

"Thomson Healthcare solutions provided us with a 'win-win' scenario."

– Deb Haugh, Vice President, Corporate Marketing, Genesis HealthCare



Genesis HealthCare

Location:

Kennett Square, PA

Size:

25,800 Beds

Scope and Services:

Genesis HealthCare offers a variety of services in more than 200 centers across 13 eastern states. In addition to short-stay and long-term care services, Genesis HealthCare also offers specialized Alzheimer's care, orthopedic rehabilitation, ventilator care, dialysis care and assisted living services.

Solutions:

The Polaris™ Suite

CASE STUDY

Genesis HealthCare New Referral Source Increases Admissions to Post-Acute Setting

Genesis HealthCare, one of the nation's largest long-term care providers, was facing a challenge. With more than 200 skilled nursing centers and assisted living residences in 13 eastern states, the organization needed to increase referrals to its post-acute skilled nursing facility (SNF) setting, a core business, but it did not have the tool in place to identify which patients should be referred.

The Genesis HealthCare marketing and sales team devised an innovative plan to help the organization's partner hospitals identify patients that could be transferred to the SNF setting, thereby decreasing costly hospital stays and increasing SNF admissions.

To succeed, they had to understand how their clinical performance resources could be managed for maximum benefit. To get the answers they needed, Genesis HealthCare turned to Thomson Healthcare Clinical Performance Solutions for the information to identify priority areas for clinical, quality and resource improvement.

Identifying Opportunities for Referrals

Genesis HealthCare provided access and training to team managers across the organization. Using the insights gained from Thomson Healthcare Clinical Performance Solutions, the team was able to identify discharge trends and opportunities to improve patient care through referrals to the SNF organization-wide.

The marketing and sales team worked with members of the hospital case management team to examine discharge planning, quality improvement initiatives, and to identify patients that would benefit from treatment at a SNF sooner. As a result, the level of care being provided was elevated and increased SNF admission by 15 percent.

The Benefits of Using the Polaris Suite

Genesis HealthCare recognized that by using The Polaris™ Suite they put themselves at a unique advantage. For the first time, they were able to access the collective knowledge of their organization and develop and implement successful strategies for clinical improvement that improved patient care, decreased costs, increased referrals, and increased revenue.

“Thomson Healthcare Clinical Solutions provided us with a ‘win-win’ scenario,” said Deb Haugh, vice president, corporate marketing for Genesis HealthCare. “In sharing and working with hospitals using SNF discharge data, we were able to decrease stays, reduce hospital costs, and increase referrals and revenues. The impact of the Polaris Suite has been an overall improvement in patient care in the best setting.”

Genesis HealthCare Outcomes:

- 1) Increase referrals to Genesis HealthCare centers by 15 percent
- 2) Increase hospital discharge market share by 1.5 percent
- 3) Increase short-stay patient revenue by 10 percent (\$12 million)

In 2007, Genesis HealthCare was acknowledged for its accomplishments in the pursuit of excellence in performance improvement with a Thomson Healthcare Insight Award. The Insight Award was established in 2005 to honor and recognize Thomson Healthcare customers who have used Thomson Healthcare solutions and tools to achieve outstanding success at their organizations.

About Thomson Healthcare

Thomson Healthcare is the leading provider of decision support solutions that help organizations across the healthcare industry improve clinical and business performance. Thomson Healthcare products and services help clinicians, hospitals, employers, health plans, government agencies, and pharmaceutical companies manage the cost and improve the quality of healthcare.

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