

Genevive

LTC Summit

October 2020

Introduction – Amanda Tufano



Agenda

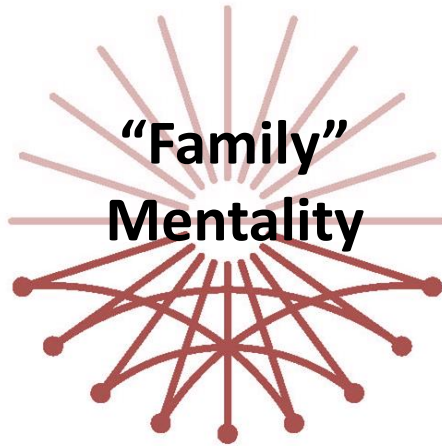
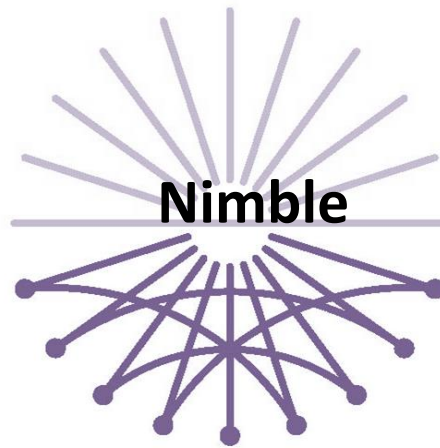
- Genevive overview
 - Stats and background
 - IT and EHR history
 - Mission, values, vision
- Value driven care needs
- Medicare Advantage and SNPs
- Genevive partnerships and value metrics
- Genevive lesson learned

