

# Playmaker Health Market Insights

Market Insights analyzes historical Home Health and Hospice Traditional Medicare claims data.

## Key Admissions Statistics

Data is aggregated across business line and summarized by agency, attending physician, admission referral source, and hospice influence physician.

**The header adjusts the business line and geography**

**Details shows Annual Admission totals, % of market share and other key statistics**

**Trends shows quarterly admission values or quarterly % of market share**

**Entity drop down focuses the data on either the Agencies, Attending Physicians, Referral Sources, or Influence Physicians (Hospice only)**

**Patient address indicates the admit value for an entity's PATIENTS in that geography**

**Agency / Phys / Ref Source address indicates the admit value for an entity located in that geography**

**Filters adjust the results shown based on the criteria selected. Filters carry over from the Details grid to Trend grid**

**Identify and add referral sources to your Book of Business**

NAME	SPECIALTY	LOCATION	ANN. ADMITS (23,390)	% OF TOTAL	PPSS	LUPA %	PRIMARY AGENCY	AGENCY COUNT	OWNER
ROBERT CONNER (1447363700)	Geriatric Medicine	CLIVE, IA	170	0.7%	\$3,942	22.2%	KINDRED AT HOME	11	Carl Poole
BRIAN SILVIA (1124173034)	Orthopaedic Surgery	DUBUQUE, IA	161	0.7%	\$2,263	1.6%	MERCY HOME CARE	10	Manage Ownership
CASSIDY LONG (1376804492)	Family Medicine	DES MOINES, IA	93	0.4%	\$2,540	20.7%	UNITYPOINT AT HOME	4	Carl Poole

**Referral Source** is the facility where a home health or hospice admission discharged within the 15 days prior to start of care; when there is no previous facility the attending physician is given credit for the referral

## Drill Down Admissions

**Selecting the "More" button opens an option to drill down for a crosswalk of information between the entity on the main view and the entity selected**

**Agencies**

**Referral Sources**

**A full 360° profile of the referral source or agency**

**In this example, selecting Agencies will render the annual admissions data by Agency for Dr. Robert Conner, regardless of patient location.**

NAME	SPECIALTY	LOCATION	ANN. ADMITS (23,390)	% OF TOTAL	PPSS	LUPA %	PRIMARY AGENCY	AGENCY COUNT	OWNER
ROBERT CONNER (1447363700)	Geriatric Medicine	CLIVE, IA	170	0.7%	\$3,942	22.2%	KINDRED AT HOME	11	Carl Poole
BRIAN SILVIA (1124173034)	Orthopaedic Surgery	DUBUQUE, IA	161	0.7%	\$2,263	1.6%	MERCY HOME CARE	10	Manage Ownership
CASSIDY LONG (1376804492)	Family Medicine	DES MOINES, IA	93	0.4%	\$2,540	20.7%	UNITYPOINT AT HOME	4	Carl Poole

## Hospital Discharge Disposition

Visibility into each hospital's recommended service upon discharge from an acute setting

Hospitals: Johnson County, IA [Change](#) Metrics based on CMS Claims Data through 9/30/2020

Admissions

Discharges

Operational Metrics

Search by Name, NPI, Location...

Details [Compare](#)

As Percent

NAME	LOCATION	HHA	HOSPICE	SNF	IRF	LTAC	HOME	EXPIRED	OTHER	TOTAL
UNIVERSITY OF IOWA HOSPITALS AND CLINICS (1376544320)	IOWA CITY, IA	8.1%					54.2%	4.8%	0.7%	8,941
MERCY HOSPITAL (1982664124)	IOWA CITY, IA	2.6%					69.5%	1.4%	0.6%	2,557

Details breaks down acute patients by discharge disposition

View either as % of total patients or by discharge count

## Drill Down to Physicians

Hospitals: Johnson County, IA [Change](#) Metrics based on CMS Claims Data through 9/30/2020

Admissions

Discharges

Readmissions

Search by Name, NPI, Location...

