

Attachment B

Statement of Interest – Statewide Long -Term Care Reform
Format for Response to Request for Information/Proposals
Wisconsin Department of Health and Family Services

Organization Name (s) (List all public and private entities represented by this statement of interest.):

Beverly Healthcare, partnering with Aegis Therapies and AeseraCare

Contact Person and Contact Person’s Organization (List name, address, telephone number, email and fax number.):

Jeffrey A. Schueller, Director of Operations
Beverly Healthcare
1200 W. Jefferson Street
Marshfield, WI 54449
715 384-5530 office
715 384-5770 fax
479 769-0760 cell
jeffrey_schueller@beverlycorp.com

Brief Description of Organization (Legal entity status, purpose, scope of enterprise):

Beverly Enterprises Inc., Beverly Healthcare is a for profit chain of nursing facilities founded in 1963 with the opening of three convalescent hospitals in Southern California. From this modest beginning, Beverly has grown to become a leading provider of healthcare services to the elderly in the United States. Today, the company has operations in 23 states and the District of Columbia. Beverly currently operates 345 skilled nursing facilities, as well as 18 assisted living centers, and 66 hospice and home care centers. In Wisconsin, alone, it currently operates 24 Skilled Nursing Facilities, 2 Assisted Living Centers, home care services, hospice services and rehabilitation services.

Besides our growing network of nursing homes and assisted living centers, we also offer specialized Alzheimer’s Care for those residents and family members dealing with Alzheimer’s disease, hospice care, mental healthcare services and respite care. Many of our nursing homes feature Resident Centered Care by Beverly, an exciting, family-oriented concept for delivering a more holistic level of care to the elderly. Though most of our residents only need general nursing services, we also provide these complex medical services: cardiac care, diabetic care, dialysis support, IV therapy, pain management, respiratory services, stroke care and wound management.

Aegis Therapies is the largest contract therapy company in the United States, providing inpatient and outpatient therapy services in skilled nursing facilities, assisted living centers, home health agencies and hospitals in 36 states and the District of Columbia. Aegis rehabilitation services include physical therapy, occupational therapy, speech therapy and joint replacement therapy. Their Freedom Through Functionality program, in partnership with Nautilus, offers strength-training exercises to nursing home residents at selected locations.

Because its core business is geriatric rehabilitation, Aegis's clinical programs treat not only the traditional nursing home residents but also the nontraditional residents with age-related problems, such as lack of balance, multiple medical conditions and various forms of dementia.

AseraCare is a leading provider of eldercare services in the United States. With 63 locations in 14 states, AseraCare is the sixth-largest hospice company in the United States. AseraCare Hospice offers comfort and compassion to terminally ill patients and their families, and AseraCare Home Health offers care to those recovering at home from illness or injury.

AseraCare's staff can design a comprehensive healthcare program for patients who are confined to the home but need ongoing medical care. And doctor-prescribed hospice care is a compassionate alternative for terminally ill patients and their families.

Beverly's Assisted Living Centers assists in living the independent life people have always enjoyed. Individuals may someday need the round-the-clock care provided in a nursing home, but assisted living will fill the gap between current residence and a nursing home. And this cost-effective living option will help keep a sense of freedom, identity, privacy and security.

A few of our locations focus on retirement living rather than assisted living. At those facilities, our conveniences and services are designed to support residents who live independently in their own retirement apartments. Most of our assisted living centers and retirement apartments are close by (or even connected to) one of our nursing homes. If individuals have to enter the nursing home for treatment, they can move right back into their apartment after they have recovered.

Having closely connected buildings like this makes it possible for our residents to comfortably "age in place." It gives them the freedom of living a mostly independent life, while providing them the additional benefit of all of our nursing home services.

Interest in Planning and Implementation of Long-Term Care Reform in Wisconsin:

The potential exists to form local, regional and state partnerships among private, public and state providers in order to secure the best care for Wisconsin's most precious generation at an efficient cost to all future generations. This includes the alignment and coordination of home, rehabilitation, hospice, skilled nursing, community, physician, wellness and alzheimer's services throughout all Wisconsin communities. This can be accomplished through a Community Access and Disease Management Center.

Geographic Area of Interest (List counties within the potential planning and service area of the entity or consortium.):

Marathon county-Marshfield community
Milwaukee county

Proposed Scope and Nature of the Program (including target groups to be served, benefit package to be offered, and rationale for this proposal in terms of fiscal soundness and program effectiveness)

COMMUNITY CARE ACCESS CENTER FOR DISEASE MANAGEMENT

Beverly Healthcare has a strong core business as a leader in long-term care services. A successful adjacency for Beverly Healthcare is AEGIS Therapy, providing excellent rehabilitation services for inpatient long-term care Beverly facilities. Another successful adjacency to AEGIS Therapy includes adding outpatient rehabilitation services at Beverly facilities as well as inpatient and outpatient rehabilitation services at other long-term care facilities.

