Opportunity Knocks: Understanding the Role of Nutrition Services in Healthcare Integration

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Session Overview

• The time is now
• The changing healthcare market
• Role of nutrition services
• How do you compete?
• Learning from others
Staying Alive!

The Time is Now
Changing Resources
Government/Public Funding

- Older Americans Act
  Title III (C1, C2, NSIP), V, VI
- Other Federal
  Social services or community service block grants
- State-Vary by State
Building Sustainable Resources

- Expanding existing funding
- Social Entrepreneurship
- For Pay options
- Healthcare entities
Funding Resources

OAA Funding (Title III)  
$2.1 Billion

Medicare/Medicaid (ACOs, MLTSS, Duals)  
$11.5 Billion
Why Is This Important?

- Centers for Medicare & Medicaid Services (CMS) public primary payer for healthcare
  - Medicare
  - Medicaid
  - State Children’s Health Insurance Program (SCHIP)
The Changing Healthcare Market

Patient Protection and Affordable Care Act of 2010

- Triple Aim
  - Better care
  - Healthier people
  - Smarter spending
The Changing Healthcare Market

**Medicare** - Title XVIII of the Social Security Act, long term disabilities, end stage renal, 65 or older

- **Part A**
- **Part B**
- **Part C** - (Medicare Advantage)
- **Part D** - (Prescription)

**Medicaid** - Title XIX of the Social Security Act, low income, children, elderly, blind or disabled (Jointly funded by the state)
The Changing Healthcare Market

• Managed Care (MCO) has completely commercialized the delivery of Medicaid services
  ▫ HCBS
  ▫ Long-Term Services and Supports
• Accountable Care Organizations (ACOs)
• Hospital/SNF payment reforms
• Bundled Payment Initiatives
States with MLTSS by January 2014
The Changing Healthcare Market

Services must meet the needs:

- Customer- Payer
- Consumer-Beneficiary

Focused on quality metrics and improved outcomes

Payers assume the risk

Want a clearly defined Return on Investment (ROI)

Opens the door to For-Profit entities
What the Customer is Seeking

• Meet consumer needs
  ▫ Choice of meals, special or modified diets, flexibility)
• Access to the consumer
• Coverage for the entire service area (1 contract)
• Easy to submit referrals for services
• Meet quality metrics
• Data provided to show improved outcomes
The Role of Nutrition Services
Building the Bridge

HCBS Nutrition Services

Healthcare
The Role of Nutrition Services

Something Magical Happens!
Role of Nutrition Services

Value of Nutrition to Chronic Health Conditions

- Heart disease
- Hypertension
- Diabetes
- Osteoporosis
- Kidney disease
- Obesity
Role of Nutrition Services

Other Nutrition Services

• Nutrition Counseling
• Nutrition Education
• Nutrition Assessment
Role of Nutrition Services

Value Add

- Wellness/Safety Check
- Regular contact in the home
- Trusted in the home
- Client status (moved, hospital, nursing home)
- Perform Regular In-home Assessments
Key Findings-More Than a Meal Study

- Those receiving home-delivered meals:
  - Improvements
    - Anxiety
    - Self-rated health
    - Isolation
    - Loneliness

- Reduced rates of:
  - Hospitalizations
  - Falls
Key Findings-More Than a Meal Study

Those receiving daily meal delivery:

- Improvement in mental health (anxiety)
- Improvement in self-rated health
- Reductions in the rate of falls
- Improvement in feelings of isolation and loneliness
- Decreases in worry about being able to remain in home
Key Findings-More Than a Meal Study

Those receiving daily delivered compared to weekly:

- Feel safer
- Helped them to eat healthier food
- More social contacts
- Less loneliness
Key Findings-More Than a Meal Study

Those receiving daily delivered and lived alone:

- Decrease worry about being able to remain in the home
- Improvements in feelings of isolation and loneliness
Advantages for Nutrition Programs

- Valued added service
- Service and delivery structure in place
- Trusted entity with long history of success
- Linked to other community-based services
- Community partnerships
How Can You Compete?

Know:

• **Health Reform activity in your community**
  ▫ Medicare Advantage Plans
  ▫ Medicaid Managed Care initiatives
  ▫ ACOs
  ▫ Bundled Payment Initiatives

• **Competition**

• **Partners**

• **Champions**
How Can You Compete?

• Organizational culture change (staff qualifications, characteristics, inter-organizational operations)
• Strategic business plan
• Development and structure of community-based networks
• Service packages (identifying, pricing and packaging services)
• Marketing and sales strategies
How Can You Compete?

- Communication and negotiation techniques
- Addressing program capacity challenges (developing, increasing, and managing the capacity of the program to deliver services)
- Continuous quality improvement (setting standards, defining and measuring outcomes, monitoring)
- Risk management (identifying, accepting, and managing)
- Information technology (IT) system
Role of Nutrition Services in Healthcare Market
Final Words

- Know Your Market
- Know Your Competition
- Study Your Customer
- Organize and Execute
We have to get it right!
Learning from others:

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Resources:
www.NutritionandAging.org

- **Recorded NRCNA Webinars—Positioning Your HCBS Program in the Healthcare Market Webinar Series**
  - **Part 1: Overview of Health Reform Initiatives - How this Affects Your Organization and Terminology 101**
  - **Part 2: Market Analysis - Determine Health Reform Initiatives in Your Market Area**
  - **Part 3: Network Collaboration - The Need for Collaboration**
  - **Part 4: Developing a Strategy and a Business Model for Your Organization**
  - **Part 5: Positioning Your HCBS Program in the Healthcare Market**
Resources:

NASUAD STATE Medicaid Integration Tracker

More That a Meal Study
http://www.mealsonwheelsamerica.org/theissue/facts-resources/more-than-a-meal

• The Growth of Managed Long-Term Services and Supports (MLTSS) Programs: (January 2012)
Grant Opportunity
www.NutritionandAging.org

Building the Business Capacity of Senior Nutrition Programs Mini-Grant Initiative

• Number of Awards: 8
• Amount of Each Award: $10,000
• Application deadline: 5:00 pm EDT, June 30, 2015
• Successful Applicants Notified of Award: July 20, 2015
• Anticipated Project Start Date August 15, 2015
• Grant Project Ends: August 31, 2016