Details [Compare](#)

As Percent

NAME	LOCATION	HHA	HOSPICE	SNF	IRF	LTAC	HOME	EXPIRED	OTHER	TOTAL
UNIVERSITY OF IOWA HOSPITALS AND CLINICS (1376544320)	IOWA CITY, IA	8.1%	3.3%	19.2%	4.3%	5.5%	54.2%	4.8%	0.7%	8,941
MERCY HOSPITAL (1982664124)	IOWA CITY, IA	2.6%	2.5%	18.3%	--%	4.8%	69.5%	1.4%	0.6%	2,557

Hospital Attending Physicians

Dig into the overall hospital pattern to identify the discharge details for each acute attending physician

## Compare to Post-Acute Admission

Does the patient's intention at discharge translate to a future post-acute admission?

Hospitals: Johnson County, IA [Change](#) Metrics based on CMS Claims Data through 9/30/2020

Admissions

Discharges

Readmissions

Search by Name, NPI, Location...

Details [Compare](#)

NAME	LOCATION	HOME HEALTH			HOSPICE		
		Discharges	Admissions	Conversion (%)	Discharges	Admissions	Conversion (%)
UNIVERSITY OF IOWA HOSPITALS AND CLINICS (1376544320)	IOWA CITY, IA	380	540	75%	295	363	123.05%
MERCY HOSPITAL (1982664124)	IOWA CITY, IA	67	84	125.37%	64	120	187.5%

Compare Home Health & Hospice conversion rate from discharge to post-acute admit

Admission is counted if it occurs within 15 days of discharge

### How can your agency improve the patient experience?

- ▲ HH Conversion Rates are often <100% due to speed of care or lack of patient follow through
- ▲ Hospice Conversion Rates are often >100% because many patients are discharged to "Home" and ultimately start hospice service within 15 days

## Hospice Operational Metrics

Uncover and benchmark key clinical operational information for hospice patients associated to Agencies, Attending Physicians, Referral Sources, or Influence Physicians in your territory.

### Core Summary Metrics

Hospice: Scott County, IA [Change](#) Metrics based on CMS Claims Data through 9/30/2020

Admissions: Agencies [Summary](#) [Care Details](#)

Discharges

Operational Metrics: 6 Records  [Filters](#) [Download](#)

NAME	ANN. ADMITS	DISCH.	AVG. DAILY CENSUS	LOS	REIMB. PER ADM.	DIED AT HOME	READMIT %	HOSPIT. RATE	DAYS TO DEATH						LIVE DISCH.
									0-7	8-15	16-30	31-60	61-90	90+	
Entire Nation	1,449,292	1,432,742	341,748	21	\$13,727	55.0%	0.7%	1.4%	35.3%	16.0%	12.7%	11.5%	6.1%	18.5%	18.9%
Entire State (IA)	18,017	17,837	3,442	16	\$10,145	38.0%	0.4%	0.7%	38.3%	16.1%	12.2%	11.0%	6.4%	16.1%	13.5%
Entire County (Scott)	1,575	1,611					0.0%	1.0%	40.6%	16.0%	11.6%	10.3%	5.3%	16.3%	13.2%
GENESIS HOSPICE (1013968262)	1,124	1,151					0.0%	0.0%	46.3%	16.8%	11.0%	9.2%	4.8%	12.0%	10.9%
HEARTLAND HOSPICE SERVICES (1215980891)	305	299					0.0%	0.0%	25.6%	12.4%	13.6%	12.8%	6.2%	29.3%	19.1%

**Benchmark each metric against County, State, or National averages**

**Valuable metrics of the hospice patient profile by agency ensures you can tailor messaging to highlight differentiators**

Digging in by attending physician, referral source, or influence physician identifies either high value targets or individuals that need additional education on hospice benefits

## Care Details

Hospice: Scott County, IA [Change](#) Metrics based on CMS Claims Data through 9/30/2020

Admissions: Agencies [Summary](#) [Care Details](#)

Discharges

Operational Metrics: 6 Records  [Filters](#) [Download](#)

