



## Showing Your Value

### How to Use “The Value of HME: Providers Partnering for Reduced Costs and Improved Outcomes”

AAHomecare is fighting to ensure HME providers like you have the resources they need to keep patients happy and healthy in the home. “The Value of HME: Providers Partnering for Reduced Cost and Improved Outcomes” is designed to help show your value. You may access this resource and its featured videos at the following links:

- **The Value of HME: Providers Partnering for Reduced Costs and Improved Outcomes**  
[https://issuu.com/experience-moxie/docs/22\\_553404\\_aahomecare\\_value\\_of\\_hme\\_brochure?fr=sYzkzYTUzNzgONjl](https://issuu.com/experience-moxie/docs/22_553404_aahomecare_value_of_hme_brochure?fr=sYzkzYTUzNzgONjl)
- **The Value of HME With Tom Ryan, President and CEO, AAHomecare**  
<https://vimeo.com/723771711>
- **The Patient Perspective: Oliver**  
<https://vimeo.com/728144741>
- **Why It Matters: James Story, Director of Operations, St. Vincent’s Health Systems**  
<https://vimeo.com/723771610>
- **The Patient Perspective: Pashae Burns**  
<https://vimeo.com/711829038>

To access individual pages for use in presentations or other communications, please reach out to:

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Our goal is to improve pricing to ensure the true cost of care is covered. But we need your help.

Below, you’ll find information on some of the audiences you should talk to, along with key talking points to help you start the conversation. Thank you in advance for your help and for everything you do to care for patients using medical equipment in the home.

## Audiences

We've outlined several audiences and how they might be able to help HME providers. Keep in mind, HME providers are an integral part of the patient care continuum, and everyone, at some point in their lives, will either rely on HME or know someone who will.

- **Payers:** From Medicare and Medicaid to private insurers, payer organizations hold the success of your business in their hands. Show them that HME providers deliver more than equipment—they improve outcomes, and this should be reflected in reimbursement levels.
- **Local, state, and federal representatives:** This group holds the power to influence the reimbursement schedules from payers, particularly CMS. Ask them to call for fair and equitable reimbursement that help HMEs provide the highest level of care.
- **Patients and caregivers:** Patients and caregivers are looking for a partner who can help them achieve the best care possible. Ask them to contact their representatives and tell them how much the care and equipment you provide matters.
- **Referral sources:** Referral sources count on HME providers. Showing your value can lead to increased referrals. Educate your referral sources about the difference your HME company makes for patient care.
- **The community:** We're stronger together, and no one wants to see their neighbor struggle to obtain the equipment and care they deserve. Ask your community to share their experience and insist on support for HME providers.

## Key Messages

These are just some of the main ways HME providers bring value to patient care. As you begin conversations with the audiences above, be sure to include your own stories. Those stories bring meaning to what HMEs across the country do to make a difference.

- **Message 1: Homecare is an integral part of the healthcare continuum.**

**Your story:** Without home medical equipment, many patients cannot be discharged from hospitals to recover at home.

- Explain the process you follow to assist discharge planners in helping patients receive HME.
- Outline your experience of working with families who are needing homecare equipment for the first time to keep their loved one home, where they want to be.

This leads into the opportunity for highlighting that, without homecare, these patients would be in a hospital or SNF. Due to low reimbursement rates, more than 30% of homecare providers across the nation have closed their doors. This leaves questions of adequate access to homecare products.

- You can outline the need you meet in your community.
- Talk about the population you serve, geography of your service, hospitals you are working with or other partnerships you have built to help meet the needs of your region.

- **Message 2: HMEs provide care beyond products.**

**Your story:** You're providing much more than the Amazon drop shipping model—you are offering healthcare in the home. Outline your follow-up process and educational materials. This is a good place to mention how your service reaches beyond the products you provide.

- Explain how you care for patients:
  - How often you contact a patient using oxygen—your services included with the provision of this product
  - Education process for basic equipment to prevent falls, help with compliance, and build trust and relationships
  - Working with family members of the patient

- **Message 3: HMEs reduce overall costs.**

**Your story:** Show your dedication to providing quality care at an affordable cost.

- Describe some of the cost-saving steps you take to provide quality care (e.g., technology to increase touchpoints with patients).
- Continue to keep costs to a minimum for payers yet provide high quality care – mention patient satisfaction survey results if your company has these.
- Give examples of types of care you provided in the last month that prevented more costly hospital visits or allowed patients to be discharged earlier to recover at home. Be sure to maintain confidentiality per HIPAA guidelines.
- Cost calculator – any examples of specific areas where cost savings has been achieved for patients

- **Message 4: HMEs improve patient outcomes.**

**Your story:** Share your compliance rate or some of the ways you ensure patients use their prescribed equipment properly.

- Hospital readmission rate
- Avoidable days and delays
- Quotes from patients who can do more thanks to their HME
- Protocol for patients not complying
- Average number of times you interact with an oxygen patient, or sleep apnea patient, or mobility patient, or diabetes patient, etc.

- **Message 5: HMEs increase patient satisfaction.**

**Your story:** Share testimonials you receive from patients to show the impact you have on their care. Be sure to maintain confidentiality per HIPAA guidelines. These can include:

- Emails, notes, or reviews from patients
- Patient interview videos
- Transcribed conversations

## AAHomecare Is Here to Help

If you have questions or would like assistance in forming a strong presentation to payers or other stakeholders, please reach out to our team.

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