



Confronting the Clinical Capacity Crisis

Donovan Campbell, CEO
Joe Brence, Head of Clinical Strategy



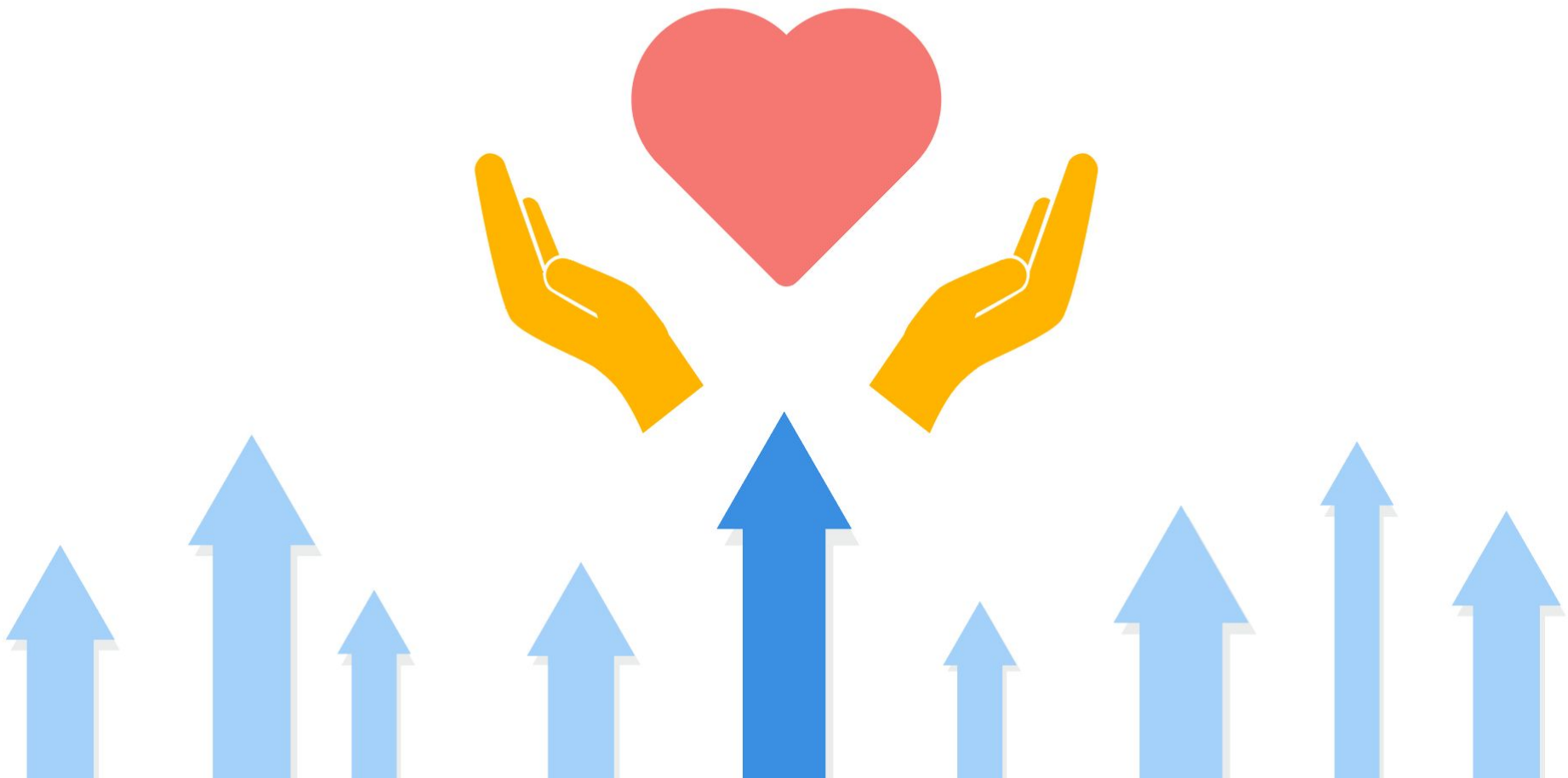
Donovan Campbell

Chief Executive Officer

Past Experience





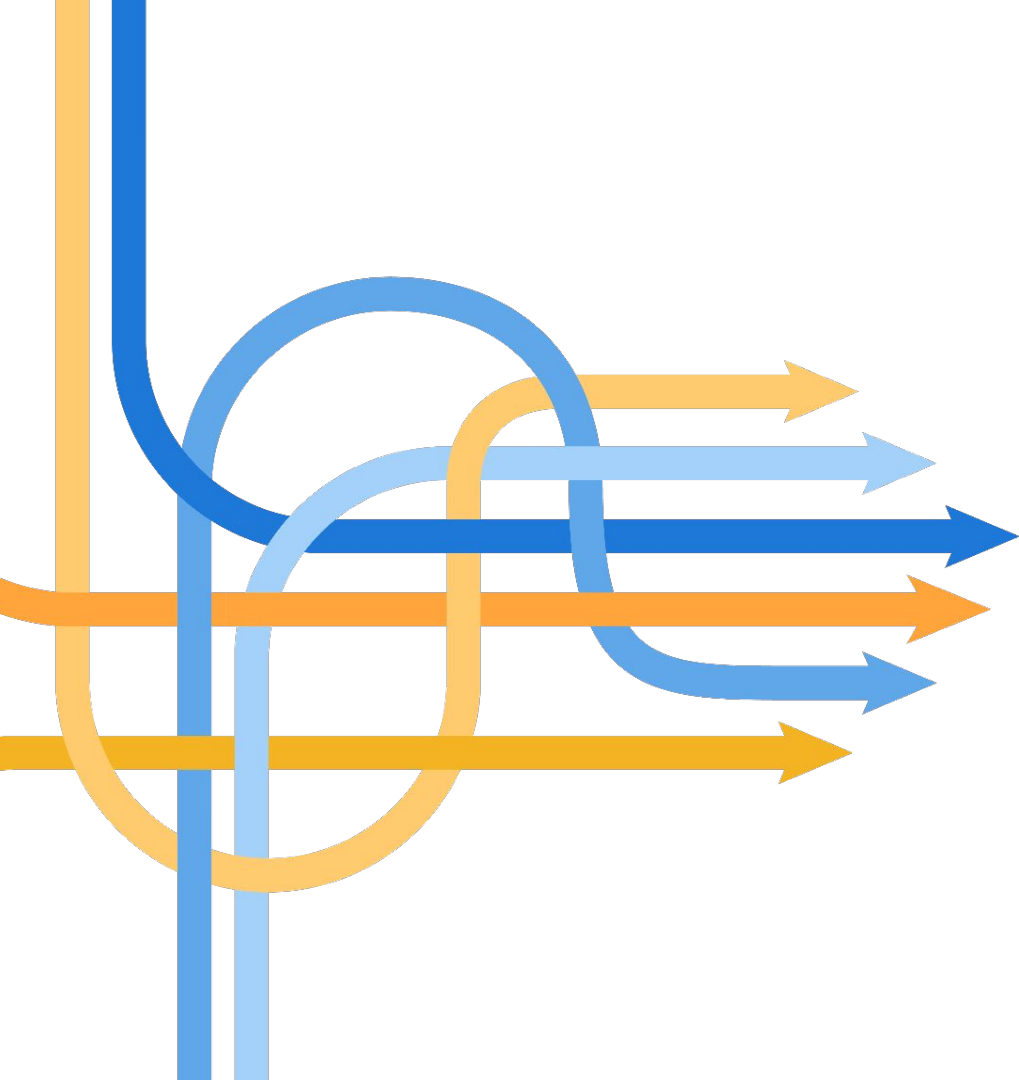




Value-Based Payments

Staff Attrition

Changing Workforce Demands



End-to-End Solution to Support Nurses

1



Quality Onboarding

2



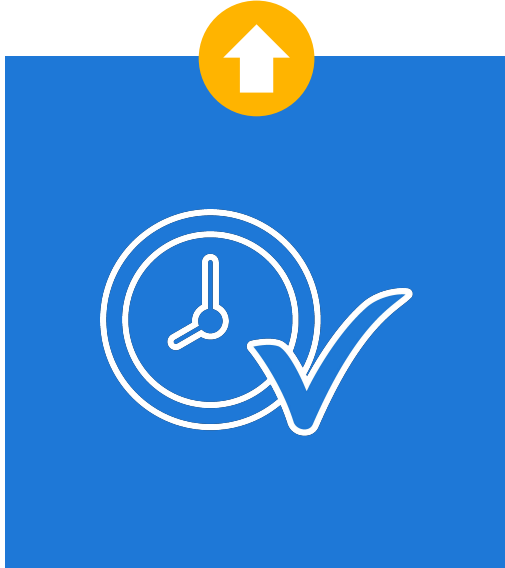
**Superior Ongoing
Training and Mentorship**

3



**Clinical Excellence
at Point of Care**

We Want to Help

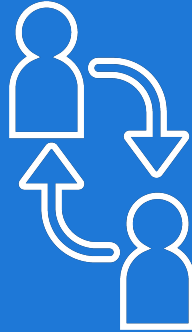


**Workforce Time
Effectiveness**

We Want to Help



**Workforce Time
Effectiveness**

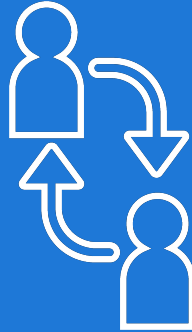


Staff Turnover

We Want to Help



**Workforce Time
Effectiveness**



Staff Turnover



Profitability



10,000 people
are turning 65 every day



**Every baby boomer
will be 65+ years old
by 2030**

This demographic shift has accelerated
demand for home healthcare services.

