Our Clients Are Saying!

We have really come to appreciate you and the service you provide. It's been invaluable to our work!
    *--Hospice CEO (TX)*

This is really wonderful data! The report . . . has really helped our Board to picture where we are and where we need to go as an organization.

Based on 2013 Medicare Claims Data, Hospice Analytics has identified **hospices exceeding the aggregate cap in 34 states.** In some states, only 1 agency is at risk of penalties to Medicare (HI, KS, MN, NY, NC, OR, TN, VA).

The highest number occurs in California, at 83, while the highest percentage is in Nevada at 39%. Of note, **87% of hospices exceeding the aggregate cap are for-profit**: 67% serving fewer than 65 patients per day and 20% serving more than 65 patients per day.

| States with highest numbers of hospices exceeding cap | |
|---|---|
| California | 83 |
| Texas | 62 |
| Georgia | 49 |
| Mississippi | 31 |
| Alabama | 23 |
| **States with highest percentage\* of hospices exceeding cap** | |
| Nevada | 39% |
| Mississippi | 29% |
| South Carolina | 28% |
| Georgia | 27% |
| AL, AZ, CA each at | 20% |
| *Total number of hospices based on unique CMS provider numbers, not including branches, satellites, other locations billing under a single provider ID | |

Medicare will not inform hospices exceeding the cap in 2013 until summer of 2015. **Hospice Analytics can tell you today if your hospice has exceeded the cap** and by how much, so you can begin budgeting for the penalty now, and adjust practices to avoid further penalties in coming years.

## Jumpstart Your Success in 2015

Hospice Analytics is your data analyst and research partner in achieving sustainable success. **Our online, user-friendly "InfoMAX" reports instantly translate Medicare claims and cost report data into strategic knowledge of your service area, business operations, and market opportunities -- including the most current 2013 Medicare data.**

*--Hospice Executive Director (NY)*

I like your reports and find them invaluable to our business develop-ment work. Keep up the good work!
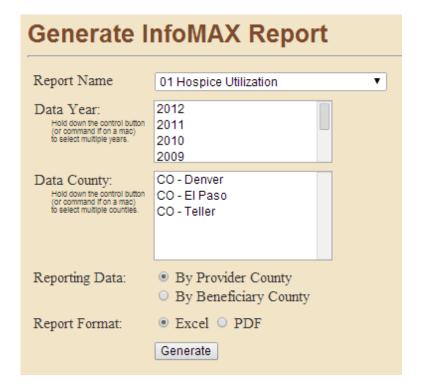*--Hospice Business Development Manager (WA)*

**Speaking & Teaching by Hospice Analytics**

*Hospice Analytics has offered workshops and plenary sessions on data analysis and utilization, strategic planning, and other topics at numerous state and national conferences. To arrange an engagement in your state or agency, contact* **Jennifer Ballentine**.

**Georgia Hospice and Palliative Care Association Conference**, Feb. 19, Dr. Cordt Kassner and Jennifer Ballentine

**For only $500 set-up and $100 per service area county, a subscription to InfoMAX puts the power in your hands:** *No waiting* for reports to be generated and sent; *no frustrations* trying to pick apart packaged information to find the answers to your real questions.

**From 25+ available reports, you pick the data you need,** selecting any combination of years from 2007 to 2013 and any combination of counties you've included in your subscription. Reports can be generated by Provider county or Beneficiary county and in PDF (graphic) or Excel (raw data) formats.



With a few clicks, **you generate the information when you need it in the format most appropriate for your use.** Need a graphic to quickly visualize trends? Or maybe you'd prefer an Excel spreadsheet so you can see the numbers and add your own calculations. Both are available in seconds. You can access and communicate the data you need to:

- Quantify hospice utilization in your service area;
- Understand service area demographics and mortality;
- Identify missed or neglected population segments and referral sources;
- Analyze admissions to your program and others by diagnosis, race, gender, age, and geography;
- Match up hospital, home health, and nursing facility admissions and discharges to your program

offerings;
- Evaluate visit lengths and frequency and compare to competitors'
- Track trends in census to better predict staffing needs and cash flow;
- Build profiles of competitors or potential partners;
- Compare revenues to costs for your hospice and your competitors;
- And more!

**Special reports for consultants and companies serving the hospice industry are available as well. (Contact us for details.)**

To see how InfoMAX works for yourself, use the **interactive InfoMAX demo** feature on our Web site, or **join us for a FREE Webinar demo** on February 12; details in the sidebar at left.

## Opportunities and Announcements

**Physician aid-in-dying** (aka "physician-assisted suicide," "physician-assisted death") bills have been introduced in **Colorado, Wyoming, California, and Missouri**. Another bill is in process in New Jersey. Both the AAHPM and NHPCO organizations are revising their position statements and recommendations on the issue, while numerous other medical and healthcare-related discipline associations have stated opposition or concern.

**If it hasn't already, this issue will soon come to you,** and every hospice professional and agency will be called upon to provide accurate information, distinguish hospice from assisted death, and reassure patients and families that relief of suffering is both our specialty and our top priority. **Hospice Analytics has been following this issue very closely** and has assembled copious fact-based information as well as model position statements and legislative recommendations. For more information, contact **Jennifer Ballentine**, 303-521-4111.

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