



Professional Healthcare RESOURCES

Home Healthcare You Can Count On

Heartbeat!

Spring 2008

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Eileen DeCesare, RN
President / CEO Emeritus

Happy Spring!

When I decided to choose nursing as a profession, I was greatly influenced by my parents. There were several qualities conveyed by my parents that ultimately formed my values. One of these values is the "pursuit of excellence" in what ever I decided to do in my life. I share this with you because this has become the guiding light for our company.

The world "excellence" as Webster defines it is: "the state of possessing good qualities in an unusual or eminent degree; it also means anything highly laudable, meritorious or virtuous." To pursue excellence has always fascinated me in everything I did growing up. It became the measure of whether I was able to meet the conditions of what I would consider excellent in the things I do or want to do. It was something that I always chased, something that I always dreamed to achieve.

In this pursuit, I have created roadmaps for how the business will be viewed, how we deliver this promise, and how we can measure the achievement of excellence. I am very proud of what this company has become and the committed people with whom I work that share the same aspirations for excellence. I am truly humbled in their presence. We have been recognized for our excellence by the Outcome Concept's Home Care Elite and Home Care Compare among others. We have seen members of our staff being sought for their expertise in different areas of home care management by publishers who wanted to write about "how we did it," we have been sought to show others how we have achieved these recognitions. We have achieved accreditation from CHAP (Community Health Accreditation Program) for all our branches, and our conversion from JCAHO to CHAP accreditation for our Baltimore Branch is now underway. These are just a few examples of endless, tireless, and continuing pursuits of excellence by our outstanding staff. We do not rest on our laurels; we persevere in our continuous quest for excellence.

We will continue to deliver care based on our mission and values. That remains our promise.

Eileen DeCesare RN, MS, CNA, LNC
President/CEO Emeritus



Do you prefer to receive
"Heartbeat" via email?

If so, let your liaison know and
they will email you a PDF version!

"Professional Healthcare Resources is committed to the highest standards of quality in the healthcare industry today. Our mission is to provide high quality home health care service to more people."

Home Alone

Many providers are aware that state Medicaid Programs are under enormous pressure from the federal government to identify instances of fraud and abuse and to recoup as much money as possible. These enforcement efforts are primarily based on the Deficit Reduction Act (DRA).

The State of New York is one of the first states to take aggressive action against home care agencies in an operation called “Home Alone.” Enforcement actions have included the following:

- A number of home health aides provided services to patients using phony certifications as home health aides, even though they claimed to be properly certified.
- Ten (10) home health aides and two (2) registered nurses (RN’s) were convicted of felony grand larceny. The aides lied about the hours they worked. The nurses worked for multiple certified home health agencies and submitted bills to the agencies for multiple patients during concurrent periods of time.
- Two (2) operators of schools that claimed to certify home health aides pled guilty to grand larceny. They provided false credentials to hundreds of home health aides.
- Owners of home health agencies were charged with inflating the number of hours of service provided by employees to patients. The same owners also lied about how much they charged for services.

Providers in other states are likely to see similar enforcement actions in the near future. How should providers respond to aggressive enforcement actions by State Medicaid Programs?

First, providers who do not have Compliance Plans should develop and implement them immediately. Providers who already have Compliance

Plans should review and update them, if necessary. The goal of these efforts is to create a “culture of compliance” so that everyone in the organization understands the necessity of compliance with all applicable requirements.

Second, providers must remain vigilant for any signs of possible fraudulent conduct and must take action to determine whether possible instances of fraud can be substantiated. With regard to staff members who are working for multiple agencies and claiming to work for more than one agency during the same time period, managers may wish to compare notes with the other agencies that staff members are working for to see if there are overlapping or concurrent times reported on visit notes.

Third, providers should step up their efforts to verify that services were actually provided. Signatures from patients verifying that services were actually provided are only helpful if agencies actually enforce their policies requiring signatures from patients, unless an explanation for failure to obtain signatures is provided. Internal enforcement efforts should include retrospective audits to determine whether providers obtained required signatures. If employees did not obtain signatures, they should be counseled and disciplined.

As states begin aggressive enforcement actions, agencies must become increasingly vigilant. The stakes are extremely high. As Operation “Home Alone” indicates, the consequences of fraudulent conduct may include fines and imprisonment. Horizontal stripes are not a desirable fashion statement!