The Market Is Expanding Rapidly



2023: \$94.17 Billion

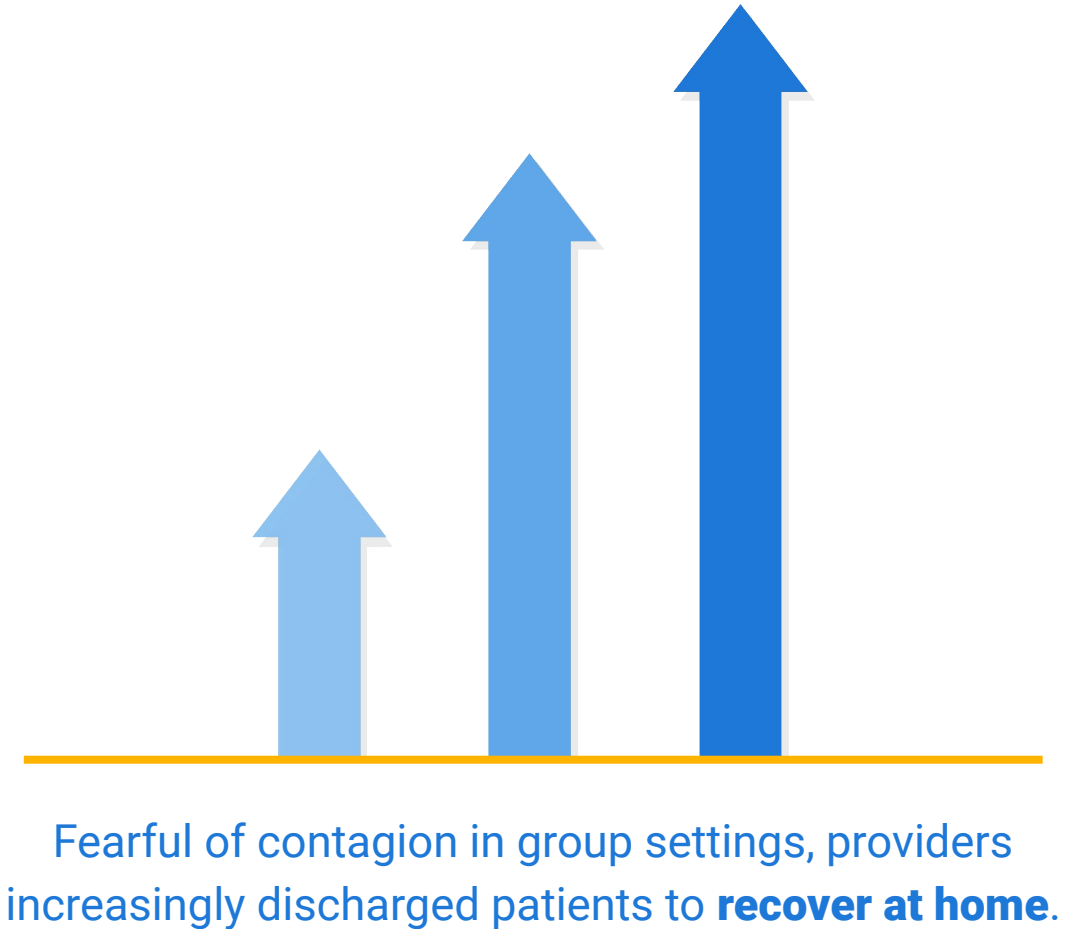


2030: \$153.19 Billion

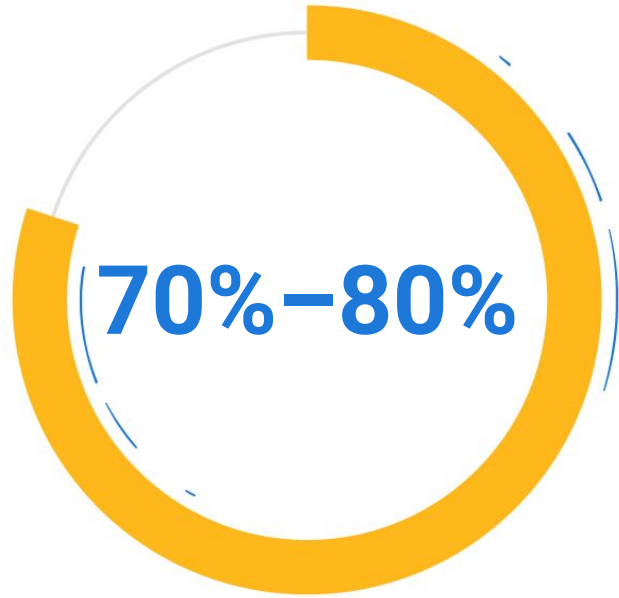
[Fortune Business Insights](#)

COVID accelerated the **home health** trend

[McKinsey, 2022](#)



Care at Home



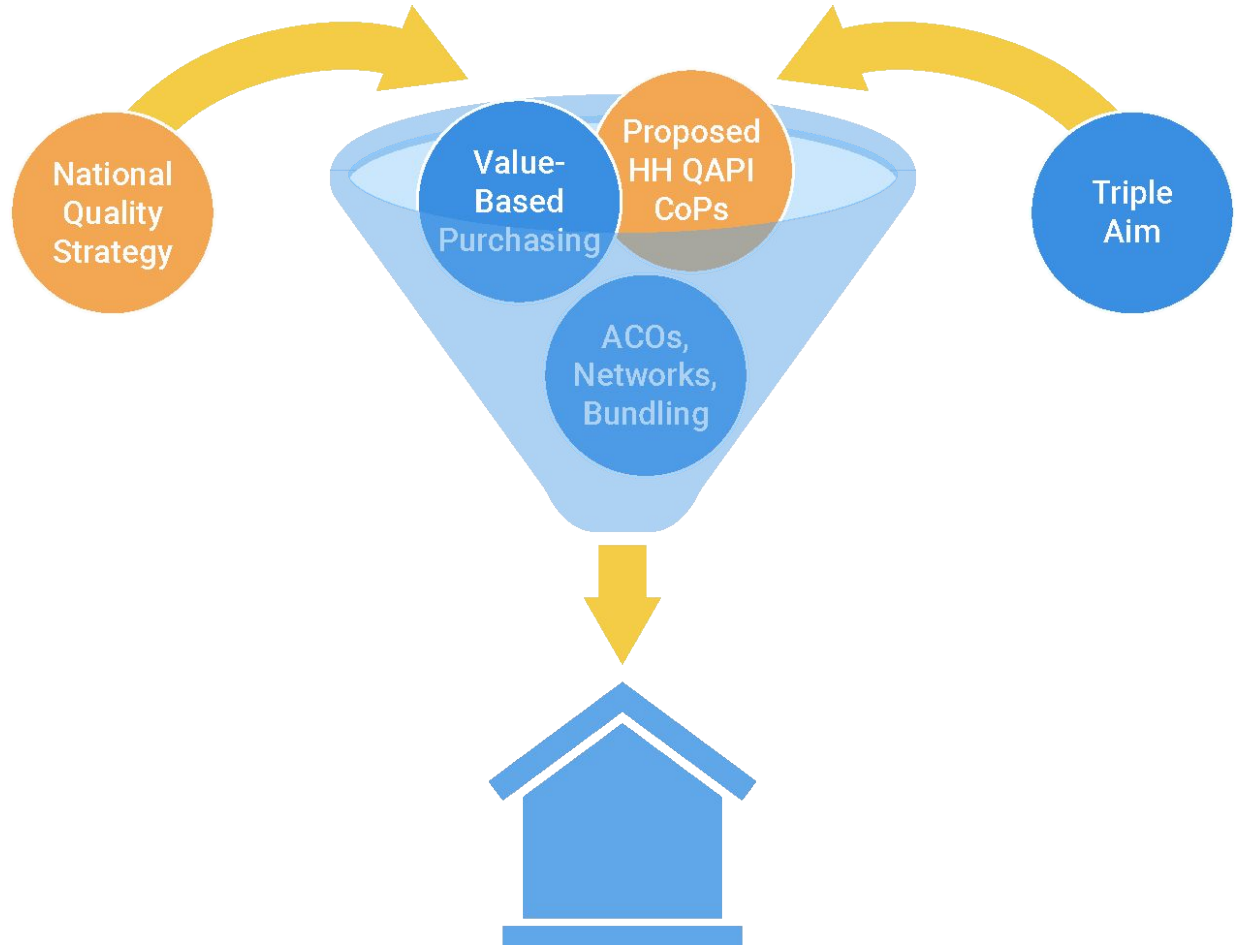
Responded positively toward
at-home care settings

[Deloitte: Changing consumer preferences towards health care services: The impact of COVID-19](#)

In-home care has proven to be one
of the **most clinically effective**
care settings.



