



# 7 Benefits of Outsourcing Rehab

Today's environment calls for many SNFs to reevaluate their strategies in order to continue to provide the highest quality patient care while also reaching operational success. Because of this, many SNFs across the country have found that outsourcing rehabilitation services to an expert partner is a winning strategy, according to recent analyses. As many as 98% of facilities are considering outsourcing some of their operations and services, including rehabilitation therapy. Of the facilities that did outsource, 80% reported service levels that exceeded expectations.<sup>1</sup>

**In this guide, discover the key reasons SNFs are moving to outsourcing and the 7 traits a qualified partnership provides.**

## Why Partnership?

Studies have shown that even healthcare executives express a preference for partnership over ownership in departments like rehabilitation. A specialized provider is able to bring the kind of expertise, scale and speed to market that SNFs typically cannot achieve on their own.<sup>2</sup> It also enables SNFs to focus on their core functions and helps alleviate the challenges of running rehab.

A need for competence is one of the key drivers for pursuing a partnership. Studies show that facilities that chose to outsource their rehab services do so to seek out specialized expertise. This motivation is second only to cost savings, as today's environment presents many financial challenges for facilities. However, these challenges can be resolved through the right partner with access to proven solutions to help with efficiency and cost savings.

Economic research shows that when SNFs strategically outsource to third parties, their economic performance improves.<sup>3</sup> In some areas, they can improve financial throughput by reducing several critical cost factors, including emergency room visits, readmissions and claim denials. Performance is further strengthened when facilities report a high level of trust in their partner. This is why thoroughly vetting a potential partner's capabilities and risks before entering into an outsourcing contract is vital.

While the benefits are clear, many potential partners lack the resources and expertise needed to combat obstacles created by today's challenges, such as new innovative technology, to help a facility maintain clinical and operational success.

## 7 Reasons to Outsource Your Rehabilitation Services

Enlisting the help of a well-qualified partner helps improve clinical and operational performance. The change can yield positive results in multiple domains:

1

### Provides Efficiency and Operational Excellence Through Latest Innovation

The adaptation of innovative technology improves operational and clinical efficiency as well as patient engagement. This includes technology that aids facilities through every step of the patient journey, screens vital patient data for a seamless pre-admission process, ensures appropriate facility reimbursement and keeps patients engaged during their therapy. These tools can include:

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**Patient Screener:** After a patient is discharged from the hospital, a qualified screener will scan vital documents and within seconds identify key diagnosis, medications and any negative statements - helping the facility better understand and determine whether a patient should be admitted to their SNF.



**MDS Scrubber:** The right partner will provide a scrubber system that delivers real-time comprehensive analysis of the MDS, pointing out crucial PDPM reviews and financial optimization, achieving impeccable clinical integrity while ensuring that it has been reviewed for logical inconsistencies and fatal errors.



**Patient Engagement Technology:** Patient access to loved ones can be challenging, especially when separated by distance, or when facilities have visitor restrictions in place. A suitable partner will feature technology that enables patients to set and track their goals in real time while staying connected to family and friends throughout their recovery journey.

2

## Produces Quality Outcomes and Patient Satisfaction

One of the biggest drivers of patient satisfaction is therapy. Highly-trained therapy specialists are more likely to ensure the highest quality of care in the safest environment while meeting the latest CDC and CMS guidelines. The right therapy partner can adjust to new healthcare challenges and produce care that reflects the latest recommendations for treating patients and can identify issues, caused by new factors like isolation, before they impact care outcomes. Relying on a partner with national data and dedicated resources focused on patient safety helps to ensure the highest quality outcomes and patient satisfaction.

3

## Focused Recruitment Team and High Employee Retention

Outsourcing staffing needs to a third-party vendor eliminates the challenges and pressures of hiring, retaining and managing in-house talent. Partners can utilize their robust national recruiting team to focus on hiring and training top talent, hold ongoing education courses for employee best practices, maintain a turnover rate below 20% and regulate staff numbers to meet fluctuating facility demands. According to research conducted by Advisory Board, this staffing flexibility is one of the major benefits of outsourcing.<sup>4</sup>

4

## Dedicated Compliance, Reimbursement and Appeals Team Working for You

An expert partner will have a team of experienced therapists to take control and manage the appeals process, generating a success rate of 90% or more on all levels of appeals. Expertise in this field prevents 85% of claims from going past ADR by utilizing a centralized process that involves the review and assembly of documents to ensure a comprehensive, timely response, averting revenue from being held captive by long audit and/or denial procedures.

5

## Experience in Navigating Regulatory Changes and Industry Challenges

Counting on a partner for the latest in innovation, specialized knowledge and qualified rehab professionals alleviates the need for providers to build in-house expertise. This concern is especially pressing given regular CMS regulation updates. Having a team of rehab-focused experts to rely on can help your facility transition through whatever regulatory and industry changes come while also helping to ensure patient satisfaction.

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6

## Expertise in Data Analysis and Best Practices

Numerous SNFs lack proper access to the resources needed to improve their rehabilitation services. Qualified partners increase confidence in data accuracy and align services and competitive positioning with unique market needs through cutting-edge data and technology, thus having access to nationwide data to develop local market analytics and deliver individual facility insights with customized goals.

7

## Offers Vital Behavioral Health Services

An efficient partner can adapt to the ever-changing healthcare climate by implementing programs, such as behavioral health, that are beneficial for the patients they serve. Recent restrictions in facilities across the country have led to many patients feeling isolated, negatively affecting their overall recovery progress in terms of mental, psychosocial and physical health. Having a partner that quickly assesses and implements a proactive program will continue to improve outcomes for a facility and, most importantly, their patients.

## RehabCare: The Expert Partner

Consistently produce the highest quality care for your patients, while also reaching operational success, with an expert rehab partner. RehabCare understands the ever-changing regulatory landscape, offers clinical best practices and continually provides leadership through today's and tomorrow's challenges while improving outcomes.

### Sources

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To learn more about the benefits of partnership, contact RehabCare today 800-545-0749 x 67640 or visit [rehabcare.com](http://rehabcare.com).