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Some Satisfied Customers

“Aisha has been wonderful and good company for my father. She helped him during his most difficult times. She allowed him his independence, yet provided great assistance. She provided additional care by assisting my mother. She even swept up the acorns in the backyard when she sat out there with my father during nice weather. She did this because my father was a fall risk and she was concerned that he would trip over them. Please give Aisha our warmest regards and let her know that we appreciate her.”

Anmandale, VA

“...I want to say a very special thank you to you both for all your help with my Mom. Betty, your efforts to get Hospice started quickly relieved much suffering for my Mom. Pat, your professionalism, true caring for your patients and efforts cannot be fully repaid. Your visit the day before Mom passed away meant a lot to both her and us! Thank you both!”

Roanoke, VA

“...I have high praise for your caregivers, nurses and chaplain. They were very gentle and caring with my Mom; they talked with her while they cared for her and even got her to laugh a couple of times.At the end they were very consoling and as always very caring.”

Baltimore, MD (Hospice)

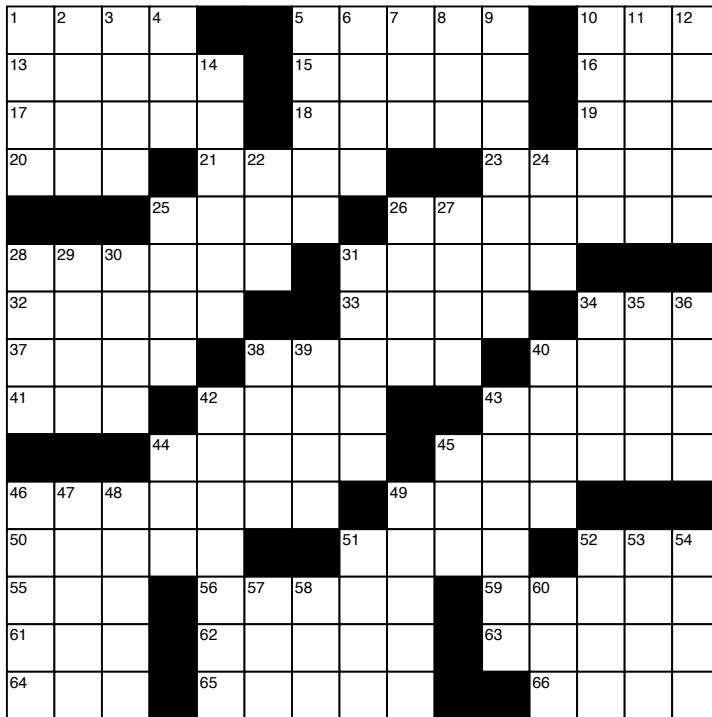
“Your staff was excellent, kept me informed on arrival times and took great care to see that my needs were met. My progress was very advanced because of their help and advice. Jennifer and Krystal both did a wonderful job as nurses and were very pleasant to have for services.”

Roanoke, VA

“...Bonnie and Kathy were patient, yet persistent in pushing me to work through the pain to achieve increased joint flexibility. By the end of the visits Bonnie had me doing some exercises that I never thought possible. I am grateful for their care...”

Baltimore, MD

**Complete the crossword and fax your entries to (703) 752-8779
Attn: Marketing for your chance to win a gift basket.**



www.CrosswordWeaver.com

ACROSS

- 1 Revise
- 5 Opposing finger
- 10 Disrespect
- 13 Sound
- 15 National capital
- 16 Incorporated (abbr.)
- 17 Type of communication
- 18 With
- 19 Self
- 20 Compass point
- 21 Baptistery
- 23 Upon (2 wds.)
- 25 Holy man
- 26 Thin cloth
- 28 What is governed
- 31 Gem
- 32 Dainty
- 33 Visionary
- 34 Standard or average
- 37 Institution (abbr.)
- 38 Idiot
- 40 Be angry
- 41 Rent
- 42 Opera solo

