

## Housecall Providers selected for prestigious national study

Sen. Wyden helps us become one of 16 Independence at Home sites in U.S.

At a gala breakfast celebration June 1 at the Waverley Country Club, U.S. Sen. Ron Wyden (D-Oregon) announced that Housecall Providers had been chosen to participate in the landmark Medicare project known as Independence at Home (IAH).

The U.S. Senator, who has been instrumental in sponsoring IAH in the Senate, joined Housecall Providers founder Dr. Benneth Husted, Executive Director Terri Hobbs, board members, staff and supporters to discuss the objectives and criteria of the project. Wyden has been a staunch supporter of Housecall Providers' candidacy for the demonstration project and his pride in the selection was evident.

He praised Housecall Providers for leading the way in delivering effective and cost-containing medical care to those too ill to easily visit a doctor's office. He explained that IAH, a three-year project, will give Housecall Providers ample time to show that its medical care model does indeed save money while improving the quality of life of its patients and their caregivers.

"I think we all understand that a very small percentage of the Medicare



Photo: Cathy Cheney

U.S. Sen. Ron Wyden, Dr. Benneth Husted and Terri Hobbs announced Housecall Providers' selection as an Independence at Home demonstration site at a celebratory breakfast at the Waverley Country Club.

population consumes over half of the Medicare dollars," he said. "Over half. And it is chronic disease, of course, heart and stroke and cancer, and there's a lot that we ought to be doing to prevent these people from having those illnesses."

For these reasons, he said, "We need Housecall [Providers] right now, today, because if we don't have this program, make no mistake about it: We are going to see those with chronic disease going in the

middle of the night to hospital emergency rooms ... This is not rocket science. They are going to need more expensive care in settings that are less comfortable than at home with their families."

Wyden's ultimate goal is to use the results from IAH to create more service models like Housecall Providers that treat patients with care and respect in their homes so they can be freed of needless hospitalizations and dependence upon emergency rooms.

# Why being selected to participate in Independence at Home matters

## Founder's Message



It has been four years since the American Academy of Home Care Physicians helped design legislation that would become Independence at

Home (IAH), Section 3024 of the Affordable Care Act (ACA) of 2010. This little-known section of the ACA could turn out to be the most important of all, because its central feature is the testing of a payment model.

When I was scheduling medical home visits from my dining room 20 years ago, it seemed obvious to me that providing primary care in the homes of those no longer able to go to a doctor's

office prevented many costly medical crises. My typical patient was an 81-year-old woman being cared for at home by her daughter, who was no longer able to get her mother into the car. If mom had a sudden worsening of her heart failure, I could go to her house and often prescribe simple measures to relieve her symptoms. Without my interventions, she would likely end up going to the ER and being admitted to the hospital for several days.

But Medicare and other insurance companies do not reward this kind of cost-saving intervention. Our current patient census is over 1,300, and in fiscal year 2012 we made over 12,000 medical home visits; and by our calculations, we have saved the health

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care system millions of dollars over the years. Yet we must constantly fundraise just to make ends meet.

Under IAH, we will have an opportunity to prove that what we do saves money – and to share in that savings. If we succeed, and we believe we will, this model could be replicated all over the nation and potentially save the Medicare program for future generations.

– Benneth Husted, D.O.

## Executive Director's Message



Since our notification of becoming one of 16 Independence at Home (IAH) demonstration sites, we've hit the ground running.

The official notification was April 26th and we were required to be operational on June 1st.

To meet the regulatory requirements and to ensure our success in this demonstration, we hired two transition nurses (1.3fte) and a data specialist (1.0fte) even though we will not see any funding from the fiscal sponsor, the Centers for Medicare & Medicaid Services (CMS), until the first year of data has been analyzed. The expectation is it will take another six months to complete analysis of the data and send out funding to those organizations involved in the study that show at least a 5% savings. In our case, since we are starting with a relatively small number of patients, the savings threshold may be a little higher. We are confident we can meet the threshold and hopefully show a savings in the range of 20% to 30%.

The 3-year demonstration gives us the opportunity to prove that this model saves money, provides better care and has better health outcomes.

But in all likelihood, because of the way that the program is structured, we will not receive our share of the savings until after 2012. These new hires, and an increase in after hours urgent care visits represent an investment on our part of \$224,000. These new positions were not included in our 2012 – 2013 budget so, in the next year, we are depending on grants and donations to cover those additional costs. We will work diligently with local foundations to help support this project, as well as apply proceeds from *Leading the Way*, our fall gala dinner, to this project.

