HOW DESIGNERS ARE PARTNERING WITH HEALTHCARE PROFESSIONALS

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Program Eligible for 0.1 NKBA CEUs
YOUR PRESENTERS

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LaDonna is the Owner of Interiors By Design, Omaha, NE, a kitchen and bath designer and a licensed general contractor, Adjunct Instructor (retired) Biology, Anatomy/Physiology, and Genetics, Metropolitan Community College, Omaha, NE, and is an Ambassador for the Living In Place Institute
Photo Opportunity

This Presentation Is Available for Download at www.LivingInPlace.Institute

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AGENDA

➢ Presentation of products and business opportunities for partnering with the healthcare industry
  ➢ Where to start and who to talk to . . .

➢ Establishing inter-professional partnerships with healthcare professionals

➢ What Occupational & Physical Therapists offer to designers & contractors

➢ Understanding health care reimbursement initiatives to help clients fund modifications

➢ Open forum discussion
1. Using health care-related product innovations to help individuals live and thrive in their homes

2. Understand why creating partnerships on new construction and remodeling helps families keep loved ones safe and secure in their homes

3. Learn how to create new business opportunities
Role of Designers and Contractors

➢ In The Past--
   ➢ Design, Build and Remodel homes
     ➢ Structurally sound, accommodate family, attractive

➢ Now---
   ➢ Evaluate needs
   ➢ Design—atractive, accessibility, comfort and safety
   ➢ Build—structurally sound, fit the needs of all, be innovative with technology included
   ➢ Understanding funding for projects
How to be all things to all people

- Partnering
  - Product specialists
  - Health care professionals
  - Medicare and insurance professionals

- Education
Pamela Isetts of Isetts Consulting, LLC is a Certified Living In Place Professional (CLIPP™) helping design industry colleagues and medical professionals collaborate so that individuals can live comfortably in their homes.

Pamela is an independent sales representative and an industry consultant. She also serves as an Ambassador for the Living In Place Institute.
There are 10,000 Americans turning 65 EVERY day
By 2030, 20% of the U.S. population will be 65 and older
90% of seniors want to stay in their homes
Less than 3.5% of current single-family homes have three of the most critical accessibility features:
- Zero-step entrances to the home
- Single floor living
- Wide hallways and doors

(2018 Joint Center for Housing Studies of Harvard University)

These statistics demonstrate that modifications to ALL homes need to be made NOW to support the housing needs of tomorrow
These Are The Facts...

- 1 in 5 Americans of all ages have a disability
- 1 in 4 seniors experience a fall every year
  - Falls result in direct medical costs in excess of $68 billion annually
  - Fall prevention is key to living and thriving in the home
- Home improvement designs and remodeling can help to reduce falls in collaboration with health professionals
Partnering with the Healthcare Industry
Where to Start...

- Recognize there are relationships that can be built between design professionals and the healthcare industry to expand your business
- Implement new business opportunities working with health insurance companies, medical professionals and social support organizations to finance accessible living
Step #1
Research Healthcare-related Product Innovations

- Assist your clients to evaluate in-home healthcare-related products that are currently on the market
- Do your research and find the right solutions
  - Toilets built to improve personal hygiene
  - Curbless showers for ease of mobility
  - Automated medication dispensing machines
  - Mobility aids such as grab bars and stair lifts
  - Smart technology speakers, phones & tablets
Design Improvements that Could be Covered to Help Clients Remain Healthy and Safe in their Homes

- Light switches located 44” above the floor
- Wall outlets no lower than 24” above the floor
- Increased lighting with dimmers throughout the home
- Grab bars properly placed
- Ramps – No steeper than 1” of rise for every 20” of horizontal run
- Home and Personal Monitoring Systems

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Housing Industry Professionals on your team may typically include:
- Certified Kitchen & Bath Designers
- Contractors or Remodelers
- Living in Place Professionals, Associates & Home Trade Specialist Teams

