

Designing a Comprehensive Self- Directed Care Model

*Perspectives from markets
around the global*



Better Technology, Better Outcomes.



Our perspective

- We work with private homecare providers that deliver publicly and privately funded homecare: personal support, nursing, and therapy
- Our journey has taken us around the world, from Australia, to the US, to every province across Canada
- I'll be talking about Clients not Patients... on purpose



A tale of 3* jurisdictions

- How self-directed care was implemented?
 - How the market responded?
 - What lessons does this hold?
- * ... and what can the private-pay market teach us?



Self-Managed Attendant
Services in Ontario



myagedcare



Home Care Packages and Consumer
Directed Care (CDC)

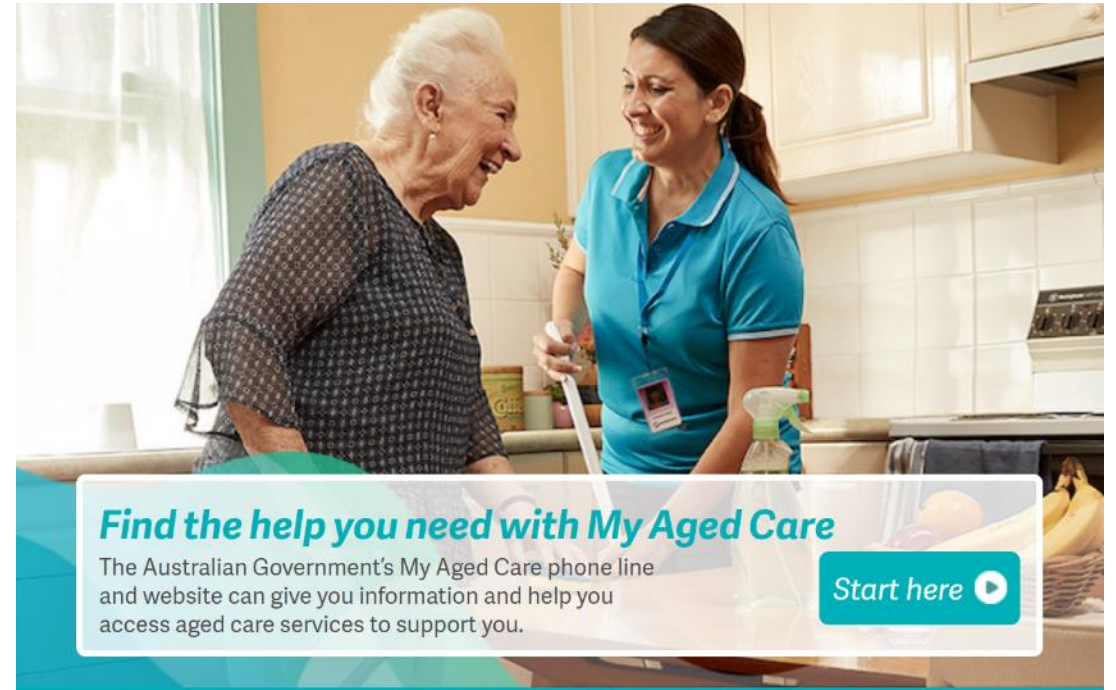
Directed Care (CDC)