Genevive Overview

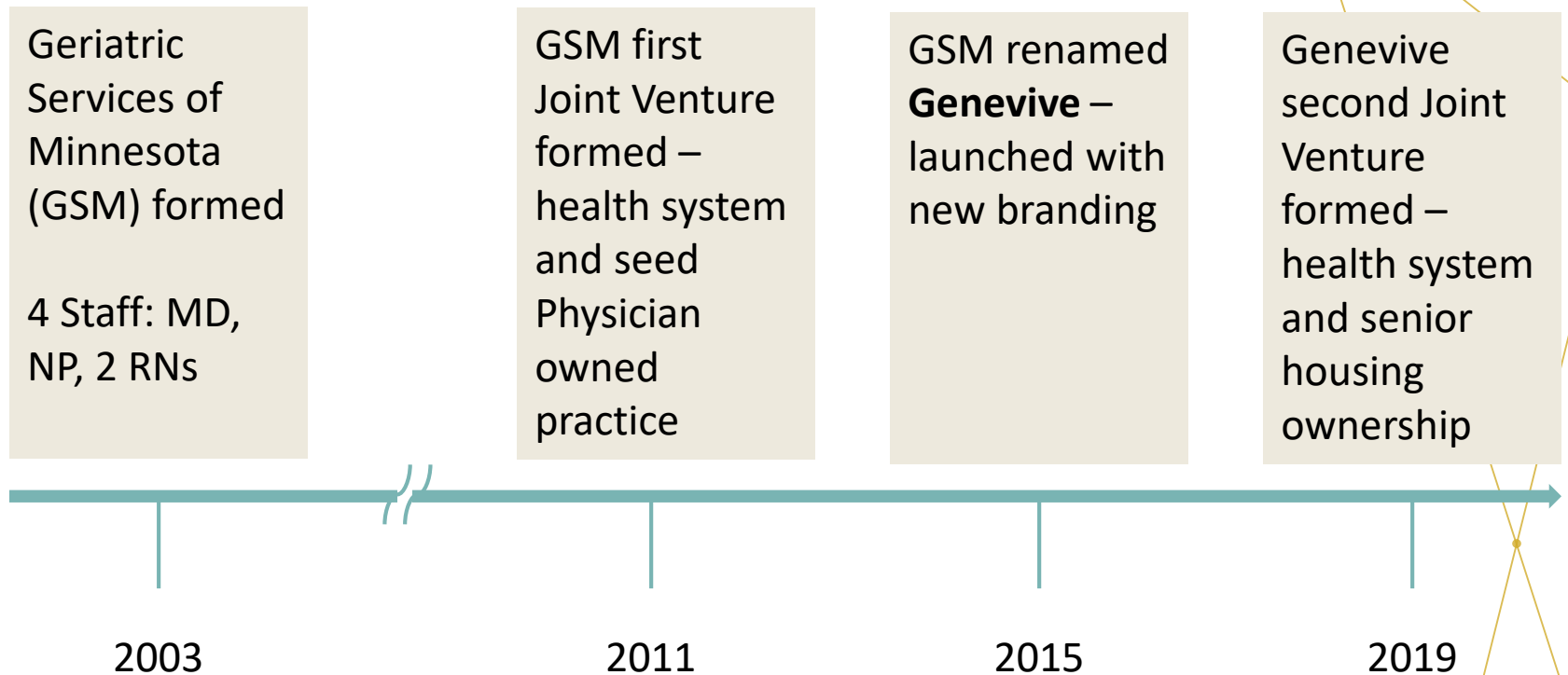
Genevive 2020 Stats

Practice	Minnesota Geriatric Medical Group
Employees	176 (59 Providers)
ADC	~7,500 pts
Service Lines	<ol style="list-style-type: none">1. Long term care (LTC)2. Assisted Living (AL)3. Transitional Care Units (TCU)4. Independent Living (IL)5. Care Management6. Risk Adjustment

Culture



Genevive Timeline

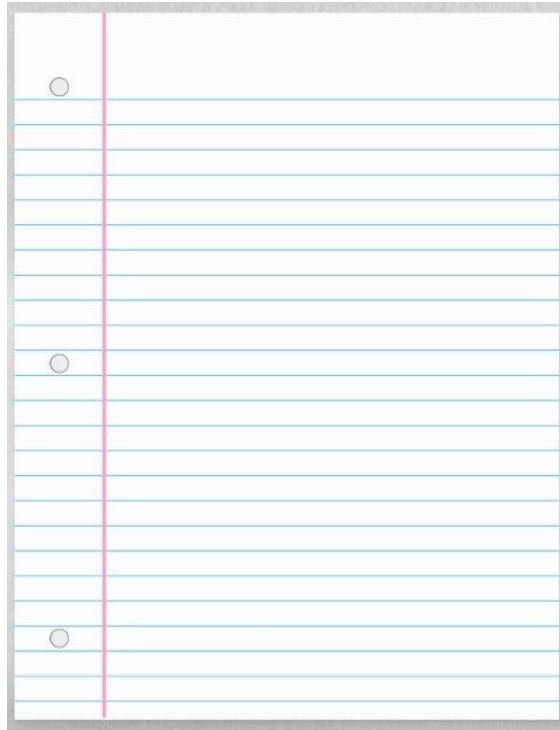


Opinion Poll

Thanks for your feedback!

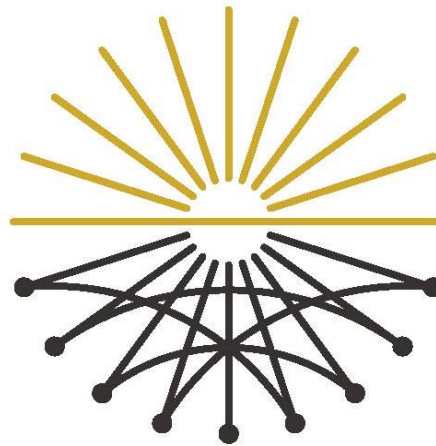


Technology



Mission

Treat them like family.



Values

COMPASSION

We understand the difficulties our patients face. And we genuinely care about making their lives easier. By getting to know them as people, we're able to ask better questions and seek the best answers. Our standards are high. We strive to be the kind of company we'd send our own parents to.

EXPERTISE

We specialize in one of the most complicated fields in medicine. Our team brings decades of experience and a commitment to rigorous, evidence-based approaches. We are truth tellers who challenge easy answers and work to deliver the most valuable care in every situation.

ACCESSIBILITY

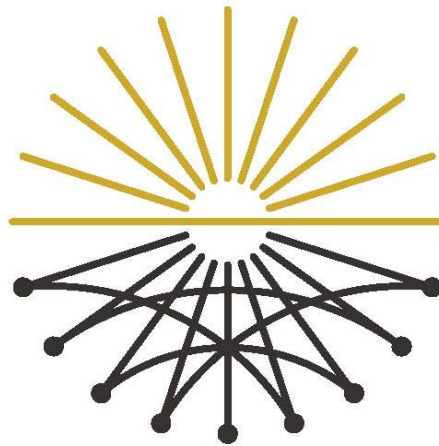
Expertise is of limited value if it's not accessible. When patients need assistance, they need Genevive, not usual care providers under fee-for-service. We're there for our patient's 24/7 and ensure they receive the care they need at every step of their journey.

