



Achieving Joint Commission Accreditation: A Competitive Advantage for Personal Care, Private Duty and Non-Medical Providers

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Today's Objectives:

- ▶ Identify the present and future challenges of the Private Duty industry
- ▶ Relate the scope of accreditations provided by The Joint Commission
- ▶ Describe the value added features that can be gained by Private Duty Agencies when they seek Accreditation with the Joint Commission

Environmental Observations

Growth of Baby Boomers will account for 20% of the Senior Population in 2030

- ▶ *Living longer but need effective support to live with chronic infirmities*
- ▶ *Recognition by payers that people who continue to reside at home with help enjoy a better quality of life and health*
- ▶ *Health and custodial care at home is more cost effective than institutionalized care*
- ▶ *The Health Care Technology market is exploding*

Environmental Challenges

- ▶ Shrinking number of qualified in home support employees
- ▶ The challenges of a multicultural workforce
- ▶ The 'new' typical American Family structure
- ▶ Traveling clients and transient staff



Fastest Growing Care & Support Services Today include...

- ▶ Adult Day Care
- ▶ Home Medical Equipment
- ▶ Palliative Care
- ▶ Personal Care Aides
- ▶ Private Duty/Pay
- ▶ Rehabilitation Technology
- ▶ Hospice

Private Duty Stats

- ▶ Market indicators – Continued growth
- ▶ Greater than 70% discharged from home remain in their communities
- ▶ Average Length of Service 2.5 times longer than Medicare Home Health Services
- ▶ Client averages over 20 hrs/week
- ▶ Average charge more than \$17.00/hr

Challenges in Private Duty

- ▶ Staff Recruitment and Retention
- ▶ Clients today are more physically and emotionally fragile
- ▶ More Statewide and Regional Competition
- ▶ Funding Sources may not be local
- ▶ Competition will try to Establish & Brand as Household name
- ▶ Maintaining a Positive Operating Margin
- ▶ Differentiation Strategies
- ▶ Threat of increased Regulatory Control

The Changing Healthcare Delivery System – What's in the Future?

- ▶ Chronic Care Models - *Medical Home Model*
- ▶ Transitioning to Consumer-Driven Healthcare
- ▶ Payors and Regulators looking for Continuum of Care Strategies
- ▶ Tele-health
- ▶ Electronic Medical Records
- ▶ Healthy Aging, Wellness Models vs. Disease Management Models
- ▶ Outcomes of Care tied to Staff Performance and Client Satisfaction

The Changing Healthcare Delivery System

- ▶ Healthy Aging, Wellness Models vs. Disease Management Models
 - Private Duty –Companion services
 - Geriatric Care management
 - Adult day Care
 - Holistic Approach

The Changing Healthcare Delivery System Makes Private Duty an Essential Partner

- ▶ *Pay for Performance Environment*
- ▶ *Payers can save precious health care dollars by partnering with support services*
- ▶ *Functionally impaired clients can live **safely** and happily at home with safe assistance*
- ▶ *Bio-technology enhancing the **quality** of life for functionally impaired, chronically ill people.*

What Role Does Accreditation Play in this brave new world?

The Joint Commission is clearly and solely
Committed to Improving Safety and Quality of Care



The Joint Commission Accreditation

■ Mission:

“To continuously improve the safety and quality of care provided to the public through the provision of health care accreditation and related services that support performance improvement in health care organizations”

■ Positioning Statement:

“Helping Health Care Organizations Help Patients”



Committed to Improving Safety and Quality of Care & Services

- ▶ As an organization TJC has more than 50 years of health care accreditation experience
- ▶ Began with hospitals but now extends to a full range of sites including homes.
- ▶ We work with national experts and industry representatives to establish standards
- ▶ Promote optimal safety and quality for patients and clients.

