

Provider Update

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UR MEDICINE

Home Care

Visiting Nurse Service Launches New Overarching Brand

Visiting Nurse Service of Rochester and Finger Lakes Visiting Nurse Service unveiled their new brand: UR Medicine Home Care. UR Medicine Home Care will not replace the names of existing programs, rather, it will serve as an umbrella brand unifying each component of the agency:

- Visiting Nurse Service (the certified agency that serves Monroe, Wyoming and Livingston counties)
- Visiting Nurse Signature Care (the licensed agency that primarily serves Monroe and Livingston counties)
- Visiting Nurse Hospice
- Meals On Wheels of Monroe County
- Visiting Nurse Foundation
- Finger Lakes Visiting Nurse Service (the certified agency that serves Ontario, Wayne, Seneca and Yates counties)
- Finger Lakes Home Care (the

licensed agency that primarily serves Ontario, Wayne, Seneca and Yates counties)

- Ontario-Yates Hospice

UR Medicine Home Care helps to unify two organizations that became one in November 2013: Visiting Nurse Service and Finger Lakes Visiting Nurse Service. Both are now under one umbrella brand. The reason behind the change is to create the understanding that the organization is part of UR Medicine and helps communicate a broader scope of expertise and services. The agency provides a myriad of programs to keep people safe and independent at home, but the names Visiting Nurse Service and Finger Lakes Visiting Nurse Service limit consumers' perceptions.

CMS Gives Us Four Star Ratings



Centers for Medicare and Medicaid Services (CMS) established the Home Health Compare (HHC) website on Medicare.gov as a key tool for consumers to use when choosing a home health care provider. It is designed to be an easy-to-access, convenient source of authoritative information on provider quality. However, even the information on HHC can seem like "too much of a good thing" to consumers faced with an urgent need to make a choice – too much information, too many measures to consider.

Therefore, CMS added "star ratings" that summarize some of the current measures of health care provider performance that the site already offers. The star ratings are an additional tool to support consumers' health care decision-making.

CMS gave both our Finger Lakes and our Rochester CHHAs a four star rating. To put these ratings into perspective, the ratings of all agencies across the nation create a bell curve, with three stars as the mean. A four star ranking puts us in the top 20% of the nation for quality outcomes.

Hospice

Families have been caring for their loved ones who are dying at home for centuries, often times without intervention from outside sources. Almost instinctively, families come together to sustain one another and provide care and support. Despite their best intentions, in many cases the multiple aspects of caring for their loved ones can become overwhelming.

The staff at UR Medicine Home Care hospices, Visiting Nurse Hospice and Ontario-Yates Hospice, is a valuable resource within our community. In partnership with the primary physician, the hospice team works as an extension of the patient's family to address the multifaceted needs of both the caregiver and their loved one.

Oftentimes, family members find it difficult to identify and address complicated psychosocial issues. Coping strategies, assisting patients and family members with feelings of anger and denial, as well as guiding individuals through the life review process are just a few of the issues addressed by our multidisciplinary team.

Community education is at the forefront of our agenda. Please contact us with questions about our hospice programs or to schedule an in-service.

New Interdisciplinary Care Structure

Over the years, our CHHAs' reporting structures have been based on each employee's task. Nurses are on teams together, therapists are on teams together, patient service coordinators (schedulers) are on a team. While this model works, recent evidence for best practice is an interdisciplinary team structure.

In this model, a diversified team of nurses, therapists, and other disciplines work together to care for the same patients. It puts the patients at the center, causing the patients—not the employees' roles—to drive how the organization operates. With the proper support, it naturally improves productivity and quality and reduces costs. Our hospice teams currently use an interdisciplinary model which has a long history of successful patient centered care.



New this year, UR Medicine Home Care's Certified Home Health Agencies (CHHA's) have initiated an interdisciplinary structure. Each team now has:

- A clinical manager
- A care team coordinator who will provide scheduling and team support (previously patient service coordinators)
- RN, LPN, PT and PTA (physical therapy assistants), OT and CO-TA (certified occupational therapy assistants), ST, and SW

The clinical managers are registered nurses or therapists and they will oversee the day-to-day management of team operations and ensure optimal patient care. The goal is for the team manager to be in the field as much as possible to coach, supervise and support their staff.



Counties:	Monroe, Wyoming & Livingston	Ontario, Wayne, Seneca & Yates
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