Healthcare Professionals on your team should include:
- Occupational and physical therapists, pharmacists and social workers
- Identify the level of professional expertise you need from healthcare partners
- Reach out to local Area Agencies on Aging (AAA) and rehabilitation centers
- Always include family or authorized caregivers
- With your network in place, you can assess client needs more effectively
An hourly or per project design fee
Payment from contractor/remodeler for design services and materials
Payment from consulting with developers and architects
Payment from healthcare partners (AAA agency, insurance company)
Client reimbursement from insurance payers
Special programs, grants and donations
Private payment from client long-term care and life insurance policies
Fixed fee payment for large design projects in schools and nursing homes
Judy Delaware, OTR/L, CLIPP

Judy is a Registered and Licensed Occupational Therapist and President of Positive Therapeutic Beginnings since 2005. Judy is a practicing therapist specializing in home assessments, home modifications and family education, and has helped people of all ages with Activities of Daily Living and with home accessibility and safety. She is also the Co-Founder of Feeding Littles, an on-line training program for parents and therapists since 2011.

In her over 35 years of clinical experience as an Occupational Therapist, her work in visiting homes and schools to support individuals, families and children at mealtimes has been one of the most rewarding aspects of her career. She is also a frequent presenter at the Certified Living In Place Professional classes as well as Living In Place Institute seminars across the country.
Medical Professionals

- Occupational and Physical Therapists are extensively trained in physiology and the musculoskeletal systems and are knowledgeable about Activities of Daily Living and necessary rehabilitation.

- Both occupational and physical therapists are responsible for understanding how humans interact with their home, designs and products and working with other team members to make recommendations for Activities of Daily Living (ADL).
What Are The Activities of Daily Living

- Eating
- Bathing
- Dressing
- Toileting (being able to get on and off the toilet and perform personal hygiene functions)
- Transferring (being able to get in and out of bed or a chair without assistance)
- Maintaining continence (being able to control bladder and bowel functions)

An OT or PT SHOULD ALWAYS BE ENGAGED when someone in the home or visiting family members or friends have any known or suspected medical issues. Otherwise, you may be practicing medicine without a license and may open yourself to a lawsuit.
Occupational and Physical Therapists

➢ Evaluates client’s ability to reach and grab, their strength and cognitive capabilities, etc. They also understand how these may change over time or because of medical condition

➢ Recommend grab bars, grab poles and other assist devices for client needs and specifies safe and proper positioning

➢ Specify heights for beds, toilets, counters, appliances, seats, etc.

➢ Specify assist devices such as wheelchairs, walkers, eating, bathing, dressing, hygiene, cooking aids, hoists/lifts, etc.

➢ Provide proper instruction to clients how to use devices
How To Find Occupational and Physical Therapists

➢ Attend a local chapter meeting of the American Occupational Therapy Association (AOTA – www.AOTA.org) or the American Physical Therapy Association (APTA – www.APTA.org)

➢ Visit local rehab centers

➢ Home Health Care Finder through the U.S. Administration for Community Living – https://eldercare.acl.gov/Public/Resources/Factsheets/Home_Health_Care.aspx

➢ Search for a Certified Living In Place Professional™ Occupational or Physical Therapist at https://livinginplace.institute/searchpros
HIPAA - Health Insurance Portability and Accountability Act

- Regulations that govern the use and disclosure of an individual's health information.

- Strongly recommended that documents that release client information be understood and approved by the client (or client Medical Power of Attorney) prior to dissemination to others.

- If you gather sensitive medical information and are not familiar with HIPAA requirements, it is STRONGLY recommended that you work with a HIPAA specialist to implement a compliant system with appropriate insurance.

  - HIPAA penalties are significant – HIPAA fines can be up to $50,000 and up to 1 year in jail per incident and are possibly higher if the violation is malicious.
Brian J. Isetts is a Professor at the University of Minnesota College of Pharmacy and a pharmacist with 30 years of experience working as a nursing home consultant, and in community and institutional practice. He also served as a Health Policy Fellow for three years at the Centers for Medicare and Medicaid Services in Washington, D.C.