Shift Toward VBC



HHVBP Results



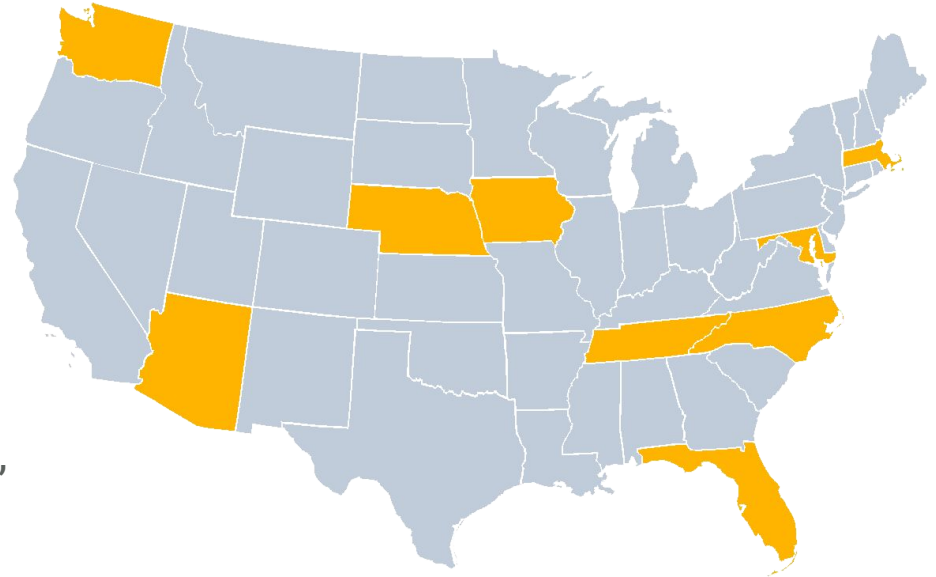
Unplanned hospitalizations,
ED visits, and SNF use
decreased.



CMS Medicare spending
decreased by \$949.2 million.

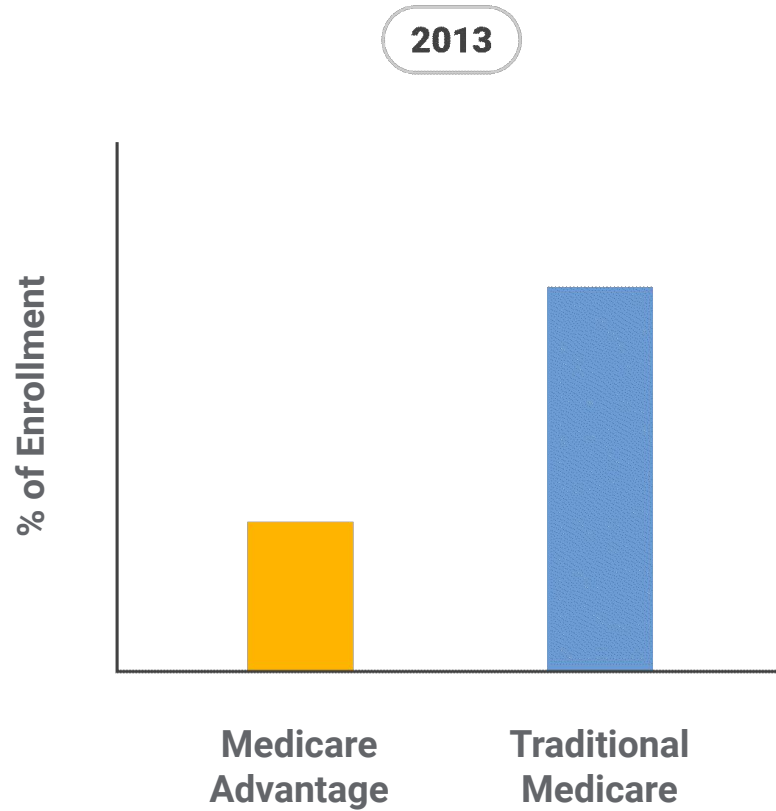


Improved home health patients'
mobility and self-care.

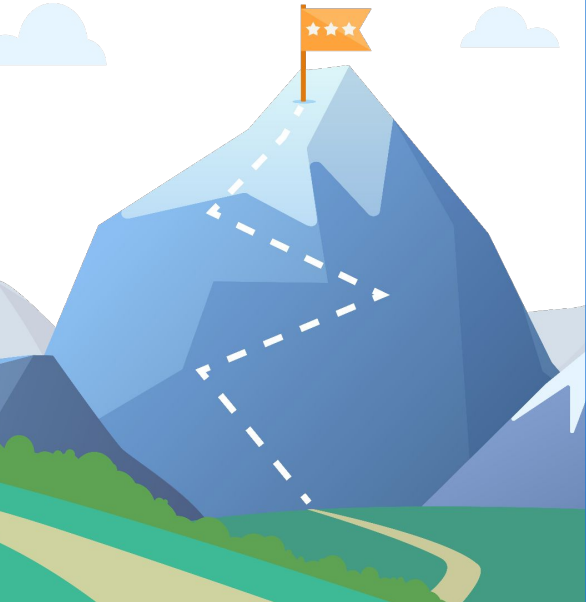


Growth in Medicare Advantage

[CRFB, 2022](#)

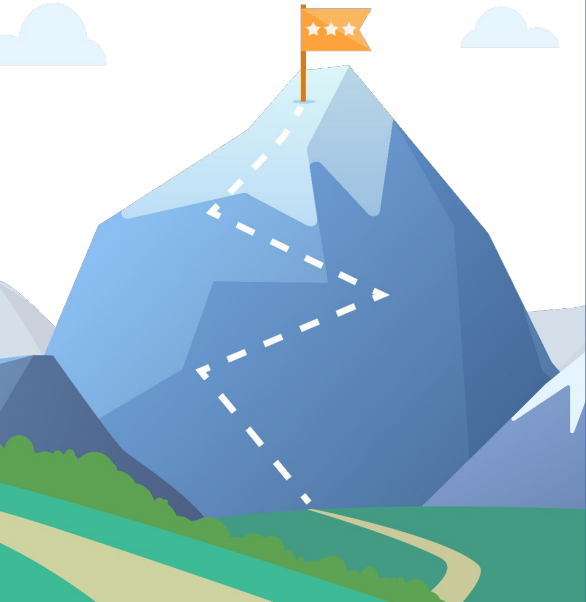


Unprecedented Opportunity



We have an aging population that needs more care.

Unprecedented Opportunity

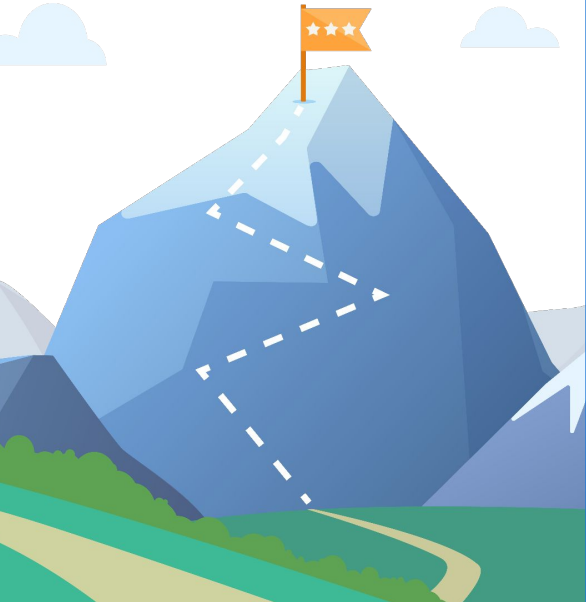


We have an aging population that needs more care.



We have a setting that has proven to be incredibly effective.

Unprecedented Opportunity



We have an aging population that needs more care.

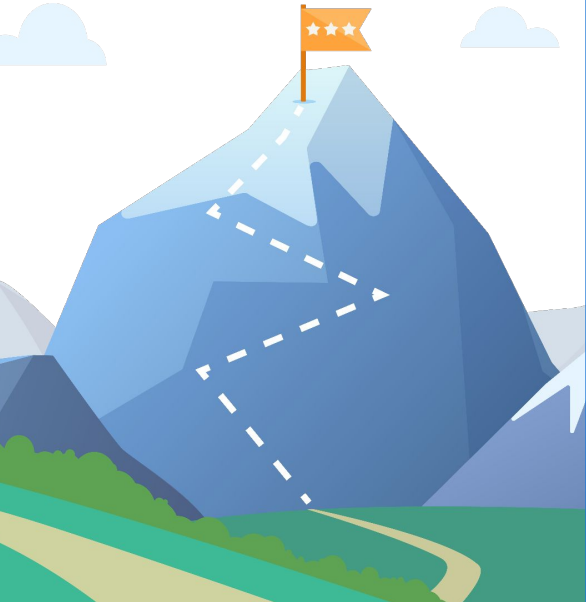


We have a setting that has proven to be incredibly effective.



We have a patient population that wants to be treated at home.

Unprecedented Opportunity



We have an aging population that needs more care.



We have a setting that has proven to be incredibly effective.



We have a patient population that wants to be treated at home.



We have more payors who are driving more patients to the home.

