# Powering proactive resident care and unlocking new value through predictive data

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**Danyele Homer is the Head of Customer Experience at August Health, the easy-to-use EHR that caregivers love.**

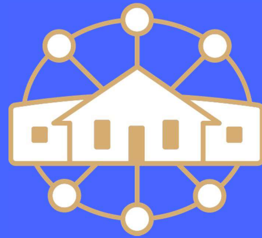
Prior to joining August Health, Danyele led the population health team at Epic Systems, supporting the large-scale implementation of EHRs and strategic initiatives at leading health systems across the country. Danyele holds degrees in Psychology and Public Health from Boston University.

*August Health is Trusted by Leading Operators*

**Jerry Taylor is the Vice President of the Value-Based Care Alliance of Florida.**

Jerry brings more than 13 years of extensive experience in the senior living industry.

Jerry's career began as a community sales leader, and over the years, he has advanced through various roles encompassing operations and real estate management for institutional capital. His commitment to improving the day-to-day operations in senior living aligns perfectly with Serviam's mission to transform how America cares for seniors.



# Senior living is the key stakeholder in the move from reactive to proactive care

Part 1

## **Case Study:** Powering proactive care at Bickford Senior Living

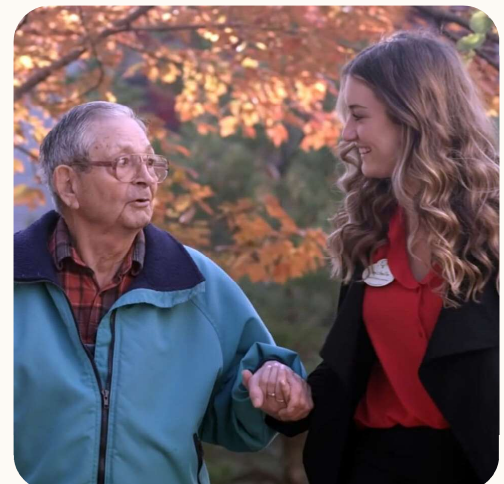
## Bickford Senior Living

Family owned and operated

Est. 1991

**56** communities

**7** states



# Proactive care is in Bickford's DNA

**Proactive care**

A care program defined by data-driven, preemptive measures and interventions that result in better resident outcomes.

Proactive care program that enables happier and healthier lives for residents.