NAME	ANN. ADMITS	DISCH.	VISITS IN THE LAST			VISITS LAST 7 DAYS BY DISCIPLINE				LOCATION OF CARE				
			15 DAYS	7 DAYS	3 DAYS	RN	LPN	HHA	MSW	HOME	ALF	SNF	OTHER	
Entire Nation	1,449,292	1,432,742	10.9	7.6	4.9	4.1	0.7	2.0	0.8	47.8%	11.4%	31.9%	8.8%	
Entire State (IA)				9.5	6.2	5.5	0.5	2.6	0.9					
Entire County (Scott)				19.7	13.3	8.2	3.0	7.5	1.0	37.0%	8.9%	53.7%	0.4%	
GENESIS HOSPICE (1013968262)	1,124	1,151		32.6	24.4	16.4	9.6	4.1	9.7	1.0	33.9%	7.4%	58.3%	0.5%
HEARTLAND HOSPICE SERVICES (1215980891)	305	299		10.1	7.3	5.0	4.2	0.0	2.1	0.9	26.3%	21.4%	52.3%	0.0%

**Breakdown of visits by discipline**

**Count of visits to a patient during their last 15, 7, and 3 days of life**

**Patient location of care**

## Hospital Readmissions from Home Health

Readmission patterns for patients who return to the hospital while on home health service – aggregated by agency or hospital

### Summarized Readmissions

Overview Calendar Accounts Contacts Referrals Expenses Stats Reporting Charts Dashboards **Market Insights** Support

Home Health: Entire State - IA [Change](#)

Admissions  
Discharges  
**Readmissions**

Home Health Agencies  
Hospitals

Summary by Home Health Agency or Hospital in the territory

Percent or Readmission Count  
As Percent

NAME	LOCATION	ADMISSIONS FROM A HOSPITAL	READMISSION TO HOSPITAL WITHIN					NO READMITS
			0-7 DAYS	8-15 DAYS	16-30 DAYS	0-30 DAYS	0-60 DAYS	
GENESIS VNA AND HOSPICE (1467404491)	BETTENDORF, IA	1,041	3.1%	3.7%	4.9%	11.7%	20.2%	79.8%
UNITYPOINT AT HOME (1194753863)	URBANDALE, IA				3.5%	10.5%	16.9%	83.1%
MERCYONE DES MOINES HOME CARE (1982993317)	DES MOINES, IA				3.4%	7.2%	16.4%	83.6%

Breakdown by days helps better understand where there is patient risk and patterns

### Drill In on 360° Profile

Readmissions

Readmission Rate

**11.7%**

30-Day Readmissions Back to Hospitals

Sorted By Annual Admits

HOSPITAL NAME	LOCATION	READMISSIONS	NO READMISSIONS
GENESIS MEDICAL CENTER DAVENPORT (1972542264)	DAVENPORT, IA	11.7%	88.3%
GENESIS MEDICAL CENTER - SILVIS (1427132604)	SILVIS, IL	8.5%	91.5%
UNIVERSITY OF IOWA HOSPITALS AND CLINICS (1376544320)	IOWA CITY, IA	13.7%	86.3%
TRINITY ROCK ISLAND (1316047632)	ROCK ISLAND, IL	16.1%	83.9%
TRINITY BETTENDORF (1124110820)	BETTENDORF, IA	17.2%	82.8%

Genesis Vna And Hospice (1467404491)  
Home Health

Address: 2535 Maplecrest Rd Suite 27, Bettendorf, IA 52722  
Phone: (563) 421-5500  
Star Rating: 2.5  
Survey Rating: 5.0