Changing Workforce Expectations



**Changing Workforce
Expectations**

Steep Talent Competition



**Changing Workforce
Expectations**

Significant Training

Steep Talent Competition



Changing Workforce Expectations

Significant Training

Steep Talent Competition

Staff Burnout



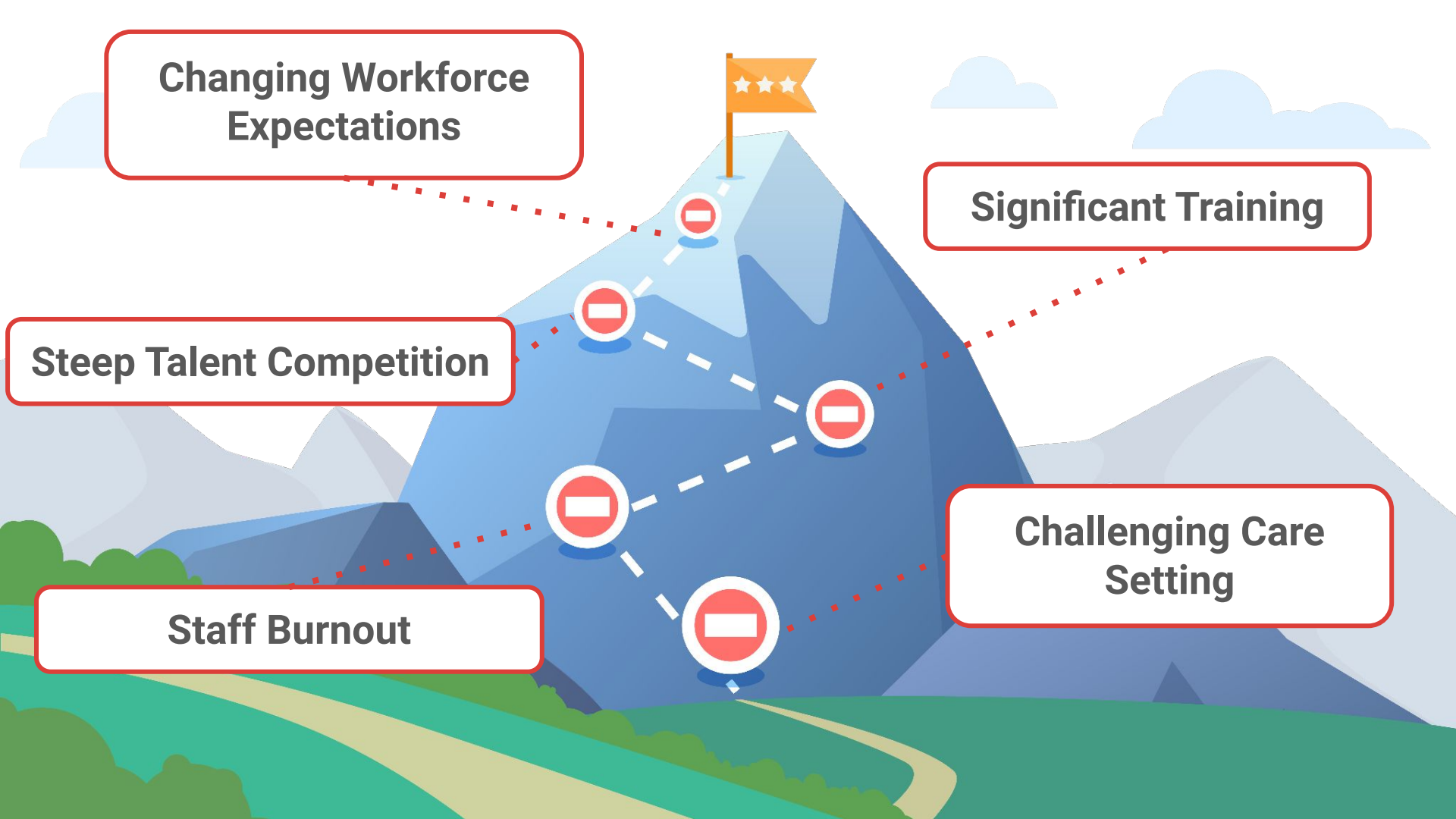
Changing Workforce Expectations

Significant Training

Steep Talent Competition

Challenging Care Setting

Staff Burnout





Challenging Care Setting:

Uncontrolled Environment



Challenging Care Setting:

Alone in the Home



Challenging Care Setting:
**Higher-Acuity
Patients**

Staff Burnout and Attrition



**Nurses Experiencing
Burnout**

[Kaiser Family Foundation. 2021](#)



Steep Competition for Talent



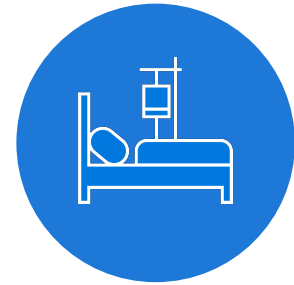
Hospitals



**Ambulatory
Care**



Labs



**Other Controlled
Environments**

Hiring in Home Health Has Changed

Resulting in **significant training** investment for new hires



Before

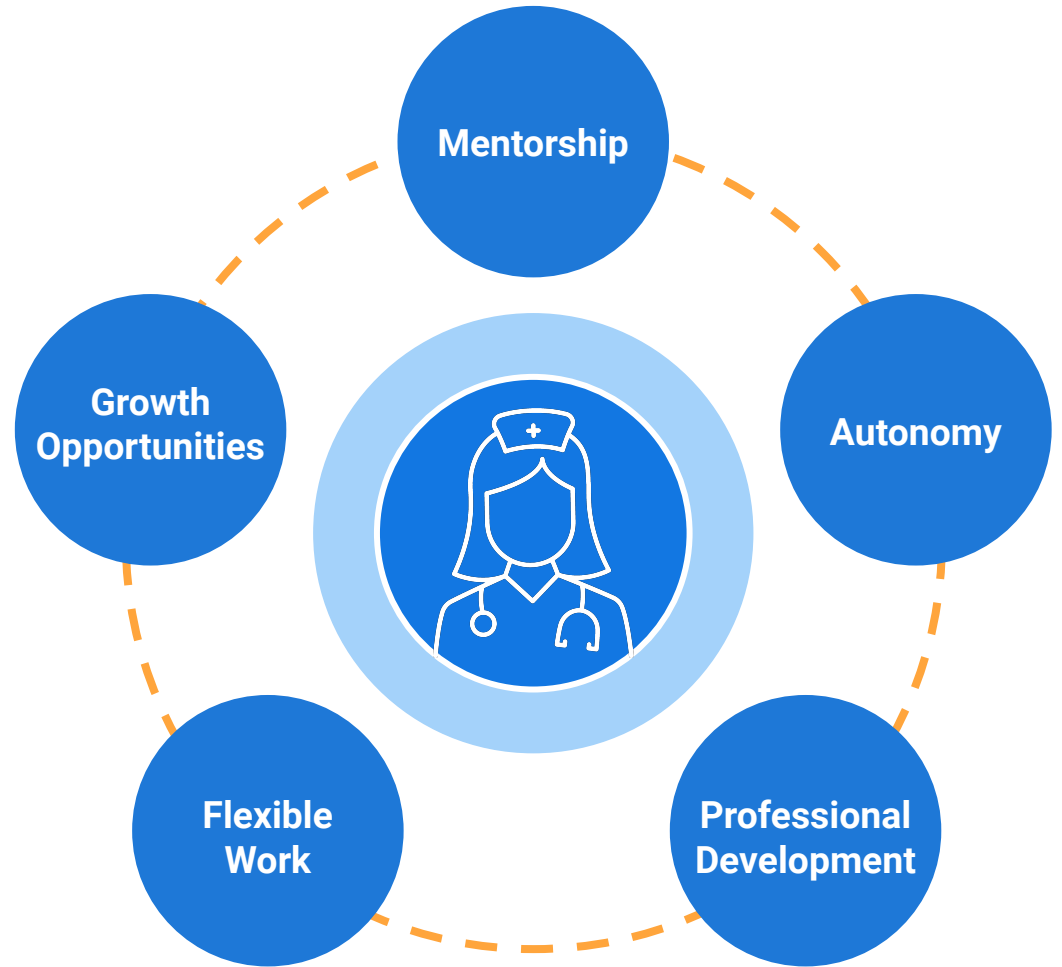
Most nurses were hired with previous healthcare experience.