Dr. Chassin's emerging message:

Goal: to drive the delivery system to achieve major, durable improvement

- ▶ The public is impatient and wants assurances of their safety and quality of care purchased
- ▶ A little better is not good enough
- ▶ Document improvement
- ▶ Help transform the industry to high reliability

Consider How Your Mission is Strategically Aligned with the Joint Commission

- Ensuring Client Safety
- Protecting Your Brand
- Establishing Standards
- Enhancing Quality Services



The Joint Commission Accreditation



- ▶ Evaluates and accredits more than 15,000 Health Care Organizations across the spectrum of services
- ▶ Domestic and International
- ▶ Nation's predominant standards-setting and accrediting body in health care
- ▶ The home care program is the largest program of accredited organizations with the Joint Commission
- ▶ The Joint Commission's Accreditation is Recognized Nationwide as a Symbol of Quality that Reflects an Organization's Commitment to Quality, and Safety of Care Through Meeting Certain Performance Standards
- ▶ Organization's Earn and Maintain The Joint Commission's Gold Seal of Approval™ by Undergoing an On-Site Survey at Least Every Three Years

The Joint Commission Home Care Accreditation Program



- Established in 1988, Evaluates and accredits more than 4,000 Home Care Organizations
- Accredits Personal Care and/or Support Services

Definition:

Involves the provision of assistance because of a health-related condition with personal care, activities of daily living, or management of household routine by paraprofessional staff to a patient in his or her home. These services include the provision of services by home health aides, personal care aides, home attendants, nursing assistants, companions, and homemakers.

Benefits of Joint Commission Accreditation



- Recognized by Select Insurers, and Other Third Parties
- Enhanced Opportunities to Participate in Networks of Providers
- Attracts Professional Referrals
- Accreditation by The Joint Commission indicates a proven commitment to high quality patient/client/beneficiary care/services
- Strengthens community confidence and recognition
- Provides professional consultation and enhances staff education
- Exposure to wide array of professional and practice resources
- Liability insurance coverage discounts
- Improves Risk Management and Risk Reduction
- Can Fulfill regulatory requirements in select states

Benefits of Joint Commission Accreditation

- Provides a Framework for Program Structure and Management
- Validates Compliance with Nationally Recognized Standards by the Preeminent Health Care Evaluator
- Provides Education on Good Practices to Improve Business Operations
- Lessens burdens imposed by duplicative state regulatory surveys
- Can be a Tool to Attract and Retain Quality Personnel
- Experienced Certified Surveyors
- Use of Advanced Technology –Secure Extranet Site,
- Electronic Standards Manuals
- Immediate Feedback on Survey Results
- Objective Quantifiable Accreditation Decision Process
- On-Going Support and Communication



Personal Care and/or Support Services Eligibility

The Joint Commission

- ▀ Provision of assistance to clients with health-related conditions by paraprofessionals.
- ▀ Provision of services by HHAs, personal care aides, companions, and homemakers.
- ▀ Served 10 patients and 2 active at time of survey





General Eligibility Criteria

- ▶ No track record of compliance with standards
- ▶ Must be in compliance with all applicable standards at time of on-site survey
- ▶ Services provided through written agreement or contract are eligible and surveyable
- ▶ All other eligible services are surveyable (includes HME, Pharmacy, Home Health)



Survey Process

- ▶ Data-driven Priority Focus Process – Use of pre-survey information to conduct a more organization-specific and consistent survey
- ▶ Concentrates on Operational Systems Critical to Safety and Quality Care/Services
- ▶ Objective to Evaluate and Educate
- ▶ Evaluation of Actual Care Processes by “Tracing” clients through the services they received
- ▶ “System Tracers” Analyze Key Operational Systems that Directly Impact Quality and Safe Care/Services



Survey Process

Client Tracer Activity

- Observation of Care/Services
- Observation of Service Planning
- Consumer, Client, Family Interviews
- Review of Client Record
- Review of Policies and Procedures if Necessary
- Staff Interaction
 - Daily Roles and Responsibilities
 - Training and Orientation
 - Observation of Direct Care/Services



Survey Process

On-Site Survey:

- On-Site Electronic Preliminary Report Findings
- Surveyors Advise on any Follow-up Requirements
- Organization Corrects Any Findings via Electronic Submission of Evidence of Standards Compliance Before Awarded Accreditation



Who Are the Surveyors?

- ▶ Professionals with at least 5 years of Home Care experience
 - Registered Nurses, Pharmacists, Respiratory Therapists, and Medical Equipment Specialists
- ▶ All Certified and receive Continuing Education
- ▶ All Employees of The Joint Commission
- ▶ Required Conflict of Interest Policy

Standards

- ▶ Address key functional areas, such as Patients Rights, Human Resources, and Leadership Focus on actual performance of safe, high quality services
- ▶ Organized into a Comprehensive 'How-To' Manual, with each standard defining the expected outcome.
- ▶ Beneath each standard are 1 or more elements of performance that describe what must be done to satisfy the standard.
- ▶ If Organization does the right things and does them well, strong likelihood clients experience good outcomes and high client satisfaction

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Staff are competent to perform their responsibilities.