ETHICS

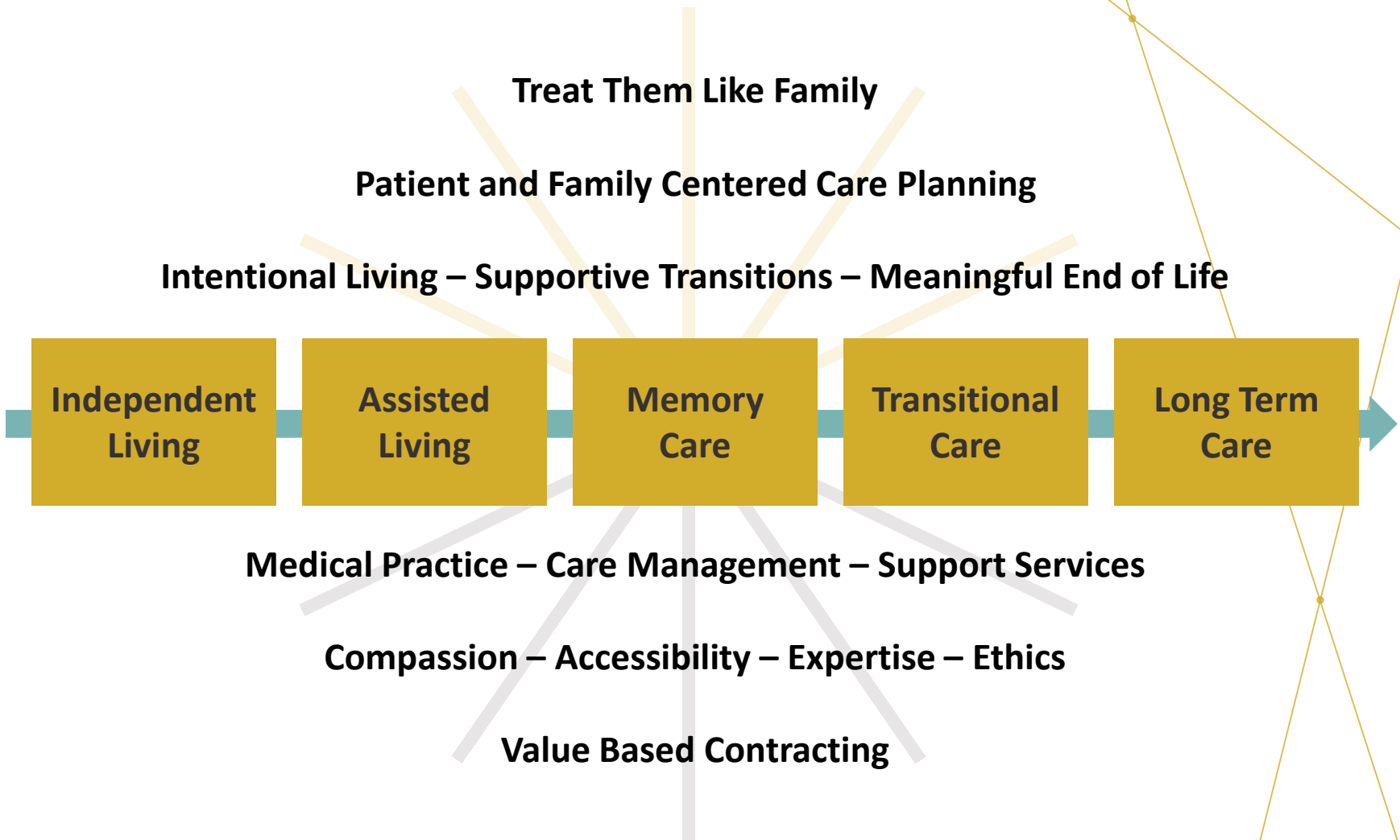
Trusted providers are best equipped to recognize the right care for the patient. We keep the bar high on ethics so our patients get the care they need and deserve.