Natural adjacencies for Beverly Healthcare to embark upon, such as the AEGIS Therapy example, are to expand the services they are considered experts at providing. This includes AseraCare home and hospice services and chronic disease management by an interdisciplinary team of professionals. A Community Care Access Center can be accomplished by the extension of inpatient geriatric services to outpatient services at the location of Beverly's long-term care facilities or campus. Outpatient services provided by the access center may include; intravenous therapy, diabetic education and care, pain management, ostomy and dressing care, injury care, podiatry care, dental care and other wellness and prevention services. The Access Center addresses the health care needs of the older adult residing in the community.

In attempts to keep health care costs down with the rise of the older adult population there has been an increase emphasis on family and community care. Several outpatient services are being explored through demonstration project grants by State and Federal agencies in attempts to keep people at home longer in the community. Examples of this are: Tele-health, Disease management services, a reimbursable Federal Medicare program under the new Medicare drug bill, and Free standing Ambulatory Infusion Centers are strongly supported as a quality, cost effective service.

Healthcare services provided by Beverly that expand into the community help maintain the highest level of functioning for older adults allowing them to reside longer and healthier in their own home. In addition, an access center offers a more active role in family and community care, positioning Beverly Healthcare for future opportunities such as SHMO's, PACE programs and Medicare Choice program management. Community Care Access Center is an adjacency program that compliments Beverly Healthcare's core business and keeps Beverly Healthcare leading the way in Geriatric services

MODEL AND STAFF DESCRIPTION

The Community Care Access Centers are set up as freestanding physician based ambulatory care center/outpatient clinic. Most often the access center is open Monday through Friday during business hours. Space, hours of operation and staffing numbers will vary due to the size and

need of the community identified through a market analysis. Staff includes the Medical Director, Nurse Practitioner, Registered Nurse, Social Worker therapy and others as needed.

The Medical Director may do office visits at the access center but primarily operates in a capacity of the Supervisor/Director. The Medical Director responsibilities at the center will meet the regulatory compliance needed for an ambulatory center/outpatient clinic.

A NP has a collaborative agreement with the Medical Director. The NP hired through the access center is able to bill for services provided under allowable CPT codes under Medicare B reimbursement. Other payers may want to set up contracts such as HMO's and demonstration grants. The NP position will be considered the team leader or Manager of the Access Center. This position will be responsible to help develop the programs under the Beverly guidelines, over see the quality programs, treat patients and market the access center. In addition to the access center, the NP will be available to see the in-patients in the long-term care facility. This will allow Beverly to bill for the in-patient visits under the long-term CPT codes. The NP can be available in facility for all of the rounding and primary MD's, if the physicians are interested. Visits by the NP may include sick visits, every other month rounds, pre ops, discharge planning etc.

RN staff act as case managers for the disease management programs. They are cross-trained in several chronic conditions allowing them the ability to treat the whole person. This makes the center cost effective and financially viable. The RN revenue comes from demonstration project grants, HMO contracts, private pay etc.

SS – MSW level. Social worker functions in the access center are for individual and group counseling, support group coordination, education and community resource coordination. This level of social worker can bill independently or in conjunction with the contracted programs.

Therapy – therapy will be provided by AEGIS through the current means. If a HMO contract requires therapy involvement, the therapy component will be figured out much like PPS with a determined payment amount.

Other professionals can use the facilities to better meet the overall needs of the clients. These services could include a pharmacist, dentist, psychiatrist and other mental health professionals. Payment from these professionals would probably be in the lines of rental space.

Other Comments or Information:

Recommendations would be to expand the program of services to where we are performing the actual case management: performing clinical\financial screens, assisting people with their options\eligibility for home care, community and assisted living, and skilled nursing care. In addition, the center would provide regular disease management and wellness services to focus on prevention, further reducing healthcare costs through prevention. Basically managing care and controlling costs - offering a complete LTC model. This would lend itself to a variety of reimbursement models.

Overall the RFI could provide Beverly Healthcare with opportunities to work with the department and partner with various counties in Wisconsin. The disease management focus and providing a stronger network of physicians and healthcare professionals that would visit patients and residents daily\weekly – definitely promotes a healthier and better primary care integration model – one that will benefit the patient\resident and the Medicaid program by catching and preventing healthcare episodes before they become a problem or a financial burden to the State.