# The senior's journey on the ~~LowerPath~~ HigherPath™

# Case Study: Proactive Care Outcomes at 5 Bickford Communities

Deployed
Q3 2023

5 communities
in Virginia

Results cover
Q1 2024

# Q1 2024
Outcomes

**23%**
reduction in total incidents

**34%**
fewer citations

**55%**
reduction in falls with significant injury

**80%**
reduction behavioral incidents

**10%**
reduction weekly ER visits

**50%**
reduction in medical emergencies

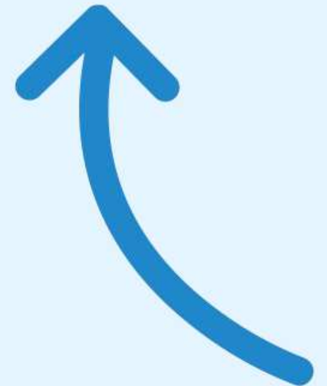


**25%**
increase in resident happiness

**50%**
reduction in first-90-day move-outs

employee
happiness

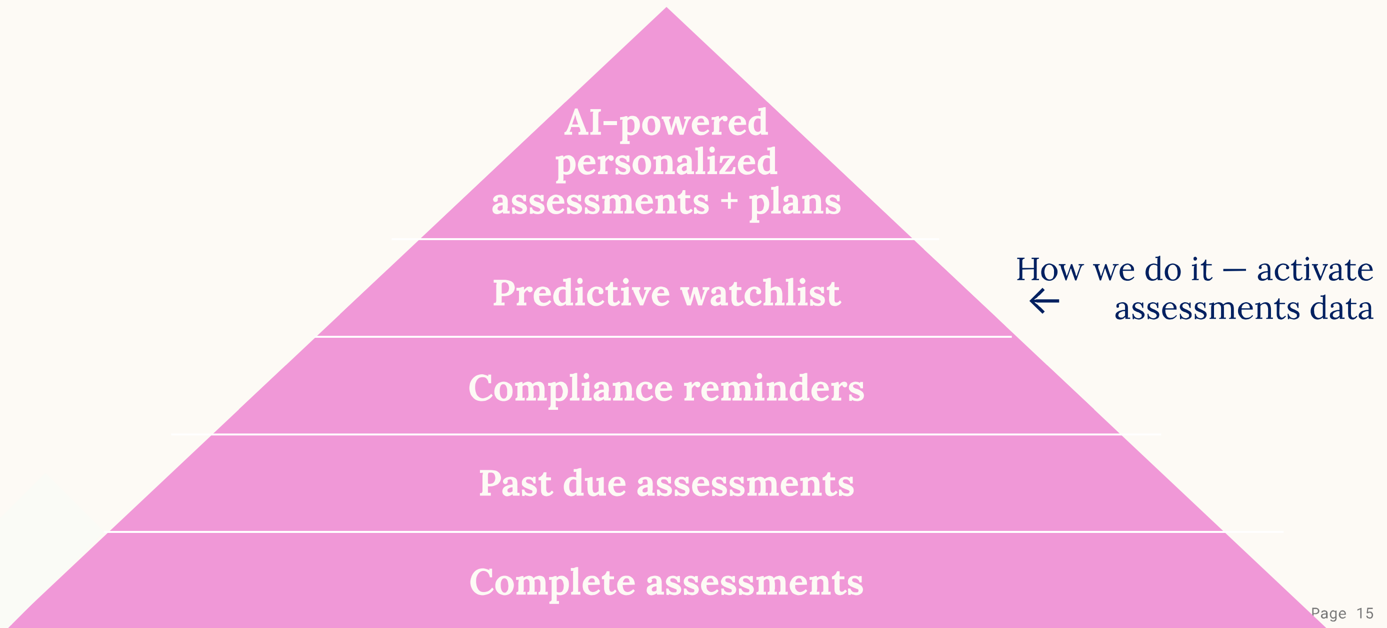
5%
margin
increase



Part 2

# Building the foundation for proactive care

# It starts with complete & accurate assessments






# Alert charting & incident management

- Focus the team's attention on high risk residents and changes of condition
- Facilitate coordination and communication across shifts
- Address dynamic situations with evolving plan of care
- Surface real-time updates to clinical and compliance leaders

Alert charting is a **critical tool** for the well-prepared operator to promote **responsive, high-quality care and minimize risk**

# Fall Predictions Model

**Falls**

- Bickford built a fall predictions model
- Model's output: ranked list of at-risk residents
- Model predicted a fall within one week



## Analytics for proactive care

- Predictive intelligence to identify rising risk residents based on EHR data
- Motivate care team to intervene proactively
- Prevent adverse events

Randall Fischer
RISING RISK
Level of care: 2
Last assessment: 3 months ago
REASON
2 hospitalizations and new skin issue in past 30 days. Re-assessment recommended.

Floyd Miles
RISING RISK
Level of care: 2
Last assessment: 6 months ago
REASON
Atypically high PRN Narcotics for past 3 days.

Alberta Flack
HIGH RISK
Level of care: 3
Last assessment: 2 month ago
REASON
Significant weight loss in the past 14 days. New resident.

Mino Hotaru
HIGH RISK
Level of care: 1
Last assessment: 3 months ago
REASON
5 falls in the past 30 days. This is 10X higher than average for residents at this level of care.

Part 3

Proactive care beings with
**Culture + Data**

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## Operational culture:
## #offense + the messy path to innovation

Cultivate a culture of proactivity

We rarely have everything figured out — **we embrace it**

Make all data actionable as soon as we can

Example:
Fall predictions model

# How can an organization assess their readiness to implement new technology?

**Needs assessment:**

- What is the status quo?
- Retention and staff satisfaction
- Operational metrics
- Collaborative care team
- Staff education
- Rising acuity and related issues



# Senior Living Ops & August Health

**Frequent collaboration and exchange of ideas**

This looks like:

- Feedback on insights, product concepts, etc.
- Sharing analyses or data findings

# We all know what good data looks like

**Robust**

**Accessible**

**Accurate**

**Diverse**



# Good data is essential for predictive capabilities & AI

**Predictive models require good data —**
the models learn from the data you're inputting.

A predictive model can be extremely accurate, but if it's based on bad data, it's worthless to you.

**Good/trustworthy data in**

**Good/trustworthy predictions out**

# KPI and quality measure tracking

## KPIs immediately after launch:

- **#1** Resident adoption rate of clinical model
- **#2** Resident satisfaction rate with clinical model
- **#3** Staff satisfaction with the clinical model
- **#4** Adherence to clinical model standards

## KPIs tracked over time:

- **#1** Utilization trends: ED visits per thousand, admits per thousand, risk-adjusted total cost of care
- **#2** Resident outcomes: Length of stay, CMS quality metrics *(e.g., blood pressure control, screening completion, etc.)*
- **#3** Shared savings achievement

# Key takeaways

- **You can do this —** Bickford Virginia communities achieved these results **in 1 quarter**
- **Predictive data and AI** have huge roles to play in proactive care — now & in the future
- Tech-powered proactive care begins with **your culture + your data**

# Discussion Questions

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How should operators think about training their staff, managing expectations, and creating a culture that promotes adopting technology?

Can you share your perspectives on the future of value-based care and its impact on operators?



What is the direction CMS is going and how will the shift to Medicare Advantage plans impact community operations and care?

## How can proactive care help senior living operators and their residents?



## How could AI support health monitoring and enable proactive care in senior living communities?