Vision

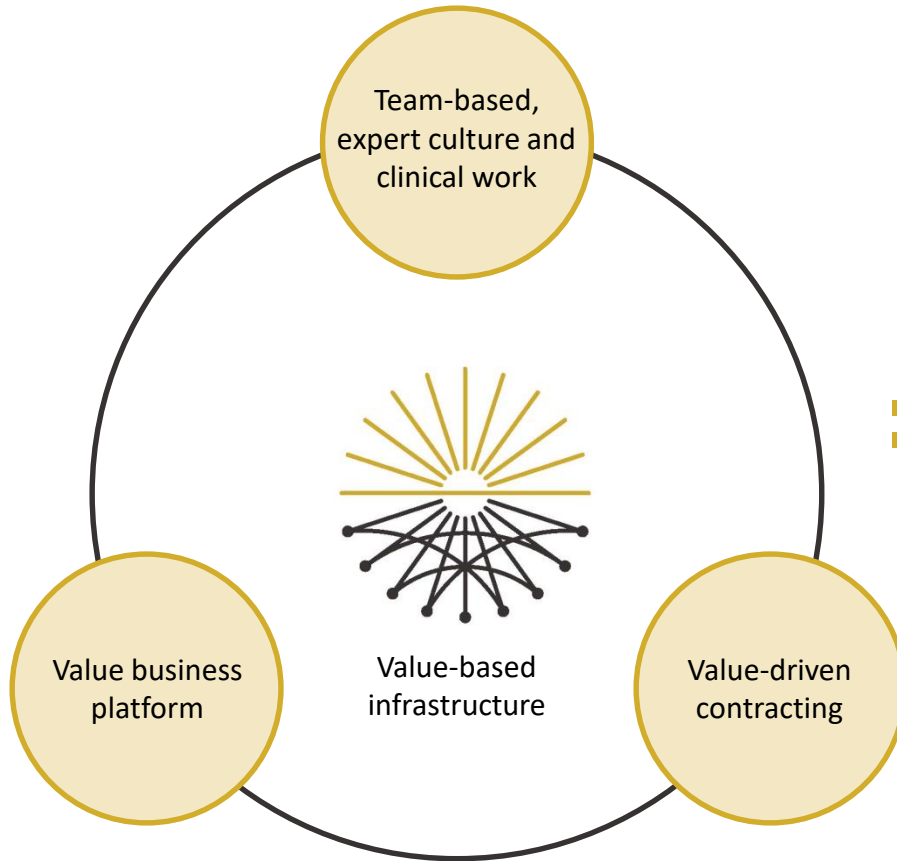
- Build nationally recognized, best in class, campus-based care model paid under value driven contracting.



Campus Care



Value Driven Company



Value-based care for patients

Better quality of life for patients and family

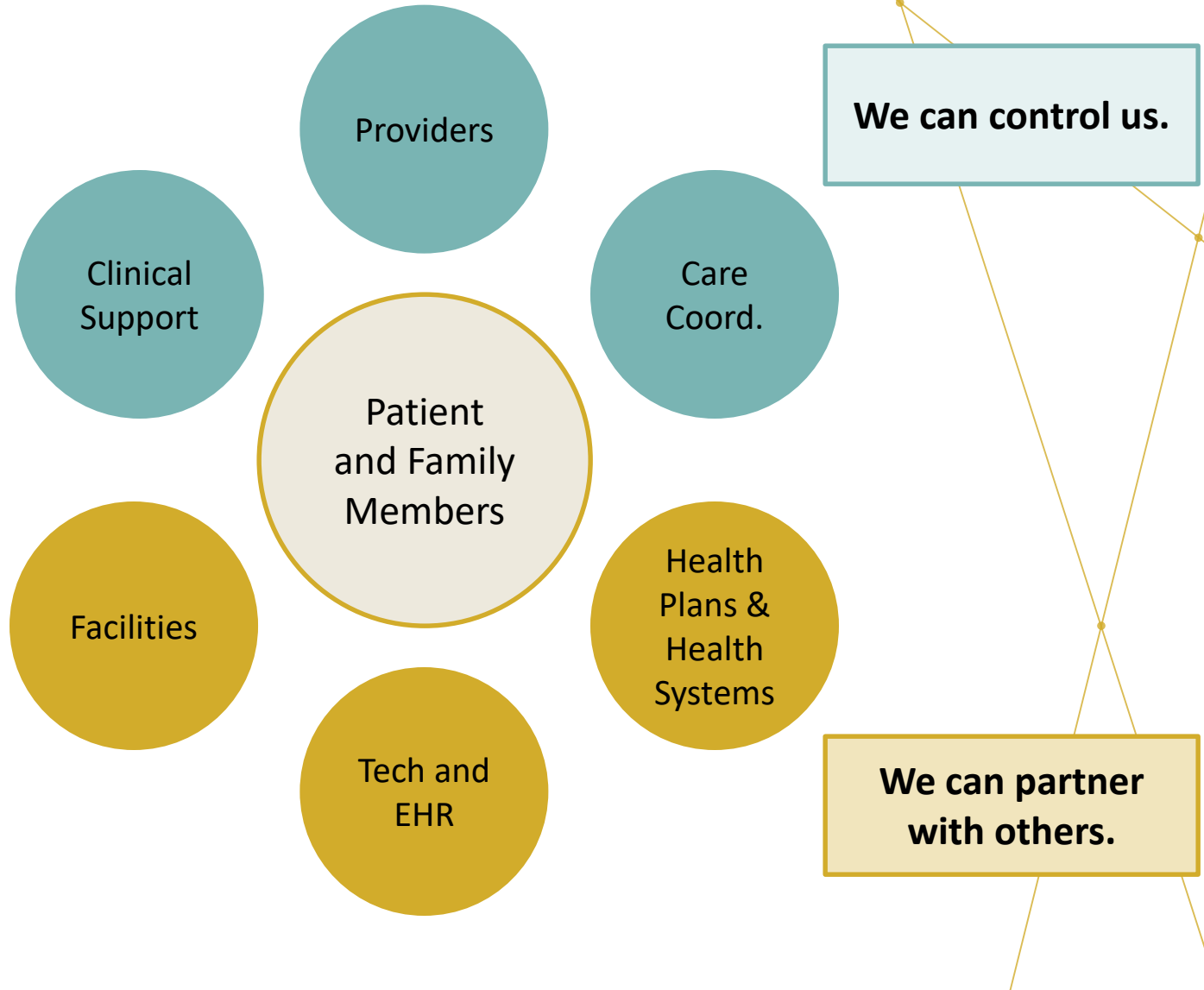
Vocationally rewarding resulting in better retention