Home Care Packages and Consumer



CDC Australia: MyAgedCare

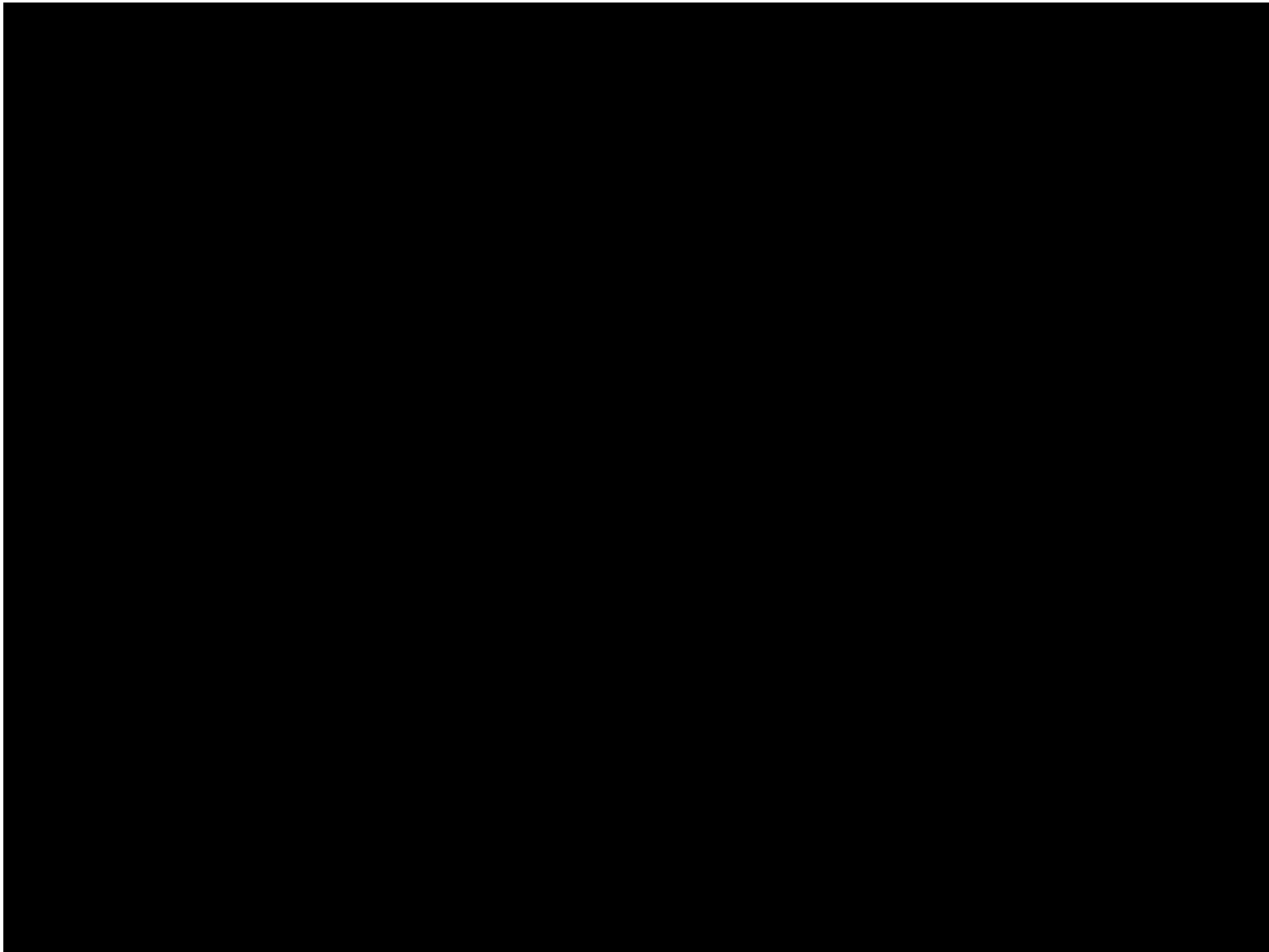
- **Aged Care Assessment Team:** Clients assessed as a level 1-4 package
- **Types of services:**
 - Help in your own home
 - After-hospital (transition) care
 - Respite care
 - Residential aged care homes
 - Short-term restorative care
- Clients contract with a private homecare agency and develop a suite of services within a budget



Find the help you need with My Aged Care

The Australian Government's My Aged Care phone line and website can give you information and help you access aged care services to support you.

Start here 



How do providers respond?