I can't emphasize enough the importance of our success in IAH. The 3-year demonstration gives us the opportunity to prove that this model saves money, provides better care and has better health outcomes. But to accomplish these lofty goals, we need your support. Please consider making a donation that will help us provide these vital services to the vulnerable, fragile patients in our community.

– Terri Hobbs

# 'Leading the Way' fundraiser set for Oct. 18

Housecall Providers dinner and silent auction, *Leading the Way*, will be held October 18th at the Multnomah Athletic Club (MAC) from 5:30 p.m. to 8:30 p.m. *Leading the Way* was chosen as our theme in recognition of our selection as a site for the national demonstration project, Independence at Home (IAH). Because of this selection and our determination to prove that in-home primary medical care is not only better for the patient, but less costly for Medicare, we have hired three new staff positions to help ensure our success. These position costs add up to approximately \$224,000 that we must raise this year. Revenue from *Leading the Way* will go directly to filling this need.

This is our first time hosting an event at the MAC and we are thrilled to be in a space with such a rich history and delicious cuisine. The MAC's head chef is Philippe Boulot, a James Beard Award winner. Boulot will undoubtedly create a taste-tempting menu highlighting the strengths and flavors of the Northwest.



Laure Redmond

We are delighted to announce that our host for the evening will be Laure Redmond, a nationally recognized self-esteem coach, author and mind/body consultant. Laure leads workshops and speaks throughout the United States and Canada, as well as maintains a private self-esteem coaching business here in Portland. She is the creator of Stretch Appeal, a mind/body practice in Portland, and she appears regularly on *Feel Good Friday*, a popular monthly TV series



on KATU'S AM Northwest. Laure is the author of the book *Feel Good Naked* and has been featured twice in *O, The Oprah Magazine*. Her inspirational stories, energy and focus will guide the evening and certainly make it a night to remember.

The evening will also feature the Jazz stylings of Bre Gregg and will offer a wide-ranging selection of silent auction items and some sought-after raffle prizes. Guests will learn more about Housecall Providers' powerful medical care model, as well as gain more insight into the goals of participating in Independence at Home.

If you are interested in learning more about sponsorship opportunities, volunteering time, an auction item, or table and ticket prices, please contact Barb Gorman at [bgorman@housecallproviders.org](mailto:bgorman@housecallproviders.org) or 503-988-5303. We will be updating the event section of the website to include new sponsors and auction items so check back regularly for updates. Hope to see you there!

Photo: Cathy Cheney

## Celebrating inclusion in Independence at Home



More than 100 people gathered at the Waverley Country Club to hear U.S. Sen. Ron Wyden announce that Housecall Providers had been selected to participate in the three-year Independence at Home (IAH) demonstration project. Senator Wyden then accompanied our founder, Benneth Husted, D.O. to an adult foster home so he could witness firsthand a medical house call to one of the project's participants. Read the story on page 4.

## Register for *Leading the Way*

**Housecall Providers Dinner & Silent Auction**  
**Thursday, October 18th, 5:30 p.m. – 8:30 p.m.**

Multnomah Athletic Club, Portland

Tickets \$125.00, Table (8) \$1,000

Call (503) 988-5356 or email [kswan@housecallproviders.org](mailto:kswan@housecallproviders.org) to purchase tickets for *Leading the Way*.

# Senator Wyden makes a house call to an IAH patient

Following the Independence at Home (IAH) announcement breakfast at the Waverley Country Club, Sen. Ron Wyden and Housecall Providers founder Dr. Benneth Husted paid a visit to an adult foster care home in the Sellwood neighborhood of Portland.

There, Sen. Wyden and Dr. Husted spoke with Housecall Providers patient David Stezaker about the care he receives as one of Dr. Husted's patients. Stezaker will be among the Housecall Providers patients included in the IAH three-year study, because he has two or more chronic illness diagnoses and his care is paid for primarily by Medicare.

Stezaker told Wyden that his care under Dr. Husted has been exceptional. Two other patients in the home, who are also part of the Housecall Providers practice, echoed Stezaker's praise.

Dr. Husted received the accolades with her typical humility. But she was clear about the efficacy of the Housecall Providers care delivery model.

"It's much more cost efficient to have us doing what we're doing than having folks like these patients ending up with crises – medical crises – that require lengthy hospitalizations," she said. "Without our care, many medically fragile people don't get care until they end up in the emergency room."



*Sen. Ron Wyden and David Stezaker*

Television station KATU accompanied Dr. Husted and Sen. Wyden on their foster home visit and aired coverage of it later that day. Visit the "news & events" page on our website ([www.housecallproviders.org](http://www.housecallproviders.org)) to access KATU's coverage.

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– Benneth Husted, D.O.



