ah HA! News from . . .

Hospice Analytics

Never Underestimate the power of data!

Fall 2 2014

In This Issue

Quick Links

FREE InfoMAX Webinar

Does Merging Make Sense?

Quick Links

Our Web site home

National Hospice Locator

InfoMAX

Products & Services

About Us

Contact Us

FREE InfoMAX Demo Webinar, October 16

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:

Oct. 16, 2:00PM EDT (11:00AM Pacific).

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

Hospice Analytics Info

Our Mission

Hospice Analytics is an information-sharing research organization

In our part of the world, leaves are turning, nights are getting crisp, and new year planning is well underway. **We've received the 2013 Medicare claims data** and will be updating InfoMAX reports soon. If you are a current subscriber or subscribe now, you'll be way ahead of your competitors. **Register now for our October 16 FREE InfoMAX webinar.** Details in the sidebar and below. Please forward this e-newsletter to anyone you think will be interested. *--Cordt*

Does Merging Make Sense?

Mergers, Acquisitions, Affiliations . . . Consolidation Wave Hits Hospice
Fast fading are the days of the community-based hospice with a contiguous service area defined by drive time from the main office. As fiscal pressures and systemic changes continue to challenge sustainability, **many hospice programs are looking at larger, structural solutions to viability,** among them mergers, acquisitions, affiliations, strategic operating partnerships, and other relationships.

As of 2012, there were 3,662 Medicare certified hospices serving beneficiaries. Some markets are thickly dense with hospice providers, while others are woefully underserved. **Dense markets are most vulnerable to "shake-outs"** as stiff competition drives out agencies that are unable to establish a sustainable census. Mergers or other operational partnerships can create efficiencies in consolidating administrative functions and freeing up more resources for patient care and marketing.

The table below identifies the states with the densest hospice market penetration in terms of number of Medicare care (65+) aged persons per hospice.

State	# Hospices	

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.

Our Staff
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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.
--Hospice Executive Director (NY)

		# Medicare-aged persons per hospice
UT	135	77
MS	147	98
KS	103	126
ID	51	133
LA	157	134
IA	124	138
NE	56	140
OK	139	141

By contrast, the least-dense hospice market that is not a Certificate of Need state has 1 hospice per 466 Medicare-aged persons (West Virginia; followed by Delaware at 1/460, Nevada at 1/385, and New Jersey at 1/397).

Many of the factors you might need to examine when considering operational partnerships can be extracted from our InfoMAX reports: local market density, percent utilization of hospice by Medicare beneficiaries generally and by demographic features; agency corporate status, organizational characteristics, patient population features; revenues and costs; service area demographics; relationships with nursing homes, hospitals, and home health agencies, and more.

FREE InfoMAX Webinar--Register Now!

Hospice Analytics is your data analyst and research partner in using data to improve quality care. Our online, user-friendly "InfoMAX" reports translate Medicare claims and cost report data into strategic knowledge of your service area, business operations, and market opportunities. **Join us for a FREE Webinar demo on October 16**; details in the sidebar at left.

InfoMAX allows you to **pull just the data you need, when you need it.** In just a few clicks you can produce 25+ report formats on preset variables (such as utilization, patient and market demographics, discharge status, levels of care, admissions and mortality, Medicare reimbursements, etc.) or you can customize reports across counties or years. **Consultant reports are available** for industries serving hospices as well.

I like your reports and find them invaluable to our business development work. Keep up the good work!

--Hospice Business Development Manager (WA)

Speaking & Teaching by Hospice Analytics

Hospice Analytics will be speaking at the following conferences this fall. To arrange an engagement in your state or agency, contact Jennifer Ballentine.

Oct. 5-6:
Midwest End-of-Life Conference
Branson, MO

Oct. 8-10:
Rocky Mountain Hospice Conference
Loveland, CO

Oct. 12-14:
Washington State Hospice & Palliative Care Organization Conference
Chelan, WA

Nov. 3-5:
Midwest Care Alliance: 2014 Annual Conference
Columbus, OH

Nov. 17-18:
California Hospice & Palliative Care Organization 2014 Annual Conference
Las Vegas, NV

Generate InfoMAX Report

| Report Name | 01 Hospice Utilization ▼ |

Data Year:
Hold down the control button (or command if on a mac) to select multiple years.
2012
2011
2010
2009

Data County:
Hold down the control button (or command if on a mac) to select multiple counties.
CO - Denver
CO - El Paso
CO - Teller

Reporting Data: ● By Provider County
○ By Beneficiary County

Report Format: ● Excel ○ PDF

[Generate]

For only **$500 set up fee and $100/county**, InfoMAX is your captive research resource for budgeting, strategic planning, utilization analysis into the new year. Join us for the FREE webinar, use the links in the sidebar to contact us, or visit our **Web site** for an online InfoMAX demo and to learn more!

Cathy Wagner Joins Our Team!

Cathy Wagner is an RN who has been involved with hospice since 1984, serving primarily in executive management and in educational roles. She has worked in several hospice programs in Ohio and Colorado. Cathy was most recently the Executive Director of Colorado Community Hospice, now Kindred at Home, in Denver. Cathy will be advising our clients on utilizing data-based information to improve patient care and organizational efficiency.

In addition to her work with Hospice Analytics, Cathy serves as a part-time instructor at Red Rocks Community College teaching end-of-life classes. Cathy serves on the RN exam development committee for the National Board for Certification of Hospice and Palliative Nurses and on the Board of Directors for The Colorado Center for Hospice and Palliative Care. Additionally, Cathy has a special interest in medical ethics and has served on several ethics committees. Cathy served for seven years on the Board of Directors for the Hospice and Palliative Nurses Association (HPNA). She is a Certified Hospice and Palliative Nurse.

Cathy received her RN in 1981 and earned a Master's Degree
in Nursing in 1984 and an MBA in 1998.

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