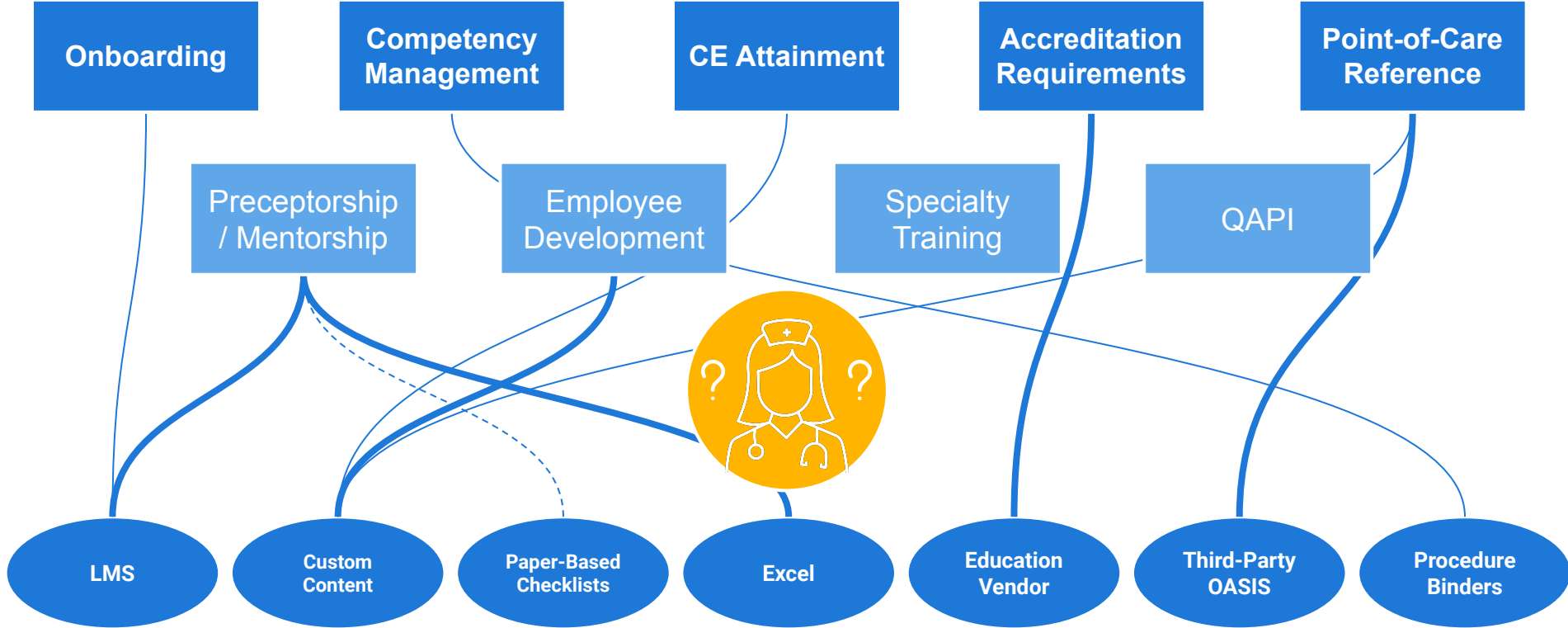
Now

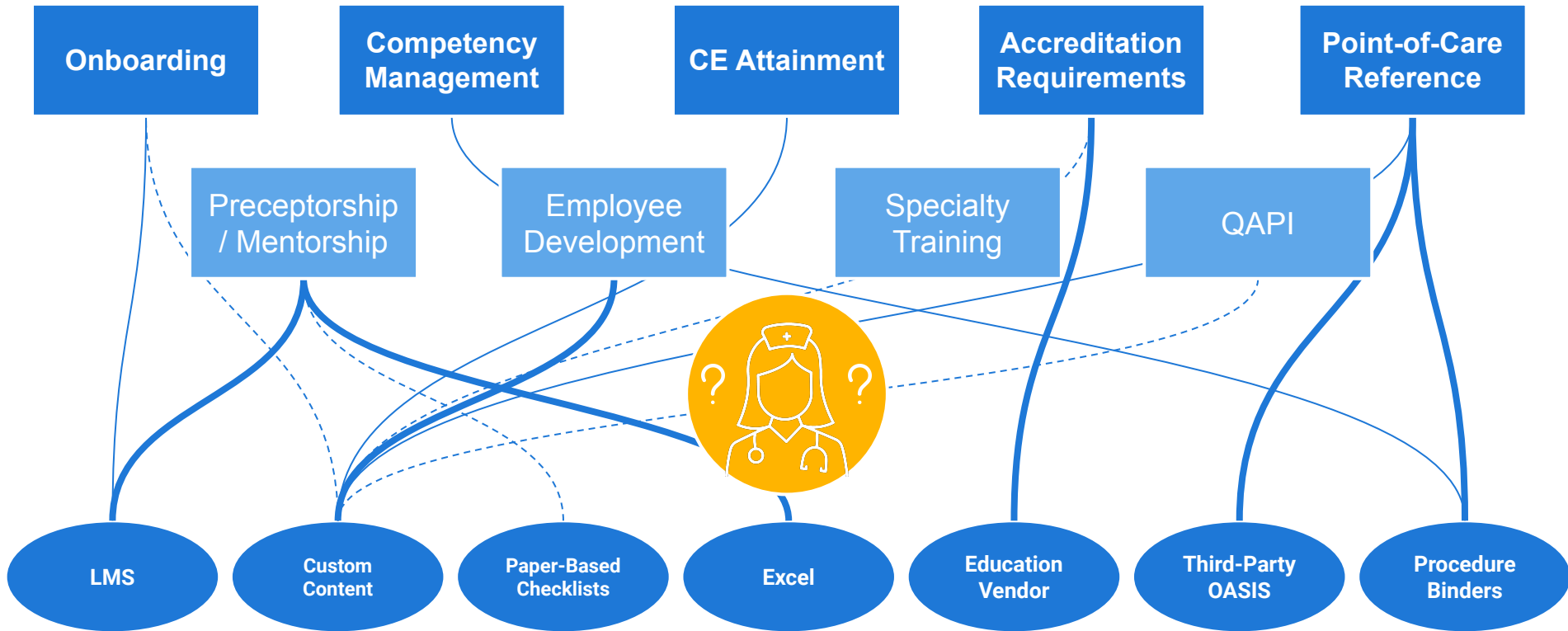
As nurses are being hired right out of school into home health, they require more foundational onboarding training.

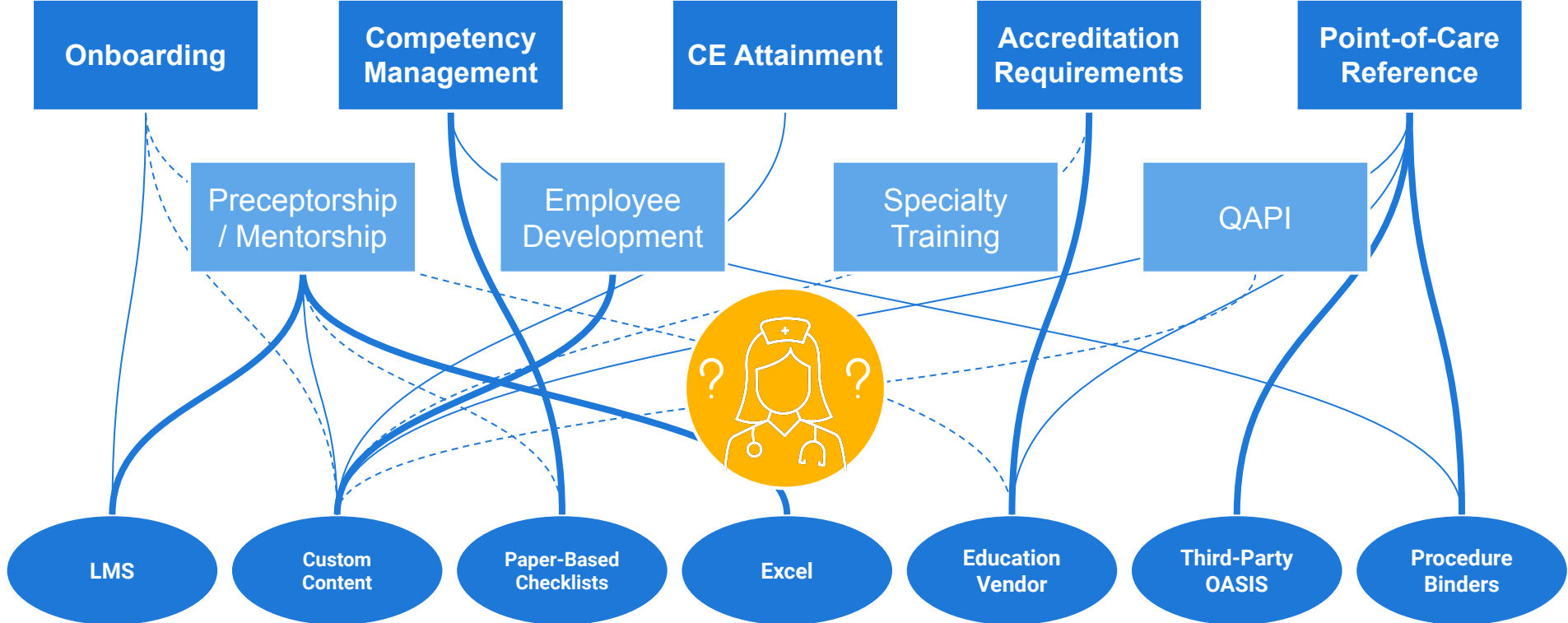
Changing Workforce Expectations



Agencies have more demand than ever,
**but most don't have the capacity to take
advantage of the demand.**







