

HOSPITALIZATION PREVENTION CASE STUDY



Clear Choice Health Care
Health care management company with 9 skilled nursing
and 1 assisted living locations in Florida and Colorado

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Background:

Clear Choice Health Care's goal is to maximize physical wellness, to promote independence and healing, and to enhance personal dignity. Their priority is to provide quality care that will lead to better well-being and rapid recovery.

It is their philosophy to provide compassionate care and dedicated rehabilitative services to people in need. They are committed to clearly being the provider of choice for health care and rehabilitative services in every community they serve.

The Problem:

In an ever-changing healthcare environment, Clear Choice Health Care needed to ensure their viability by focusing heavily on preventing hospitalizations and decreasing hospital readmissions. This is possible by keeping residents independent and able to perform ADLs on their own.

The Plan:

To provide state-of-the-art rehab equipment along with a strategic marketing plan to create community awareness and interest in their services.

How did aquatic programming help solve the problem?

Clear Choice Health Care made the decision to invest in a robust aquatics program. Many of their facilities offer therapy pools with integrated underwater treadmills and resistance jets. Patients recovering from any type of knee, ankle, neurological, spine or shoulder surgery or injury benefit from water's properties of weightlessness.

These pools help improve balance to reduce resident falls within their communities. They also allow active residents the opportunity to continue to exercise with less pain, leading to increased independence. When patients can off-load and begin exercising again, their confidence and motivation to continue rehabilitation increases and they are encouraged to get back to doing the things they love. This allows them to avoid getting to a debilitated state and having to enter a hospital.



Clear Choice Health Care spent a significant amount of time and energy reaching out to the community at large, physician offices and active senior centers to educate folks about various ailments that are usually signs of worse things to come. They taught them how — with warm water — they might proactively address these health concerns and reach their personal goals. Clear Choice Health Care collaborated with their doctors to prevent hospitalizations while growing their patient load in the process. They found their pool to be an excellent marketing tool that opened the door to referrals from Cardiology, Pulmonary, Gastroenterology and Orthopedic physicians.

Success Stories:

"Investing in high-quality equipment and the associated implementation costs may seem daunting, but when these state-of-the-art tools help build our business, brand us as the facility of choice in our communities and increase the scope of our operations, they are investments worthy of a deep dive."

"These pools look great to potential residents or out-patients as they tour our facilities. Just having this advanced technology draws very desirable residents and patients to us."

"All of our patients comment the first day of using the treadmill that, "I can't believe I did that!"

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They also invited all populations of the community to benefit from their programs. In one market, they treat young athletes with injuries using their therapy pools. This brings in their parents, friends and coaches — people who ordinarily wouldn't have occasion to step foot into a "nursing home" — and allows them to expand their aquatics program dramatically. People begin to see them as a rehabilitation center for all ages and a wonderful community resource.

The Result:

Clear Choice Health Care closely monitors their return on investment from their facilities. They have seen an outstanding return and response from patients on their HydroWorx pools, so much so that they continue to include 2 of them in each of their facilities. The Port Charlotte, Winter Haven and Melbourne, Florida locations have all been renovated and are now equipped with two HydroWorx advanced therapy pools at each location as well as their Centennial location in CO.



At the Port Charlotte Rehab Center location, **they have grown from 30 appointments per month 5 years ago to 1,397 appointments in one recent month.**

For the executives, it was at first a daunting choice to jump into aquatic therapy, but they couldn't be more pleased. As one Clear Choice Health Care leader noted: "...When these state-of-the-art tools help build our business, brand us as the facility of choice in our communities and increase the scope of our operations, they are investments worthy of a deep dive."

The Proof:

Research published in the Archives of Physical Medicine and Rehabilitation 2013;94:138-48 showed that when compared with standard land-based physical therapy, aquatic therapy resulted in a significant improvement of measures of Activities of Daily Living (ADL). Improvement in ADL has also been documented after participation in older adults with arthritis following an aquatic therapy program. This is a clinically significant finding because the ability to perform ADL with less pain and difficulty is a major priority for older adults with arthritis.

Success Stories:

"We are able to get endurance and activity tolerance from using the treadmill. A patient can walk 20 minutes on the treadmill in the water no problem without even a break, and on land that's just not possible. There's a benefit here that you just can't get on land."

"The mission of Clear Choice Health Care is getting the right people and the right equipment to serve our patients. We really believe in investing in the equipment that provides best for the community and that's going to give the best functional outcomes for the community."