- Tools to develop budget that meets client needs
- Subcontractor management
- Development of a strategy that caters to various subsectors / preferences in the market

The screenshot displays the AlayaCare software interface for user Angela Lansbury. The left sidebar contains navigation tabs: HOME CARE, DASHBOARD, CLIENTS, EMPLOYEES, ACCOUNTING, SCHEDULES, and SETTINGS. The main content area is titled 'Accounting > Budgets > {Budget Name}' and shows details for 'Home Care Level 2'. The budget status is 'ACTIVE', last edited by Abraham Lincoln on 2017-10-15. Key financial metrics include a balance of \$182.50, income of \$11,497.50, and a total expense of \$8,577.50. The interface includes several charts: a donut chart showing 30% and 70% splits, a bar chart, and a pie chart showing 100%. The 'Sources' section lists Medicare (funded by Medicare L2D) and Income Tested Fee (funded by Private - Angela Lansbury). The 'Fees and Charges' section lists Daily Client Contribution (funded by Private - Angela Lansbury). The 'Expense' section details Domestic Services (funded split for each visit as following: Medicare L2D 70% (\$6,031.21), Private - Angela Lansbury 30% (\$2546.29), DOM - \$23.50/visit \$8,577.50, 1 visit per day \$164.50 per week). The 'Fees' section details Administration Fee 2 (funded split for each fee as following: Medicare L2D 70% (\$1,668.21), Private - Angela Lansbury 30% (\$704.29), Daily Premium \$2,372.50, Admin LV2 - \$6.50/day (x1) \$45.50 per week) and Self Managed Care Fee 2 (funded split for each fee as following: Medicare L2D 70% (\$256.65), Private - Angela Lansbury 30% (\$108.35), Daily Premium \$365.00, SMC LV2 - \$1.00/day (x1) \$7.00 per week).

Angela Lansbury

Overview | Care Documentation | Services | Care Team | Schedule | Accounting | Tasks | Settings

Accounting > Budgets > {Budget Name}

Budgets

Invoices

Entries

Ad Hoc Invoicing

Price Settings

Statistics

Home Care Level 2

Budget Status: ACTIVE

Last edited by Abraham Lincoln on 2017-10-15

Planned | Copy | Print | Complete

From YYYY-MM-DD to YYYY-MM-DD
Managed by Abraham Lincoln

Balance: \$182.50

Income: \$11,497.50

Billing: \$11,315.00

Expense: \$8,577.50

Fees: \$2,737.50

CDC - Level 2 with Client: \$11,497.50

Sources: \$9,526.50

Medicare (funded by Medicare L2D)

MED LV 2 - \$24.61/day: \$8,982.65

Contingency - 10%: \$898.26

Income Tested Fee (funded by Private - Angela Lansbury)

PRIV LV 2 - \$4.39/day: \$1,602.35

Contingency - 10%: \$160.23

Fees and Charges: \$1,971.00

Daily Client Contribution (funded by Private - Angela Lansbury)

Daily Fee - \$6.00/day: \$2,190.00

Contingency - 10%: \$219.00

Domestic Services (from YYYY-MM-DD to YYYY-MM-DD)

Funded split for each visit as following:

- Medicare L2D: 70% (\$6,031.21)

- Private - Angela Lansbury: 30% (\$2546.29)

DOM - \$23.50/visit: \$8,577.50

1 visit per day: \$164.50 per week

Administration Fee 2 (from YYYY-MM-DD to YYYY-MM-DD)

Funded split for each fee as following:

- Medicare L2D: 70% (\$1,668.21)

- Private - Angela Lansbury: 30% (\$704.29)

Daily Premium: \$2,372.50

Admin LV2 - \$6.50/day (x1): \$45.50 per week

Self Managed Care Fee 2 (from YYYY-MM-DD to YYYY-MM-DD)

Funded split for each fee as following:

- Medicare L2D: 70% (\$256.65)