- 43 Weaponed
- 44 Turn down
- 45 Gathers
- 46 Chocolate brand
- 49 Pill
- 50 1997 Madonna movie
- 51 Hindu goddess, consort of Siva
- 52 Infirm
- 55 Pole
- 56 Shiny cloth
- 59 African country
- 61 Dekagram (abbr.)
- 62 Objects
- 63 Submission
- 64 Perceive
- 65 End
- 66 Bucks wives

DOWN

- 1 Grub
- 2 Fees
- 3 Lazy
- 4 Bind
- 5 Express gratitude to

- 6 Forestall
- 7 Card game
- 8 First day of wk.
- 9 Sexist nature
- 10 Weight watcher's need
- 11 Metal bar
- 12 Extent
- 14 English city
- 22 Only
- 24 Zilch
- 25 Chocolate and peppermint candy
- 26 Bar drink
- 27 American Association of Retired Persons (abbr.)
- 28 Corrupt
- 29 Get from the earth
- 30 Opp. of future
- 31 Encomium
- 34 Cougar
- 35 Prayer ending
- 36 Cincinnati baseball team
- 38 Right
- 39 Thin
- 40 Untied
- 42 Inability to use words
- 43 European clover
- 44 Concord e.g.
- 45 Governor (abbr.)
- 46 Tends sheep
- 47 Arouse
- 48 Raised line
- 49 Half-witted
- 51 Fades
- 52 Within
- 53 Harp
- 54 "You can't eat just one" brand
- 57 Snacked
- 58 Drink
- 60 Stop



HomeCare Elite

**A Listing of the Top Tier
Home Health Care Agencies
in the United States**

What is Homecare Elite?

An annual review and listing of the most successful Medicare-certified home health care providers in the United States. The honorees are the top 25% (approx. 2,000) of all agencies (approx. 8,000), with special recognition to the agencies making the top 100 and 500. Home health care agencies included here are those agencies in Professional Healthcare's service area.

How was this Homecare Elite list created?

Using publicly available data from Home Health Compare (www.medicare.gov) and CMS cost reports, three domains of performance were included to calculate scores – Quality of Care, Quality Improvement and Financial Performance.

Who created this list?

The 2007 HomeCare Elite is brought to the industry by OCS, Inc., the leading provider of healthcare informatics and Decision Health, publisher of home care's most respected independent newsletter Home Health Line. For more information on OCS as well as the entire list of the 2007 HomeCare Elite agencies, visit the OCS web site at www.ocsys.com.

Why is Homecare Elite important?

Choosing a home healthcare provider is a difficult choice. Finding a way to compare agencies in your area allows you to make a more educated decision. The establishment of Homecare Elite allows for healthcare facilities, referral sources and individuals to select from a "best in class" list of agencies. Patient care quality measurements and cost report data can be confusing and overwhelming at times; the Homecare Elite list has done the work for you. The home healthcare agencies with the strongest financial stability and the best quality performance have made the list.



Top 100

Top 1% of agencies nationwide

Professional Healthcare (Lanham, MD)

The Medical Team (Reston, VA)

Top 500

Top 6% of agencies nationwide

Professional Healthcare (Washington, DC)

Professional Healthcare (Richmond, VA)*

Bon Secours (Richmond, VA)

Welcome Homecare (Richmond, VA)

Sentara Homecare (Williamsburg, VA)

Excel Professional Home Health (Norfolk, VA)

Carillion (Roanoke, VA)

Gentiva Home Health Services (Roanoke, VA)

**provider # includes Roanoke and Norfolk branches*

Top 2000

Top 25% of agencies nationwide

Professional Healthcare (Bethesda, MD)

Adventist (Silver Spring, MD)

Oak Crest Village (Baltimore, MD)

Homecall (Westminster, MD)

AT Home (Richmond, VA)

Family Care Home Health (Richmond, VA)

Freedom/Amedisys (Richmond, VA)

Gentiva Home Health (Richmond, VA)

Mid Atlantic Home Health (Richmond, VA)

Nursing Enterprises (Washington, DC)

Amedisys (Newport News, VA)

Genesys Home Health (Norfolk, VA)

Heartland Home Health (Virginia Beach, VA)

Riverside Tappanock (Tappanock, VA)

Sentara Homecare (Chesapeake, VA)

Livinrite Home Health Srvs (Manassas, VA)

Heartland Home Health (Roanoke, VA)

Home Health Solutions (Lynchburg, VA)



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