- ▶ For your staff and contracted staff that are providing services to patients, what is your process to ensure that these staff are performing these services as you requested?
- ▶ What is your process to document these competency assessments?
- ▶ Where are these competencies and trainings kept at your company?
- ▶ Survey process



Standards Speak to All Aspects of the Organization...

- ▶ Leadership Standards address requirements such as the development of policies and procedures, sufficient and competent staff and allocation of resources
- ▶ Emergency Management Standards guide organizations to develop and test a functional plan
- ▶ Performance Improvement Standards help organizations plan, collect and analyze and use customer satisfaction data.

When Will I be Scheduled For Survey?

Once the following information is on file and confirmed you will be scheduled for survey:

- ▶ Verification from Account Representative of a completed application
- ▶ 10 Survey Avoid Dates
- ▶ Survey “Ready Date”
- ▶ Deposit accepted
- ▶ Provided care to at least 10 clients
 - 2 clients receiving services at time of survey

How Should I Prepare For Survey?


- ▶ **Become familiar with the Comprehensive Accreditation Manual for Home Care**
 - Contact Standards Interpretation Group 630-792-5900 for assistance if questions
 - Use the Applicability grid to identify all PC/SS standards that apply to the services you provide

- Review Accreditation Participation Requirements
- National Patient Safety Goals
- Review Speak Up campaign – free download at www.jointcommission.org
- Don't forget to celebrate your accomplishments!
- Accreditation is achievable!

Cost For Accreditation

Personal Care/Support Services

- ▶ Initial non-refundable deposit \$1700.00 credited to assessed fee
- ▶ On-site and annual survey fee based on Average Daily Census
- ▶ Additional branch location fees based on miles from main site



How To Decide If This Is The Best Option for My Organization

- ▶ You have a limited number of leaders and staff.
- ▶ You want an educational evaluation of your organizations services
- ▶ You and your staff want additional insight into how you can use the accreditation and the data you are collecting to your advantage
- ▶ You want the ability to talk one-on-one or in a group with a trained professional to discuss best practices and your challenges
- ▶ You want access to an ever-updated body of professional knowledge and a forum for discussing current home care service topics



How to Apply – It's Easy!

- ▶ Contact Jasmina Juric, Business Development Specialist to request your application:
jjuric@jointcommission.org, 630.792.5251
- ▶ Will receive password to extranet site with access to electronic application
- ▶ Complimentary manual sent to organization after deposit received
- ▶ Access www.jointcommission.org/HCToolkit to request application on-line



Additional Resources and Support

- ▶ Read the official Joint Commission *Perspectives* newsletter published monthly free to accredited organizations.
To subscribe 800-746-6578
- ▶ Visit www.jointcommission.org for information about home care accreditation
- ▶ To request a speaker on topics such as standards, survey process or performance improvement: 630-792-5633
- ▶ Joint Commission Resources an affiliate of the Joint Commission can provide consulting and technical assistance: 630-268-7400 or www.jcrinc.com



Additional Resources and Support

▶ **The Speak Up™ Initiative**

- ▶ **March 2002, together with CMS launched national program to urge patients/clients to take a role in preventing health care errors by becoming active, involved and informed participants on the health care team**
- ▶ **Brochures available in English and Spanish on The Joint Commission website**

www.jointcommission.org



Additional Resources and Support

- ▶ For assistance with standards interpretation:
 - **Ed Smith at 630-792-5764 or Lynette Foster at 630-792-5856**
- ▶ Frequently Asked Questions at www.jointcommission.org
- ▶ For information about educational seminars: 877-223-6866 or www.jcrinc.com
- ▶ For publications to assist in preparation for survey: 877-223-6866 or www.jcrinc.org
- ▶ Read the Home Care Bulletin, a complimentary newsletter: 630-792-5771 to receive

What Will The Future Headline Read For Accredited Private Duty and Support Service Agencies?

Federal Government Acknowledges: Joint Commission Accredited Private Duty Organizations Provide Safer, Higher Quality Services as compared to their Competitors. Reimbursement for these services approved!





Thank you for your participation!

It is our pleasure to answer your questions.....