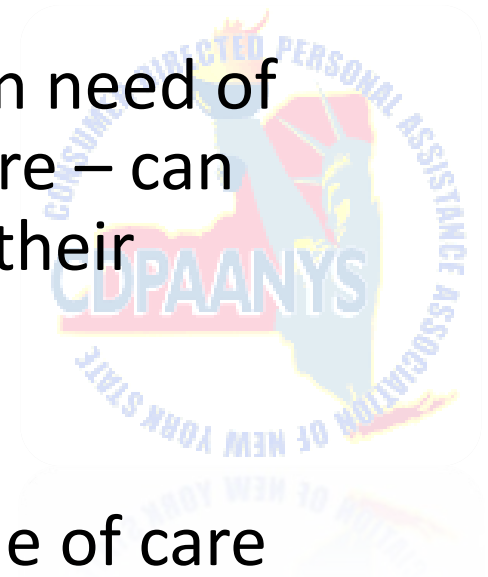
- Private - Angela Lansbury: 30% (\$108.35)

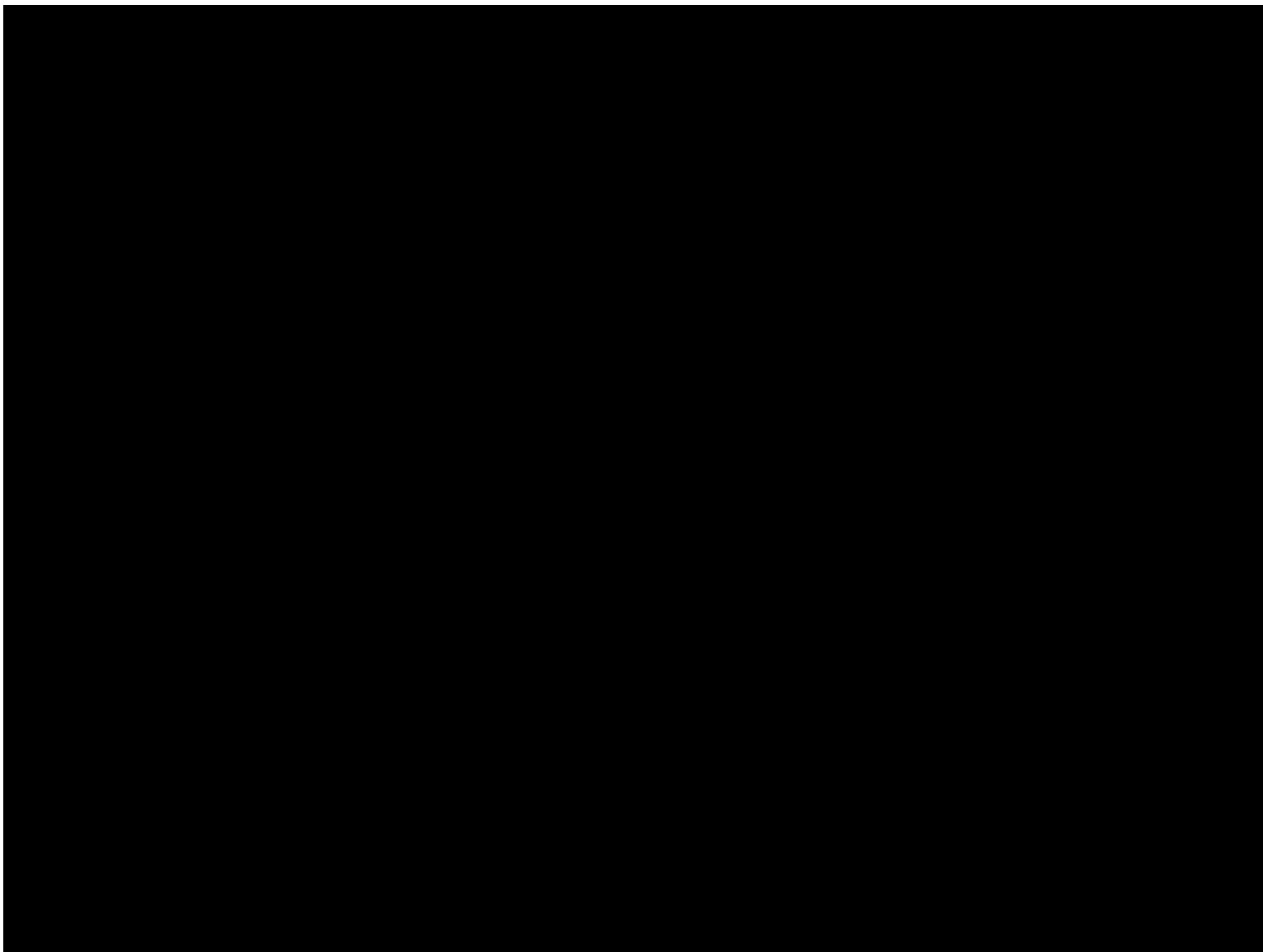
Daily Premium: \$365.00

SMC LV2 - \$1.00/day (x1): \$7.00 per week

Medicaid-funded Consumer-directed Care

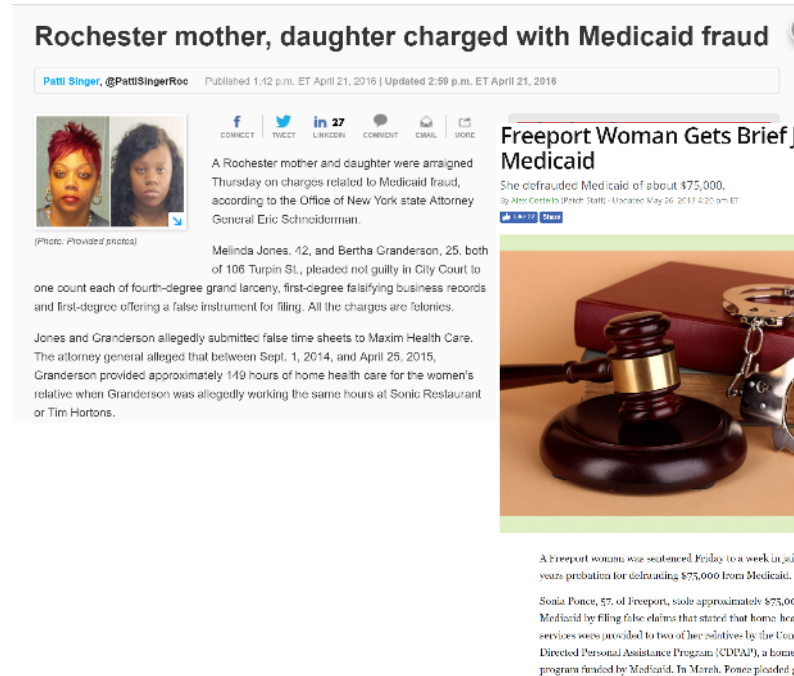
- The Consumer Directed Personal Assistance Program (CDPAP) is available to Medicaid Eligible Consumers as a self-directed homecare program.
- As personal assistants require no HHA certification, those in need of home care services – and capable of directing their own care – can select a friend, neighbor, aide or even a family member as their Personal Assistant.
- Plan of Care set-up by the patient themselves
- Acknowledgement that there is already an established circle of care





