



Upskill Staff and Expand Your Agency's Services: A Quick Guide

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Upskilling prepares your staff to provide a broader set of services to a wider population and offer the highest quality care possible.

Why is upskilling so important in 2021 and beyond?

- By assessing, improving, and expanding service, you'll be more equipped to **meet the changing needs of a wider patient population**. Many home health agencies are turning to upskilling to more effectively meet the needs of their patients, their community, and partners.
- In today's competitive market, referral sources are looking to partner with agencies that ensure the specific needs of their communities are met, so providing new services and better quality care by upskilling your team is a great way to **differentiate your agency**.
- Whether it's the COVID-19 pandemic or shifts into value-based payment models, industry forces are driving higher acuity care into the home, presenting many opportunities for growth and expansion of services. Upskilling can provide your team with the training and certifications they need to **treat higher acuity patient populations**.

What are the benefits of upskilling?

- Upskilling provides an immediate benefit to your patients. By training your staff and offering new and expanded services, you're able to more effectively treat higher acuity patients for a wider range of conditions.
- Clinical excellence in key areas important to the community are valuable to hospital and care partners as well. Expanding care and services is one of the most effective ways to grow your organization, and meeting the needs of the community and raising the complexity of the patients you receive and can effectively care for is attractive to partners.
- Upskilling helps your employees continue to grow and promotes staff retention. Not only does providing more specialized training allow your team to grow and excel, employees are more satisfied when their workplace prioritizes learning and development.

How do I successfully implement upskilling and expand my agency's services?

- 1 Determine the need within your market for expanded services.**

Review local discharge and referral information from partners, examine the demographics of your local Medicare beneficiaries, and work with local partners to determine gaps in care provided locally.
- 2 Consider the operational impact of upskilling in your organization.**

Besides the required training for your clinicians, also consider the impact on HR management, clinical coordination, and workflow.

Which areas are seeing investments toward growth?

A recent report¹ found that home health agencies are focusing heavily on ways to improve recruitment and retention, and investing in additional tools to improve quality of care—upskilling training provides a solution for both.

36%

Recruitment and Retention

33%

Additional Tools to Improve Quality of Care

20%

Sales and Marketing

11%

Other

¹ Home Health Care News, *Growth During Uncertainty 2020 In-Home Care Industry*

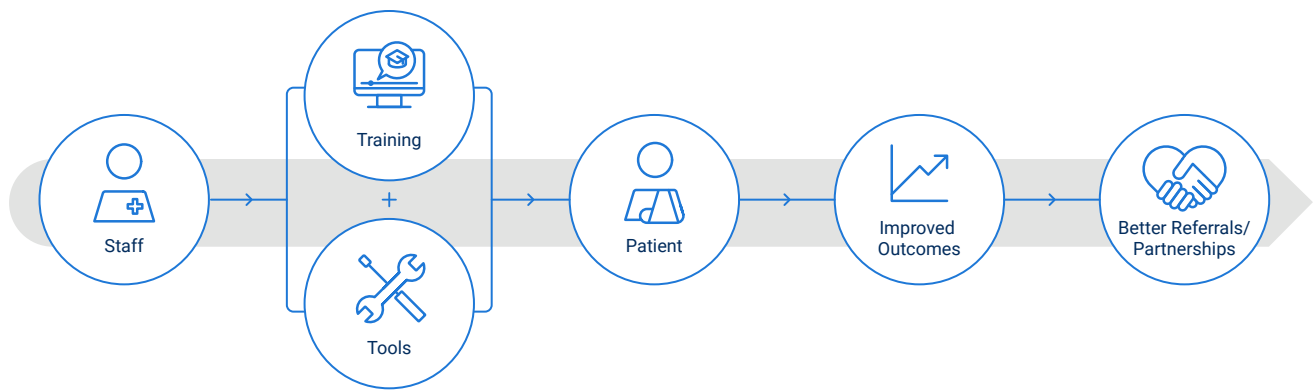
3 Lay the foundation for success before you offer expanded care.

You'll need to build up the required skills and competencies within your staff—in addition to the operational adjustments—before you open a new specialized service.

4 Establish marketing, partnerships, referrals, reputation, and clinical excellence.

Once everything else is in place, you can begin to get the word out about your expanded services.

How can MedBridge help with upskilling and expansion of services?



Home health agencies can create targeted training programs for their staff by leveraging evidence-based clinical education and a robust learning management system to easily assign specialized content and track completion. With MedBridge, clinicians have access to industry-leading courses, certification prep programs, and accredited certificates, equipping them with the skillsets they need to excel within new, specialized areas. Paired with tools to educate and engage their patients, the [complete MedBridge Solution for Home Care & Hospice](#) allows agencies to provide the highest quality care, improve outcomes, and continue to differentiate themselves in the eyes of potential partners.