We can help treat **more patients,
more effectively, in their homes.**

Elevate your team with MedBridge



Your Dedicated Home Health Ecosystem



Quality Onboarding

Get new hires in the field faster and better prepared



Superior Training And Mentorship

Keep employees sharp, satisfied, and supported

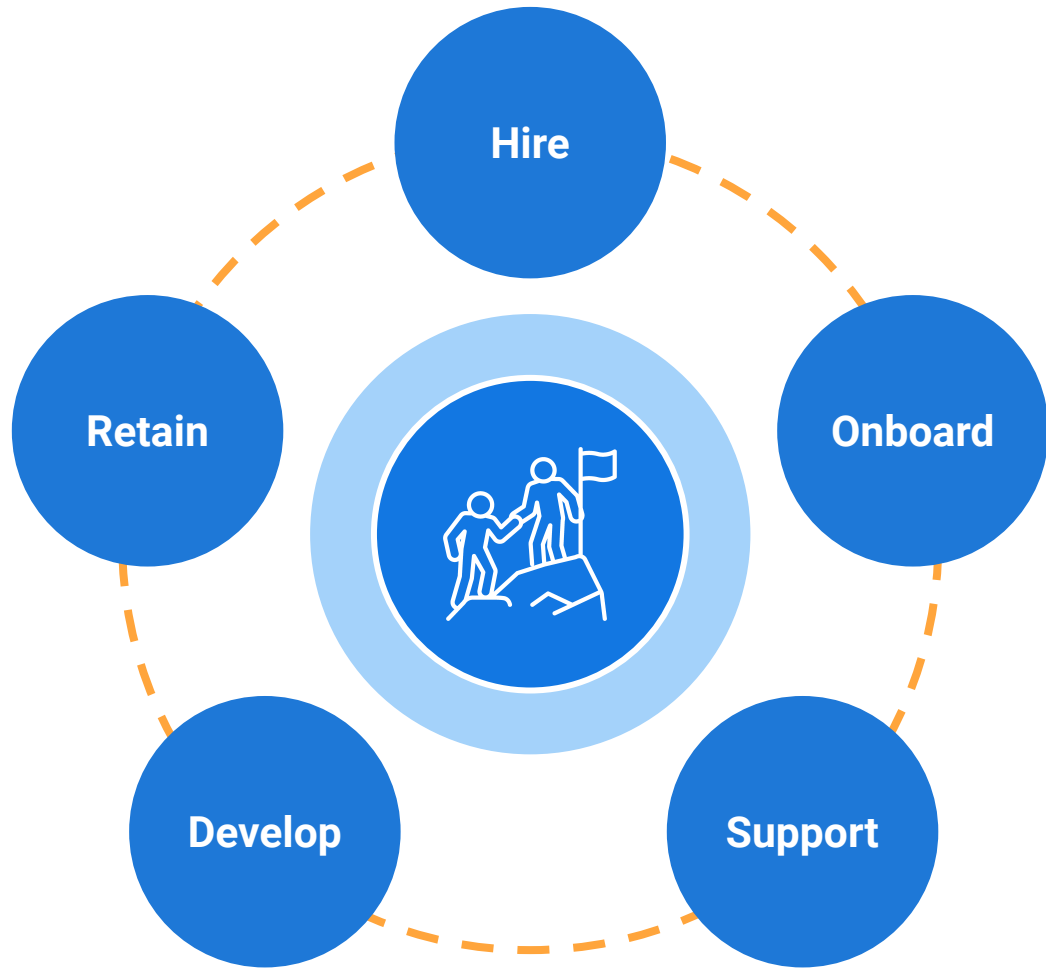


Clinical Excellence at Point of Care

Deliver and maintain the highest standard of care

See More Patients Faster

Maximize Reimbursement



Opportunity

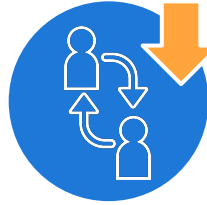


Improve your first impression

Opportunity



Improve your first impression

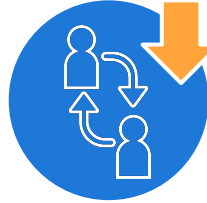


Reduce your turnover

Opportunity



Improve your first impression



Reduce your turnover

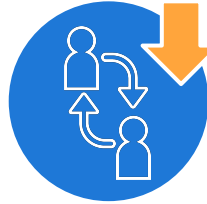


Support your staff

Opportunity



Improve your first impression



Reduce your turnover



Support your staff



Excel at value-based reimbursement



Joe Brence

*Head of Clinical Strategy, MedBridge
Adjunct Professor, Carnegie Mellon University
Senior Lecturer, NYU*

Past Experience



Allegheny
Health Network

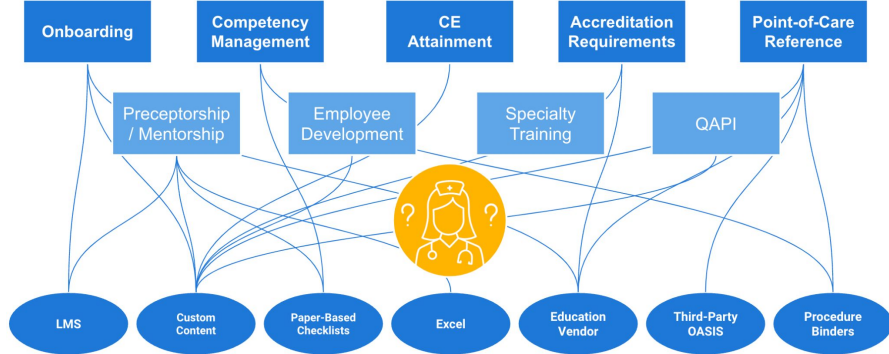
Teaching Positions



NEW YORK UNIVERSITY

Carnegie Mellon University
College of Engineering

Old Way



New Way



**MedBridge
Reduces the
Cost of
Onboarding
by 17.9%**



7 days reduced onboarding time



\$600k total projected annual savings



100% staff satisfaction

Your Dedicated Home Health Ecosystem



Quality Onboarding



**Superior Training
And Mentorship**



**Clinical Excellence
at Point of Care**

See More Patients Faster

Maximize Reimbursement

Your Dedicated Home Health Ecosystem



Quality Onboarding

- Knowledge Tracks (LMS)
- Skills & Competency Manager
- Onboarding Curriculums
- Compliance Courses

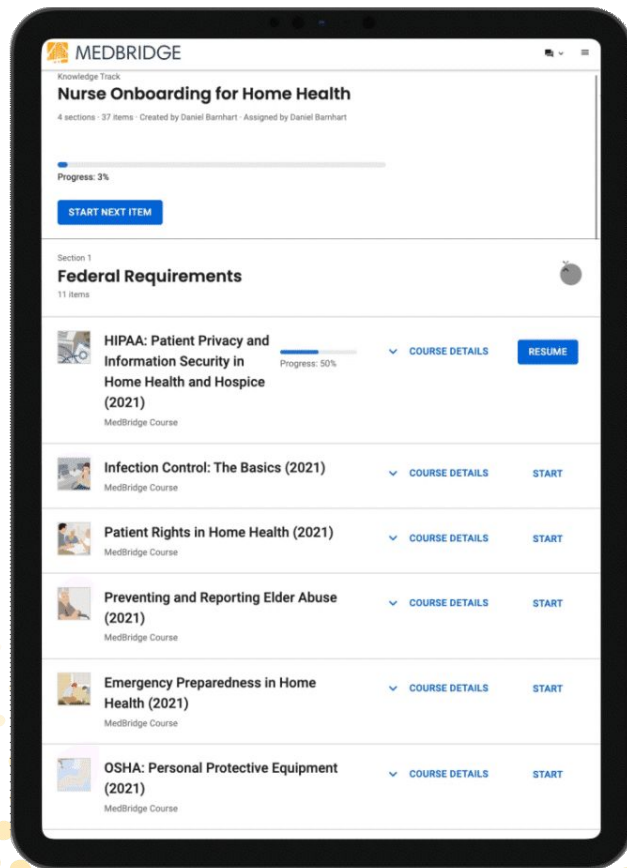
Superior Training And Mentorship

Clinical Excellence at Point of Care

See More Patients Faster

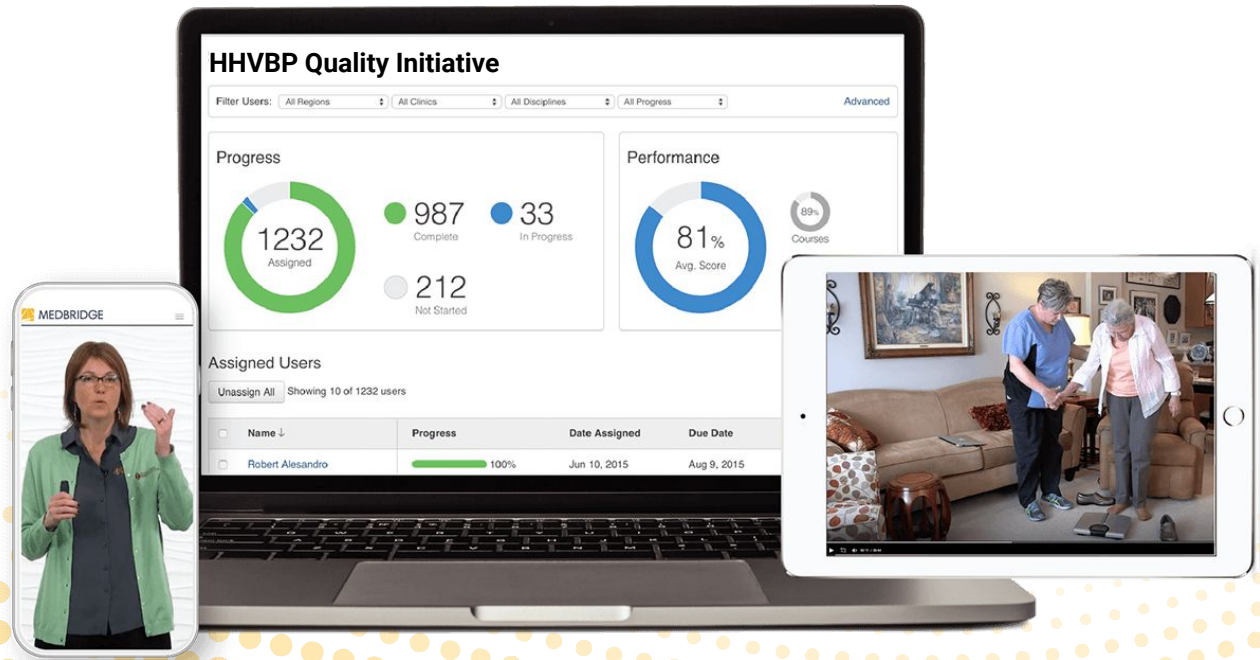
Maximize Reimbursement

Premium Content



Client Testimonial

Maximize Reimbursement





28% decrease
in OASIS
corrections for
each of the
targeted M-items

[Everest Case Study](#)