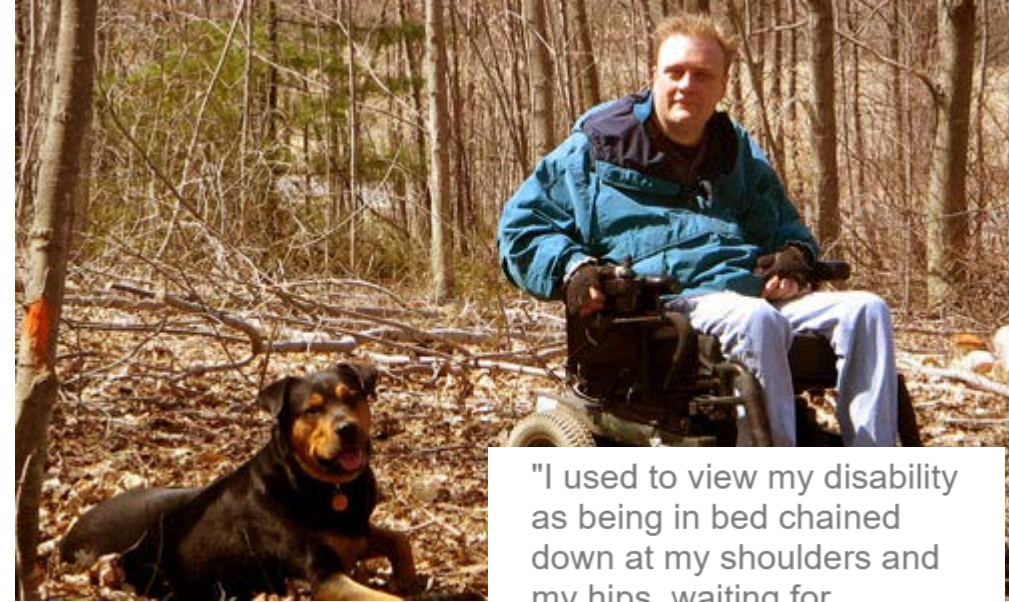
How have providers responded?

- Intuitive scheduling and visit-verification tools for carers and care-seekers
- Initiatives to establish marketplaces to connect caregivers and care-seekers
- Grass-roots outreach to engage the community -> through churches, neighbourhood groups, etc.
- Establishment of Financial Intermediaries to flow funds and minimize fraud: Electronic Visit Verification, eSignatures, etc.



Self-Managed Attendant Services in Ontario

- Program for disabled Ontarians
 - Must be able to self-manage and self-direct
- Funds are provided monthly to DF participants. Expenditures must be properly accounted for and are reported quarterly.
- The amount of service is individually negotiated, to a mix of 7 hours per day.



"I used to view my disability as being in bed chained down at my shoulders and my hips, waiting for someone to free me. Well, I can honestly say that Direct Funding has come along and done that!"
- 25-year-old man living with parents

DF Direct Funding

Self-Managed Attendant
Services in Ontario

AlayaCare



How have providers responded?

- There is no institution involved

craigslist ^{ca}

★ Looking for a caregiver, Recherche Prepose ☒

Hello I'm a 53 y old my name is Louis I'm looking for a caregiver I am paralyzed from the waist down after a scuba diving accident I live near the Olympic Stadium, I weight 120lbs so im small my condo is a 4 and a half so I have a spare room. I have help from the C.L.S.C. but need help for cooking and doing exercise and other little chors

Bonjour je m'appelle Louis j'ai 53 ans je suis paralysé de la taille en descendant à la suite d'un accident de plongée sous marine j'habite près du stade olympique je pèse 120lbs donc assez petit j'ai de l'aide du C.L.S.C. mais cherche de l'aide pour faire à manger et aussi de l'exercice je demeure dans un 4 et demi donc 1 chambre pour une préposée

Merci, Thanks Louis

[afficher coordonnées](#)

★ COOK/CAREGIVER/PERSONAL ASST IS AVAILABLE FOR SENIORS (toronto) ☒

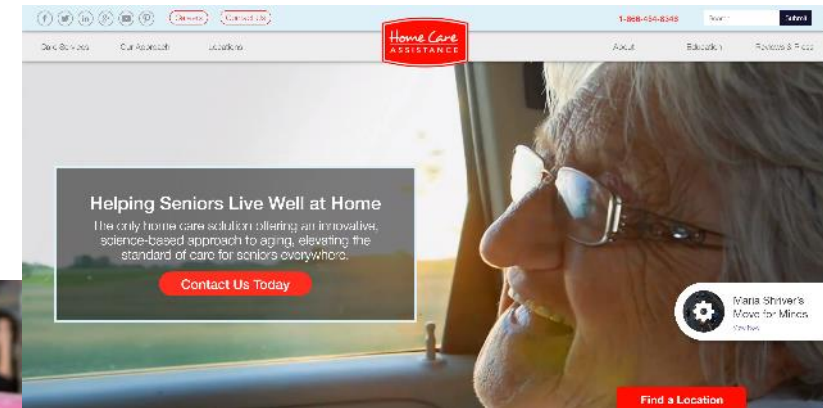
I am seeking a job as a Cook/Caregiver/Personal Assistant to Senior. I do have experience and is available for flexible hours.