Affordable care and lower total cost of care

Clinical Work

- Infrastructure required to manage care:
 - Based in expert geriatric care
 - Provide different patient experience
 - Connected primary care and care management
 - Support to allow top of license work
 - Create clinical pathways that reduce cost and improve quality
 - Scalable and reproducible
 - = Geriatric Center of Excellence

Clinical Team is Key



Medicare Advantage and SNPs

- Medicare Advantage
- Special Needs Plans
 - Duals (D-SNP)
 - AKA: Minnesota Senior Health Option (MSHO) in Minnesota only
 - Institutional (I-SNP)
 - Chronic Condition (C-SNP)

Current Resident Profile

- Frail and vulnerable
- Moderate to severe cognitive impairment
- More likely to be female
- Average age is 85 years old
- Unable to make independent care decisions
- Has multiple co-morbidities
- Needs assistance with activities of daily living (dressing, eating, toileting)

I-SNP Criteria and Partnership

Medicare Eligible

Individuals who need or are expected to need the level of services provided for 90 days or longer in SNF

Individuals must reside:

- LTC
- Assisted living (AL)
- Memory care (MC)

The I-SNP offers us a unique and exciting opportunity as a provider group to partner with facilities and health plans in a new way

145+ Facilities in 2021

MEDICA® |  Genevive

A new Medicare choice from two trusted names.

 **Ucare**®

COMING: 2021

GEHRIMED Partnership

- Important foundation
 - Mobility
 - Ease
 - Flexibility
 - Integrations
- Important growth opportunities
 - Value based care
 - New clinical tools and metrics

= GEHRIMED is a true partner, growing with us!

Opinion Poll

Thanks for your feedback!



Value Contracting Metrics

- Value contracting is making us rethinking metrics we've always known
- Care coordination means more than working around the Provider:
 - Locating the patient
 - Identifying eligible benefits
 - Supplying the right care at the right time
 - Ensuring key outcomes for patient

Great Ideas That Didn't Work

- Great ideas without strong sources of revenue
 - **Building our own EHR with a local IT partner**
 - Geriatric hospital wing in acute hospital
 - Geriatric behavioral health wing in critical access hospital
 - Home visit program for community patients spread over large geography

Genevive EHR Lessons Learned

- First, understand your clinical model, business infrastructure, and partners
- **Critical importance:** which partners can deliver?
 - Evaluate your organization's readiness for change and necessary growth targets
 - Find the right partner to take risk
 - Create a meaningful relationship that allows for growth and transparency
- Deliver on results

Mission

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