Skills & Competency Manager

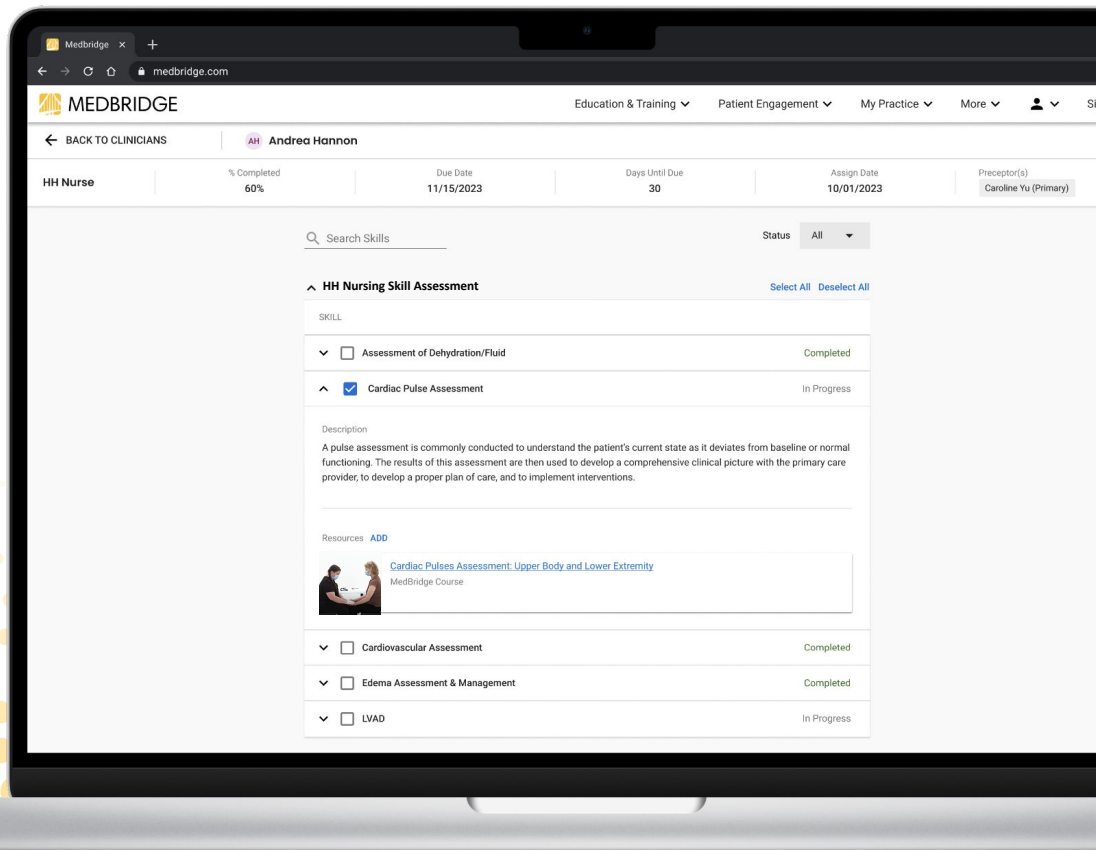


Tailored Performance and Feedback

The screenshot displays the Medbridge Skill Administration interface. At the top, the Medbridge logo is visible, along with navigation tabs for Education & Training, Patient Engagement, My Practice, and More. The main heading is "Skill Administration", with sub-tabs for Dashboard, Clinicians (selected), and Skill Groups. A search bar for "Search Clinicians" is located on the right. Below the search bar, there is a table listing 17 clinicians. The table has columns for Name, Skill Groups, Discipline, Clinic, and Date Hired. Each row includes a checkbox for selection and a dropdown arrow. The skill groups are represented by colored tags: blue for "HH Nurse", "Advanced Skills", "Wound Care", "Administering IV", and "Onboarding"; and green for "Hospice Registered Nurse" and "Onboarding".

NAME ↑↓	SKILL GROUPS ↑↓	DISCIPLINE ↑↓	CLINIC ↑↓	DATE HIRED
Andrea Hannon	HH Nurse	Nurse	Aspen Medical Care	07/08/2020
Leslie Strong	Advanced Skills, HH Nurse, Onboarding	Nurse	Aspen Medical Care	01/15/2020
Amy Shevlin	Wound Care, Administering IV, Onboarding	Nurse	Glencoe Regional Medical Ce...	08/01/2020
Christine Hull	Administering IV, Onboarding	Nurse	All Care Clinic	05/08/2020
Emily McFadden	HH Nurse, Hospice Registered Nurse, Onboarding	Nurse	Aspen Medical Care	07/08/2020
Teresa Bullock	Advanced Skills, Wound Care	Medical Social Worker	Long View Memorial Hospital	08/01/2020
Tracy Carter	Administering IV	Nurse	Holy Cross Hospital	07/08/2020
Klara Rodriguez	Onboarding	No Discipline	Henry Ford Hospital	08/01/2020
Kristi Martin	Advanced Skills, Administering IV, Onboarding	Nurse	All Care Clinic	01/15/2020
Marvin Ventura	Advanced Skills, Onboarding	Physical Therapist	Aspen Medical Care	07/08/2020
Whitney Ponce	Wound Care, Onboarding	Nurse	Glencoe Regional Medical Ce...	09/08/2020

Home Health First Procedure Library



Your Dedicated Home Health Ecosystem



Quality Onboarding

- Knowledge Tracks (LMS)
- Skills & Competency Manager
- Onboarding Curriculums
- Compliance Courses



Your Dedicated Home Health Ecosystem



Quality Onboarding



Superior Training And Mentorship

- 800+ targeted CE Courses
- 60+ Certificates
- 100+ Microlearning
- Leadership and Soft-Skills



Clinical Excellence at Point of Care

See More Patients Faster

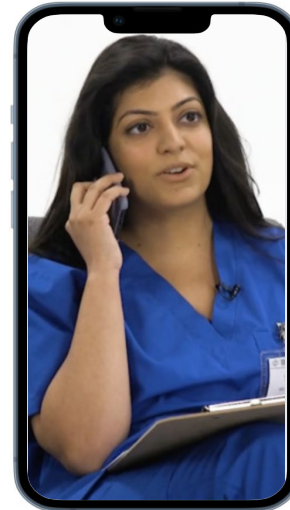
Maximize Reimbursement

Audio-Only Podcasts

House Call



Bite-Sized Education



MEDBRIDGE

Nursing Courses

Search courses

21 nursing courses found

Accreditation Filter

Your selection: Home Health OASIS Boosters NPS Booster Shots HEP Best Practices Podcasts Soft Skills Remove All

- aging Patient Complaints**
Presented by Tonya Miller
Approved for 0.25 hrs in WA
- Resolving Patient Conflicts**
Presented by Tonya Miller
Approved for 0.25 hrs in WA
- Emotional Intelligence: Strategies for Improved Patient...**
Presented by Tonya Miller
Approved for 0.25 hrs in WA
- Former Service for Patient Engagement**
Presented by Tonya Miller
Approved for 0.25 hrs in WA
- House Call Episode 2: Active Listening With the OARS Model**
Presented by Amanda Fay &...
Approved for 0.25 hrs in WA
- House Call Episode 3: Being Empathetic and Expressing...**
Presented by Amanda Fay &...
Approved for 0.25 hrs in WA
- House Call Episode 1: Assessing Patient Readiness...**
Presented by Amanda Fay &...
Approved for 0.25 hrs in WA
- House Call Episode 4: Breaking Down Barriers to Change**
Presented by Amanda Fay &...
Approved for 0.25 hrs in WA
- OASIS-E: M2420. Discharge Disposition**
Presented by Cindy Krafft
Not approved in WA
- OASIS-E: M1860. Ambulation**
Presented by Cindy Krafft
Not approved in WA
- OASIS-E: M1033. Risk for Hospitalization**
Presented by Cindy Krafft
Not approved in WA
- OASIS-E: M1800. Grooming**
Presented by Cindy Krafft
Not approved in WA

Your Dedicated Home Health Ecosystem



Quality Onboarding



**Superior Training
And Mentorship**



**Clinical Excellence at
Point of Care**

- 200+ HH-specific procedures
- Mobile-first platform
- 4-tiered approach to OASIS-E and HHVBP