My rate starts at \$20 per hour

Please contact me. Thank you

Privately-paid homecare

- They compete for private business on the basis of:
 - Customer experience
 - Price
 - Continuity of care
 - Efficiency and flexibility
 - The fit with their caregivers



Employee Attribute Configuration	
+ New Attribute / Skill	
All Categories ▼	Type to filter
Description	
+Attentiveness	
+Care Knowledge	
+Communication Skills	
+Empathy	
+Flexibility	
+Handling Difficulties	
+Pleasant/Cheerfulness	
+Punctuality	
+Respectfulness	
ADLs-Advanced	
ADLs-Basic	
AIDS/HIV	
ALS	
Alzheimer's -early	
Alzheimer's -later stage	
Anorexia	
Assessment geriatric	
Assessment nursing	
Autism	
Brain injury	

Cancer	Career Skills
Cardiac care	Career Skills
Care management	Career Skills
Cataracts	Career Skills
Catheters - Care (PAB)	Career Skills
Catheters - Insertion (RN/A)	Career Skills
Child care	Career Skills
Colostomy care	Career Skills
Companion	Career Skills
Congestive Heart Failure	Career Skills
COPD	Career Skills
CPR	Career Skills
Dementia	Career Skills
Depression	Career Skills
Diabetes - Care (PAB)	Career Skills
Diabetes - Injection (RN/A)	Career Skills
Dialysis	Career Skills
Driver	Career Skills
Electric lift	Career Skills
Feeding - naso/gastric	Career Skills
Feeding - oral	Career Skills
Feeding - PEG	Career Skills
Fractures	Career Skills
Geriatric Care Management	Career Skills
Hip replacement	Career Skills
Homemaker	Career Skills
Hydration	Career Skills
Ileostomy	Career Skills
Incontinence care	Career Skills

74 0 Edit

Infusion	Career Skills	16	0	Edit
Injections	Career	Stroke (AVC)		
Injections - Calibrated	Career	Surgery - Cardiac		
IV cleaning	Career	Surgery - General		
IV Insertion	Career	Surgery - Orthopedics		
Live-in	Career	Technology		
Live-in w/e	Career	Trach care		
Massage	Career	Transfer and Positioning		
Meal Preparation	Career	Wound care		
Meal preparation - kosher	Career	Wound Care Complex (RN)		
Medical/Surgical Procedures	Career	+Adherence to PoliciesandProcedures		
Mouth care	Career	License		
MPSP (PDSB)	Career	English		
Multiple Sclerosis	Career	French		
Muscular Dystrophy	Career	Arabic		
Neurology	Career	Italian		
Neurosurgery	Career	Portugese		
Oxygen - use	Career	Hebrew		
Palliative Care	Career	Spanish		
Palliative Symptom Management RN	Career Skills	16	0	Edit
Paraplegia	Career Skills	20	0	Edit
Parkinson's Disease	Career Skills	54	0	Edit
Personal Care	Career Skills	75	0	Edit
Post-natal	Career Skills	29	0	Edit
Premature infant	Career Skills	17	0	Edit
Psychiatric	Career Skills	19	0	Edit
Renal care	Career Skills	11	0	Edit
Respirology	Career Skills	8	0	Edit
Social Work assessment	Career Skills	2	0	Edit

Career Skills	64	0	Edit
Career Skills	18	0	Edit
Career Skills	47	0	Edit
Career Skills	20	0	Edit
Career Skills	8	0	Edit
Career Skills	13	0	Edit
Career Skills	80	0	Edit
Career Skills	57	0	Edit
Career Skills	6	0	Edit
Career Skills	82	0	Edit
Licenses & Permits	20	0	Edit
Languages	6	0	Edit
Languages	4	0	Edit
Languages	1	0	Edit
Languages	0	0	Edit
Languages	0	0	Edit
Languages	0	0	Edit
Languages	1	0	Edit