Dr. Benneth Husted took U.S. Sen. Ron Wyden with her on a house call to an adult foster care home. There, Sen. Wyden met several of Dr. Husted's patients, including David Stezaker, whose care will be included in the IAH study.

## What is the Independence at Home project?

This is how the Centers for Medicare & Medicaid Services (CMS) defines the Independence at Home project:

*Under the Independence at Home Demonstration, the CMS Innovation Center will work with medical practices to test the effectiveness of delivering comprehensive primary care services at home and if doing so improves care for Medicare beneficiaries with multiple chronic conditions. Additionally, the Demonstration will reward health care providers that provide high quality care while reducing costs.*

Visit <http://innovation.cms.gov/initiatives/Independence-at-Home/> to learn more.

"PacificSource Charitable Foundation is extremely pleased to partner with Housecall Providers, in support of the Independence at Home initiative. We look forward to learning lessons from their innovative model, on strategies to improve access, quality and cost of care for the medically fragile."

– Priscilla Gould  
Chair of the PacificSource Charitable Foundation

## WAYS YOU CAN SUPPORT HOUSECALL PROVIDERS



**W**hen you donate to Housecall Providers, your dollars go directly to services for our patients. We pride ourselves on our low administrative and development overhead. To make a tax-deductible contribution today, call (503) 988-5303 or send your contribution directly to Housecall Providers, 4531 SE Belmont St., Suite 250, Portland, OR 97215.

**Leave a Legacy:** By leaving a gift in your will or estate plan, you can ensure that your assets gained in life will leave a legacy to help others after your death. And the tax benefits of your contribution will also benefit those who inherit your estate.

If you would like more information on how to include Housecall Providers in your will or estate plan, check with your financial planner or call our office at (503) 988-5303.

**Become a corporate sponsor:** If your corporate mission is aligned with ours, consider sponsoring Housecall Providers as a win-win. Corporate sponsors underwrite our events and receive various forms of acknowledgement. We also have ongoing program and communications needs that lend themselves to corporate sponsorship. For example, sponsoring our quarterly newsletter presents a perfect opportunity for a corporation to be recognized. To learn more, please contact Terri Hobbs at (503) 988-5303.

**Donate a vehicle:** If you are considering getting rid of a vehicle you own, we have a vehicle donation program through Volunteers of America's Charity Connection program. Call us at (503) 988-5303 to learn more.

# Profile: Meagan McFarland

## Keeping patients at home and out of the ER

**O**n June 1, 2012, Meagan McFarland became part of the national Independence at Home (IAH) demonstration program.

Like other clinicians at Housecall Providers, Meagan, a nurse practitioner, has patients in her panel of 80 that are part of the IAH study. While they may not seem much different from the typical Housecall Providers patient, those designated as participating in the study present with two or more medical diagnoses and their healthcare is solely covered by Medicare.

released from hospital care. Reducing the number of these quick return trips is another goal of the IAH project.

Meagan thinks the IAH project will produce hard numbers to support the efficacy of Housecall Providers home-visit based medical care model. Our clinicians are trained to help patients stay in the residence of their choice. Part of that emphasis includes reducing patient ER visits.

But how exactly does Meagan prevent an unnecessary trip to the ER for one of her patients? She explains:

“Today, we have a lot of mobile medical equipment that we can call in to help us decide if the patient needs to go to the hospital. We have a service that brings mobile X-ray equipment to the residence. This all happens within a day, so that if the patient really needs to go the hospital, they can get there without a long wait.”

Meagan says this system “prevents most of the trips to the hospital.”

“We still have a lot of caregiver and family education to do,” she says. “There are some patients who want to go to the ER for everything. With this type of patient, I have been able to make some progress simply by reassuring them that we can take care of them at home.

“With other patients, it’s more about educating the caregivers, whose default decision is often to send the patient to the hospital.”

New positions have been created so that Housecall Providers can closely follow up on patient trips to the ER and on hospital readmissions of our patients. These specially trained nurses will be gathering data and working with hospital and residential personnel to explain the objectives of Independence at Home and why it is important that our patients not be subjected to unnecessary trips out of their home for care they do not require.

Meagan and other clinicians at Housecall Providers have long been committed to reducing those painful trips. Now, with this new federal program in place, they are eager to demonstrate how the Housecall Providers model of care delivers high quality medical services at a lower cost.



“If a medically fragile patient has someone following them in their homes, their quality of life improves, they make fewer trips to the hospital, and the cost of care is less.”

Photo: Andie Petkus

The opportunity to be part of the IAH study appeals strongly to Meagan. “Independence at Home is trying to demonstrate what we at Housecall Providers already know—that if a medically fragile patient has someone following them in their homes, their quality of life improves, they make fewer trips to the hospital, and the cost of care is less,” she says.