Brian’s research focuses on empowering patients and families in shared decision-making to reduce the burden of illness for individuals who may benefit from the use of medications. He is also a Certified Living in Place Professional™ and serves on the Living in Place Institute Medical Advisory Panel.
New payment policies to keep patients in their homes
Alternatives to traditional nursing home care are expanding
May be able to use some long-term care & life insurance policies
There is an increasing patient and family demand for new options to pay for home modifications
Payment for housing modifications is creating a rapidly expanding market
Includes Medicare, Medicaid, VA and private insurance initiatives to pay for home construction and remodeling innovations
What Determines Health?


How Healthcare Payments are Expanding Housing Markets

- When Medicare started in 1965, payments based on providing many services to patients (fee-for-service) • Has been a disincentive to keep patients well
- A 2015 law is changing payments to reward healthcare providers when a patient’s health improves (e.g. when a person can stay in their home longer)
- Alternative Payment Models (APMs), Accountable Care Organizations (ACOs), Medicare Advantage (MA) Plans
Until recently, health plans were not able to provide coverage for home modifications and other Social Determinants of Health (SDoH) that have been getting in the way of well-being

SDoH identified as “root causes” or barriers to good health

Long before we need medical care, the basis for health begins in our homes, schools and jobs

Philanthropic foundations, payers, and others are investing significantly in new approaches to address the SDoH including new construction and home modification innovations
Program of All-inclusive Care for the Elderly (PACE) includes home modifications to accommodate disabilities

Increasing coverage for in-home and assisted living care

Becoming more difficult for people to qualify for skilled nursing facility care (long-term care nursing homes)

New Medicare rules permitting coverage for some supplemental benefits such as housing and other social determinants of health
Healthcare Partners for Home Modifications

- Find your local Area Agency on Aging (AAA) - 622 nationwide at:
  - www.payingforseniorcare.com/longtermcare/find_aging_agencies_adrc_aaa.html
- AAA grants include enhancing access to home modifications
- Resource Guide for Care-givers (AARP link on last slide)
- State/local governments, universities, hospitals, and faith-based/community-based/tribal organization funding partners
- Social service and community health worker resources
- Clinics that are helping clients submit housing requests to health insurance and Medicare Advantage plans
Breaking News – Case Study Examples of Successful Health Care Partnerships

- Coming soon to the Living In Place Institute web site
- Supported by the Living In Place Medical Advisory Panel
- Examples and stories of successful health care partnerships
- Including case study examples from the Veterans Administration, Medicare Advantage Plans, State Medicaid Programs, Program of All-inclusive Care for the Elderly, Accountable Care Organizations, and others

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Items available for reimbursement and their rules/regulation are available to Certified Living In Place Professional™ (CLIPP™) graduates on the Living In Place Institute.

For more information on how to become a CLIPP member, go to www.LivingInPlace.Institute.
What are some new business opportunities that you might pursue knowing that various health care providers and programs are prioritizing home modifications to help individuals live safe and comfortably in their homes?

1. Where will you start?
2. How will you reach out to potential health care partners?
3. What payment arrangements will you use to tap into this rapidly expanding market?
Helpful Links – Photo Opportunity

- For more information about CLIPP & the Living In Place Institute and to get a copy of this presentation – www.LivingInPlace.Institute
- Search for a CLIPP Occupational or Physical Therapist – www.LivingInPlace.institute/searchpros
- American Occupational Therapy Association – www.AOTA.org
- Area Agencies on Aging (AAA) – Home Health Care Finder through the U.S. Administration for Community Living – https://eldercare.acl.gov/Public/Resources/Factsheets/Home_Health_Care.aspx
- AARP Care-givers Guide (p. 12) – www.aarp.org/content/dam/aarp/home-and-family/caregiving/2012-10/PrepareToCare-Guide-FINAL.pdf
This Presentation Is Available for Download at www.LivingInPlace.Institute