

Home Care

Strategic Vision



Redeemer Health Home Care and Hospice has set forward the following 4 objectives to lead the division to thrive over the next 3 years. The objectives are divided into two distinct guide rails, the **improve rail** and the **develop rail**.

Both rails are growth-based, but one is focused on continual improvement and optimization of the existing business model and services (**improve rail**) and the other is focused on investment in new programs and development of necessary skills (**develop rail**). Both of these rails are necessary to meet the challenges of a consolidating market, evolving consumers, and changing care environment.

OBJECTIVES:



More Fully Leverage Partnership Between RHC and the Rest of the Redeemer Health System

Timing: Complete by FYE 22

Leverage the partnership with the Redeemer Health System to incubate products, improve services and increase utilization of Redeemer Home Care services.



Define & Implement Market-Specific Strategic Parameters in the Face of Consolidation and Growth Challenges

Timing: Complete by FYE 22

Define a minimally defensible market share for each market, using a market assessment standard work and an opportunity analysis. This will empower RHC to create a strategic growth plan that identifies priorities, drives revenue and establishes a value proposition in each market.



Develop a More Data-Driven and Innovation-Focused Relationship with Payers and Referring Partners

Timing: Complete by FYE 22

Using quarterly outcomes reporting, Redeemer Home Care will create a more collaborative relationship with payers and referrers. These relationships will set the foundation for program collaboration and new payment models.



Build a Portfolio of Five New and Successful Programs Over the Next 3 Years

Timing: Complete by FYE 24

Developing new programs – disease specific and population based - will improve clinical outcomes and drive-cost savings, and will differentiate our Home Care, Hospice and Support at Home programs in ever evolving and more competitive markets. These new programs will be the foundation of a Redeemer Home Care future business model.