Admissions Readmissions

Manage Ownership  
Download PDF

Add to your Accounts and Contacts

Download and print the one-pager as a marketing document

30 day Readmit Rate by hospital for the specific agency

The reverse can be found on the hospital 360° profile

**Market Insights Mobile App**



**PlayMaker Spark**  
Post-Acute Sales Managem...  
★★★★★ 5

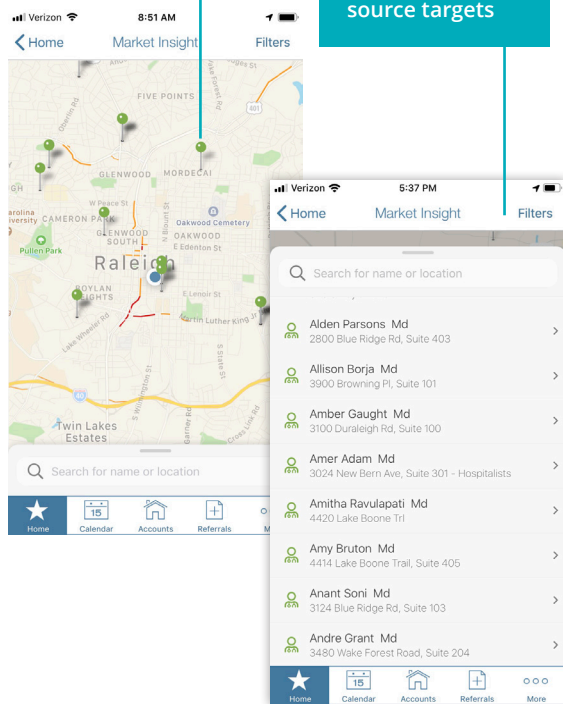
OPEN

available in iOS and Android



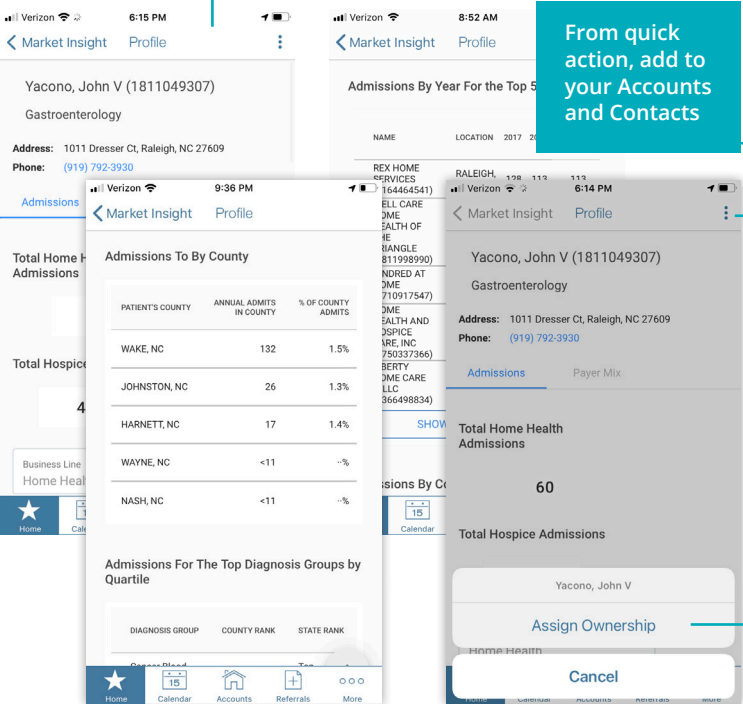
Real-time GPS location maps nearby referral sources

Or utilize Search and Filter functionality to identify or refine referral source targets



Access and review the complete 360° market data profile of a physician or agency on mobile device, including admissions by patient county and diagnosis group

From quick action, add to your Accounts and Contacts



**COMING SOON**

Home Health Operational Metrics

**Schedule Your Market Insights Demo**

[info.playmakerhealth.com](http://info.playmakerhealth.com)

**Our Clients Say It Best...**

*"Everyone had heard of the power of PlayMaker and knew the amount of insight it could provide regarding analytics. This platform is exactly what our team needed to take us to the next level — numbers are everything."*

— James DeVriendt, Executive Vice President of Business Development, Doctor's Choice Home Care

**Remain Competitive | Accelerate Growth | Increase Profitability**