See More Patients Faster

Maximize Reimbursement



INTRODUCING

Clinical Procedure Manual



“

***What can we do to support
nurses at the point of care when
they feel most vulnerable?***

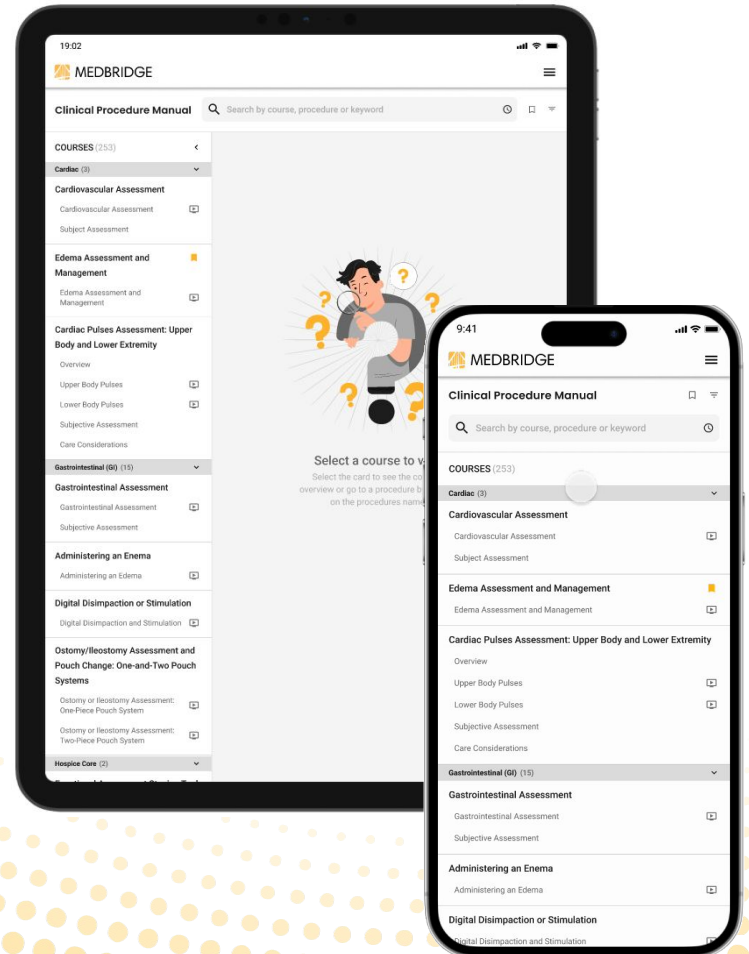
”

Home Health First Procedure Library

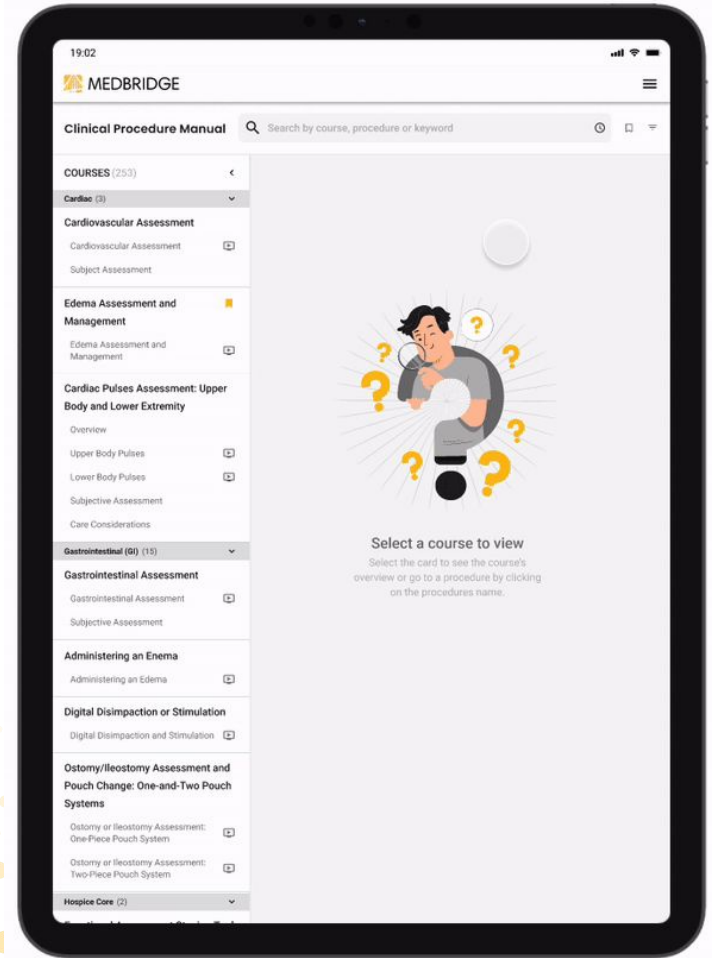
The image shows a smartphone displaying the MEDBRIDGE Clinical Procedure Manual interface. The screen is divided into several sections:

- Header:** Shows the time 19:02, the MEDBRIDGE logo, and a search bar containing the text "Cardi".
- Navigation:** A left sidebar lists "COURSES (2)" with a dropdown menu showing "Cardiac (2)". Below this, a list of categories includes "Cardiovascular Assessment", "Subject Assessment", "Cardiac Pulses Assessment: Upper Body and Lower Extremity" (highlighted in blue), "Overview", "Upper Body Pulses", "Lower Body Pulses", "Subjective Assessment", and "Care Considerations".
- Main Content:**
 - Cardiac Pulses Assessment: Upper Body and Lower Extremity:** A brief introductory paragraph explaining the purpose of a pulse assessment.
 - OVERVIEW | UPPER BODY PULSES | LOWER BODY PULSES | SUBJECTIV >** A horizontal navigation bar.
 - Introduction:** A section describing the training's focus on equipment and procedures for identifying and assessing peripheral pulses through palpation. It mentions the course was developed in alignment with the latest evidence-based research and gold-standard references for home care, reviewed by Amanda Fay MSN, RN, and Danielle Picotti, RN, PhD, CENP.
 - Indications & Contraindications:**
 - Indications:** Lists that the technique is commonly used for patients during each visit for a comprehensive assessment.
 - Contraindications:** Lists that the technique should not be used if not applicable.
 - Equipment:** Lists items such as hand sanitizer, gloves, vital sign equipment (stethoscope, blood pressure cuff, thermometer, pulse oximeter), and a non-permeable barrier.
 - Pre-visit Checklist:** A section starting with the text "Any time you are preparing to visit a patient, it's important to make sure you're prepared before".

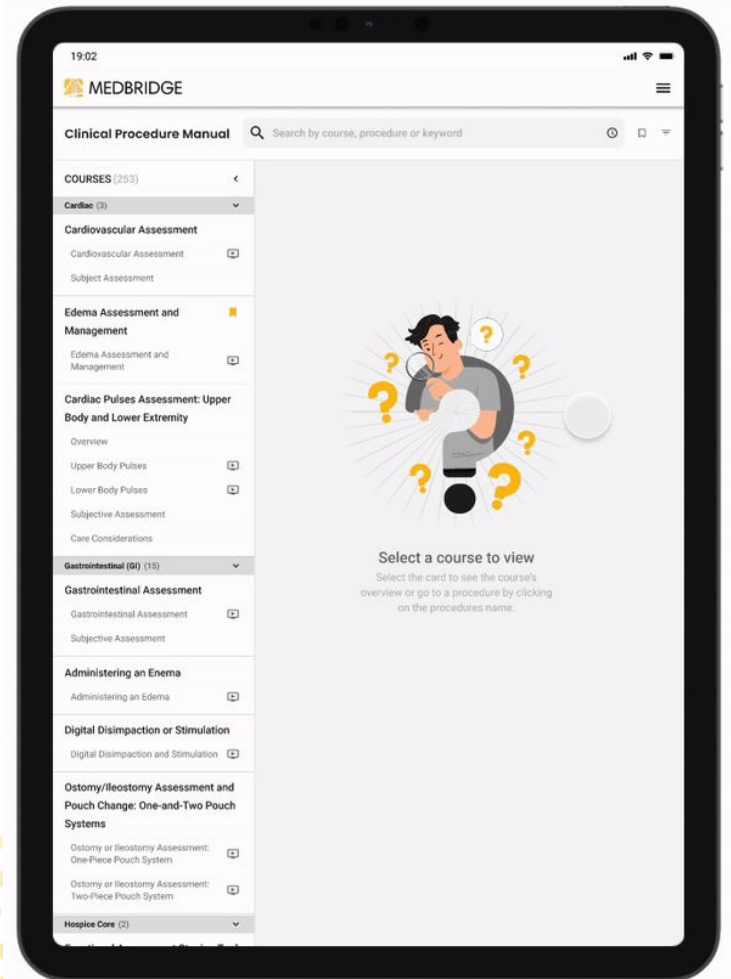
Mobile-First Design



Smart Search Functionality



Bookmarked Content



Revisit Story



Your Dedicated Home Health Ecosystem



Quality Onboarding

Get new hires in the field faster and better prepared



Superior Training And Mentorship

Keep employees sharp, satisfied, and supported



Clinical Excellence at Point of Care

Deliver and maintain the highest standard of care

See More Patients Faster

Maximize Reimbursement

A blue-tinted photograph of a cable-stayed bridge over water. The bridge features two prominent A-frame pylons with numerous stay cables. The bridge deck extends into the distance on the left. The text "Question and Answer Session" is overlaid in white, bold, sans-serif font in the center of the image.

Question and Answer Session