Housecall Providers clinicians can testify to the many unnecessary hospital visits patients with multiple diagnoses make to the emergency room. They are also aware that far too many of these patients find themselves right back in the hospital or emergency room after they are

“At least a couple times a week, I get a call from a caregiver. A typical situation is that one of our patients has fallen. Most residential centers have a policy that, if a patient falls, they are transported to the ER. So often, those trips, which are very hard on our patients, are unnecessary.

“We have trained caregivers to call us when someone falls. My first step is to do an assessment over the phone. Is the patient bleeding? Unconscious? In a lot of pain, or just a little? They may say, ‘His shoulder hurts.’ Usually, I go out to the site to do an in-person assessment.



## Cathy & Helen: A Volunteer Story

Cathy Geiger has always volunteered. It is a part of who she is. As a bookkeeper in her professional life, there is no shortage of non-profit organizations that would love to have her expertise and dedication to draw upon in their administrative offices—and indeed, many of them have.

Cathy has worked with Hands on Portland, Immigration Counseling Services, Globio, and Headwaters to Ocean (H2O), among others. She also has long ties to Housecall Providers, volunteering as our bookkeeper back in the late 1990s when this organization was still just finding its legs.

When her children were born, Cathy shifted much of her volunteer energies to their classrooms. She did that until they got older, at which point she laughingly says, “They kicked me out!” During this time she also found herself caring for her mother, who had become seriously ill with cancer. She spent two years as her mother’s caregiver, helping her to live out the rest of her life at home and eventually pass away peacefully in her own bed.

“I was with her until her last breath. An experience beyond words, but it will remain with me until I die,” says Cathy.

During that time with her mother, Cathy spent a lot of time thinking about the process of dying. She did a lot of reading and research on the subject, and that brought her thoughts back to Housecall Providers. She was ready for a new volunteer challenge, but not as a bookkeeper this time. She wanted to make a more direct contribution. So last January, she enrolled in Housecall Provider’s volunteer training program, and not long after graduation began to visit Helen Orico.

“She keeps wanting to take me to lunch,” says Cathy of Helen, “but all I ask for is the smile on her face.”

Though Cathy’s initial interest was in hospice volunteering, Housecall Providers was in the process of starting to extend our volunteer services to our primary care patients. Often these people are even more isolated than those at the end of life. Families and loved ones often converge in the final days of a person’s life, but the long-term disabled and home-bound can go long stretches of time with little in the way of visitors or friendly human contact. Cathy agreed to be one of our first primary care volunteers and was matched with Helen.

Twice a week, Cathy drops by to see Helen. “Cathy is wonderful, she does a lot for me,” says Helen. “She comes here and takes me walking, so I can get out and walk”.

Cathy helps out in other ways too, helping a bit with yard work and around the house. She is looking forward to the holidays this year when she can take out an old box of porcelain decorations that Helen and her late husband had painted together and help put them out once again—as they’ve remained in the closet over the previous several years.

“She keeps wanting to take me to lunch,” says Cathy of Helen, “but all I ask for is the smile on her face.”

If you would like information about volunteering with Housecall Providers, contact Todd Lawrence at [tlawrence@housecallproviders.org](mailto:tlawrence@housecallproviders.org) or (503) 988-5336 x232.

*Helen and Cathy take one of their leisurely strolls in Helen’s neighborhood.*



# housecall providers

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## Our mission

Housecall Providers is a nonprofit medical practice dedicated to delivering, coordinating, and advocating for the quality medical care that homebound seniors and persons with disabilities need to experience healthful lives in their own homes.

Housecall Providers Hospice, in concert with primary care, serves our community by offering physical, emotional and spiritual support to persons completing life's journey and those who love them. We strive to add quality of life to this sacred time.

Photo: Cathy Cheney



Left to right: Darrin Buckner, Patty Murphy, Sister Virginia Schroeder, Sen. Ron Wyden, Bill Labberton, and Sister Katie Hearn at the Independence at Home breakfast.

Housecall Providers was awarded First Place in the *Oregonian's* "Top Workplaces 2012," Small Companies category! The category included small businesses from Oregon and SW Washington. Employers were nominated for awards in three company size categories. See the *Oregonian's* Sept. 16 special section on Top Workplaces and visit our website for more on this exciting announcement!

## Housecall Providers Board of Directors

- President: Mauro Hernandez**, CEO, Concepts in Community Living  
**President-Elect: Darrin Buckner**, Executive Director, West Hills Village – A Senior Living Community  
**Immediate past president: Patty Murphy**, ANP, Nurse practitioner, TakeCare Health  
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**S. Virginia Schroeder** (July 2010), Educator