Employee Attribute Configuration for a Private-Pay PSW Agency

AlayaCare

Search clients, employees

Dashboard

Clients

Employees

Accounting

Schedules

Settings

Employee Attribute Configuration

+ New Attribute / Skill

All Categories

Type to filter

Options

Description	Category	Employees	Services	
No Male Caregivers	Career Skills	7	17	Edit

Showing 1 to 1 of 1 entries

25

FirstPrevious1NextLast

Employee Attribute Configuration for a Public-Pay PSW Agency



How have providers responded?

- They act like a dating service
- They invest in tools that enhance the experience of the patient and their circle of care:
 - Family portals
 - Informational tools
 - Self-scheduling*
- They build a customer-oriented service culture

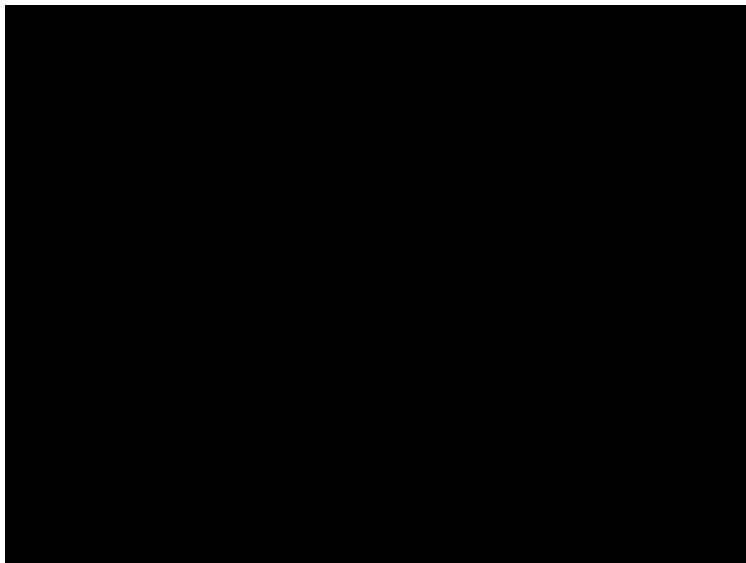


Lessons for designing self-directed care programs

- **Publicly-Provided Assessments:** most jurisdictions don't entrust the assessments to the private sector
- **Competition:** private providers compete, and the market segments to cater to differing priorities
- **Caregiver Fit:** the caregiver and the quality of their care is the product
- **Modern Tools:** expectations set by Uber, Amazon, etc -> visibility and control to the consumer
- **Measure Outcomes:** ensure reporting of key metrics back to the funder



- <http://info.alayacare.com/home-care-technology-cdc-guide>




CONSUMER DIRECTED CARE (CDC) GUIDE

Why Home Care Agencies Need to Leverage Technology in a Consumer Directed Landscape


www.alayacare.com

Figure 1.0


The implications of information technology and how it improves the CDC model. A technology solution enables a seamless flow of data, information and communication amongst the provider and the consumer.



The consumer and the provider work together to create a customized care plan.



Many consumers prefer to stay in the comfort of their home. Wearable technologies can examine the fitness levels and vitals of the patient remotely.



Consumers learn how their plan is funded and what services the funds will pay for.

LEVERAGING TECHNOLOGY

Utilizing an efficient solution in the workplace can mean the difference between success and failure.

CHOOSING THE BEST SOLUTION

Providers should select a software that adequately adapts to the individual needs of both the agency and the clients now and in the future.

ACHIEVE BETTER OUTCOMES

With an all-in-one solution, the provider can ensure that their clients have the tools they need to be more confident and knowledgeable with their healthcare.

www.alayacare.com 1/5