

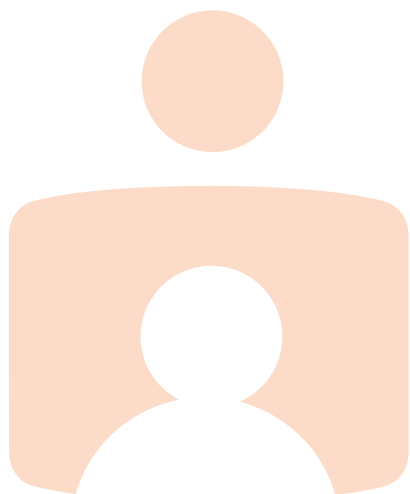
Making Money With Care

The eight essentials to
running a profitable
care department



Operating a profitable care department at a retirement residence is a challenge. High labour rates, recruitment of experienced care staff with the right work ethic, documentation headaches, resident ability (and willingness) to pay and the risks involved with serving a vulnerable clientele are all factors that can contribute to increasing costs and decreasing profitability.

At RHOSI Retirement Homes Software and Consulting, we have developed an understanding of how to make a solid profit while ensuring a consistent resident-focused approach to providing care services.



Take a look at the RHOSI approach:

Right Staffing

Having the correct staff member providing the correct service at the correct time is complex but essential. You must prioritize the tasks for your registered staff, and look at how other tasks might be done by less expensive staff. This requires looking at safety, minimum shift requirements, training and more. Most importantly, you need a comprehensive schedule so you know which resident requires which service at which time, allowing you to determine if your Personal Support Worker or Registered Nurse is available. A thorough analysis may uncover opportunities to improve task distribution and save your staff's time. It may also turn up ways to adjust your staffing and raise your profit.

Communication

Don't wait until you need to raise a resident's care fee to broach the subject with his/her family. You need a policy in place that has the Director of Care or General Manager contacting the family regularly to update them on their family member's status. Is dad's weight increasing? Is he sleeping better? Has he been ordering tray service more frequently? Is he resisting the provision of personal hygiene? There are hundreds of situations that may be occurring – ones that show improving health and ones that show decline. Share these regularly. Then, when you make that call to say the care fees are increasing, family members aren't surprised. Otherwise, there can be angry denials and months of negotiation when you try to recoup money for service already being provided.

Measure Everything

How long does it take a PSW to help Mrs. Smith enter and exit the bath, versus the PSW who does a full bath? How much time does it take you to provide centralized medication administration versus door-to-door? How much time is spent doing a night check? Changing an adult brief? Redirecting a cognitively impaired resident? Applying support hose? Removing them? If you don't know the answers, you probably don't know how much it costs you to provide that service. Most operators underestimate the amount of time each task takes. If you know how long the task takes and the wages of the person doing that task, then you have a clear understanding of how much you need to charge.

Transparent Assessment Tool

None of us like to be bamboozled by the car mechanic or computer repair technician. Residents and families feel the same way about care. They don't know what ADL, BID, PRN, HS or hundreds of other terms mean. They know nothing about best practices in nursing or what should be discussed at a care conference. They're looking to you for guidance – but first, they must trust you. Your assessment of the resident must be totally transparent. They must understand how, when, and why you assess. You must be able to show clear, readable documentation as to the status of the resident's health – and how it may have changed. Residents and family understand the value in the service provided if you're able to clearly demonstrate how often you are in a resident's suite rather than a vague "about a half hour a day". People will pay for what they perceive is of value.

Maximize "Value Add" Resources From Your Suppliers

Suppliers are a fantastic resource. Often they have publications, inservices and other programs from which your care department can benefit – at no cost to you. Pharmacies in particular recognize that these "value adds" to their product are a way of helping their clients succeed and giving back to the residents from whom they derive their livelihood.

Get Staff Involved

Empowered staff are one of your best tools for monitoring profitability. Staff should understand that it costs the employer money each time they step into a resident suite. The results of an initial health assessment should be shared with the staff and they must be given clear direction on what services the resident has currently contracted from you. Of course there's the occasional provision of service outside this agreement – a normally mobile resident needs a little help with buttons for example – just be certain such incidents get documented if occurring regularly. The staff need to share these occasional "one offs" with you, as well as when someone has begun to consistently request a service. You can then talk to the resident and their family and work this service into the care plan – and fee schedule.

Assess Regularly

Most residences carry out an initial assessment and develop a plan of care. How often these are updated varies widely. It's clear when there is a sudden change in health status – like a stroke – and care must quickly be increased to support the individual. But what about when it's a gradual decline over 18 months? Over that time staff may begin providing additional services for which fees are not being received. Now your staff are complaining about workload, your residents are dissatisfied with wait times and you don't have the budget to bring on more staff. Assessing your residents regularly – on a three- or six-month basis for example – will allow you to pick up changes in their needs and adjust your fees accordingly. Now you can hire that extra PSW!

Call In The RHOSI Experts!

RHOSI may be just the answer for your care department. Our experienced nursing consultant can do an analysis of your care department and make money-saving recommendations regarding staffing, task assignment, policies and more. We then implement an industry-specific software program – developed in conjunction with Directors of Care – that allows you to measure each resident accurately and regularly. It even allows you to assign a specific employee type, PSW for example, and produce staffing graphs so you'll know where your opportunities lie. RHOSI does all this and more. If you're looking for ways to make your care department more profitable and reliable, you should call us for a demonstration and discussion today.



RETIREMENT HOME SOFTWARE & CONSULTING

What the industry is saying about RHOSI:

"It's a tool you shouldn't operate without. Otherwise I can't see how you can form a sense of where your staffing is at."

Norbert Warnke
President, Meritas Care Corporation

"I love it, love it, love it. [RHOSI] allows me to manage the care department without any concern at all. I always feel on top of what is going on."

Michael Ayers
General Manager, Kensington Place

"It is an excellent visual aid when the Resident Care Manager is in consultation with residents, family members and/or responsible parties."

Linda Potrykus
Previous General Manager, Lincoln Park Retirement Community

"It's a fantastic analysis and management tool. I suspect General Managers would learn a lot about their residence using RHOSI."

Debbie Doherty
Chief Operating Officer, Specialty Care

"(RHOSI) clearly illustrates very objectively how we assess and score and it helps drive our staffing and gives me a concrete tool to share with families."

Lorraine Chalmers
Director of Care, Glynnwood Retirement Residence