The Brazzell Report

Medicare Data for Market Analysis

2011 / 2012

The Brazzell Report

Medicare Data for Market Analysis

Why Leading Home Health Agencies Analyze Their Markets:

- Success is relative, and a rising tide raises all ships. The only way to know if your marketing strategy is truly successful is to know the movement of your market. For instance, suppose an agency is growing by 0% per year. One may want to completely change the marketing strategy. However, market analysis might show you that doctors in that area are making fewer home health referrals and that most agencies in that market have lost referrals. If the market is shrinking but one agency is staying the same, that agency is actually gaining in market share. In this case, the marketing strategy may be working in important ways. Changing its strengths would have been a mistake. Evaluating your marketing success requires an understanding of market share.
- When you know how many referrals your competitors are getting (in other words, how many referrals you are not getting), you can better predict the possible gains from different marketing strategies.
- Some marketing strategies don't work, some get a lot of attention, and a few generate referrals. If you are planning to copy or counter the marketing strategy of a competitor, it is helpful to also evaluate if the competitor's strategy is actually generating referrals or just generating a lot of attention.
- Leading agencies must be prepared to defend themselves against agencies that are rapidly grabbing market share. Without the actual data in hand, administrators often guess incorrectly about which competitors are growing and which ones are shrinking. Marketing directors must investigate the strengths of successful competitors, but first, they must know which agencies have strengths that are working as compared to which agencies are just making noise.
- Knowing your market can reveal important advertising opportunities. If your agency is the number one agency in the county (or even the agency making the most physical therapy visits), this can be worth advertising in some markets. If your agency goes to greater expense to provide more nursing visits, more aide visits, etc., The Brazzell Report can give you the data you need to objectively declare your superiority in your sales and advertising.

Additional Management Metrics

The Brazzell Report also contains metrics than can be helpful for management planning. With The Brazzell Report, you may be able to see if other agencies are averaging higher reimbursement per visit, making more visits per episode, etc.

About the Brazzell Report

The Brazzell Report brings together the most current data from multiple government reports to give you the most cost-effective market analysis tool possible. This report combines key data from cost reports, 2011 billing records, and the U.S. Census Bureau.

Guaranteed Accuracy: Brazzell Marketing Agency guarantees that the data in your Brazzell Report accurately conveys the information in the government databases we use. If you suspect that a human error occurred at Brazzell Marketing Agency, please email us with your concerns: Results@BrazzellMarketing.com. We will investigate your question. If you help us discover an inaccuracy in the work of Brazzell Marketing Agency, we will produce a new, corrected report for you at no additional charge.

Guaranteed Inaccuracy: Much of the data used to create the Brazzell Report changed hands multiple times before becoming a government database. Most of the data was first produced by home health agency staff, then handled by a fiscal intermediary, and then handled by CMS. As an example, if an agency left the Title XVIII Unduplicated Census field blank on their 2009 cost report, they will show up as having zero Medicare patients. Other types of errors or omissions in the government databases include missing agencies and erroneous totals. While the vast majority of data in these databases is accurate, errors definitely exist. If these data sources are 97% correct, that means most reports for major metropolitan areas contain about three errors that would merit consideration in the human analysis of this data. While interpreting the data provided, be alert to data errors that will exist in some reports.

We have provided multiple measures that are

interdependent. In part, we did this so users of The Brazzell Report can cross check data to more quickly identify potential reporting errors. For instance, if an agency is ranked #35 in Medicare census but #3 in Medicare charges, this is a sign that one of those two measures may have been misreported on cost reports. Further cross checking with additional data in this report will help you decide which number you can disregard.

About Rankings Data: The Brazzell Report shows rankings and specific census, billing, and other data based on 2009 cost reports. **A very important strength of cost report data is that it reflects both Medicare and non-Medicare census.** Nationwide, non-Medicare patients make up 42% of home health patients. A meaningful market analysis must, at some point, consider the non-Medicare data.

The 2009 cost reports are the most current data set available for home health care market analysis. Home health agencies must submit cost reports within five months of their fiscal year end. Then processing the reports to the point they become available for public analysis takes up to 12 months. Therefore, the most thorough set of cost report data typically becomes available for analysis 17 months after a calendar year end.

Agency Addresses, Counties, and Other Info: To avoid some of the confusion that can be created by the cost reports of chain home health agencies, we cross referenced the home health provider numbers in the 2009 cost reports with 2011 OASIS records to retrieve agency name, address, etc. from 2011 agency records. This provides the advantage of usually listing the local agency in each report (instead of a distant owner). If an agency moved or changed names between 2009 and 2011, the current address and name will be shown beside the 2009 cost report numbers.

The county for each agency was determined by the zip code in its address. Each zip code was correlated with one county (or other governmental border) based on U.S. Census Bureau data. In some states, cities are considered distinct from counties, so a small number of home health agencies are not assigned to a county but to their city. If the county / city distinction makes no sense to you, you are probably not in a state affected by this consideration.

Contents

The Brazzell Report features 11 pages per area that you have ordered:

1. Demographics
2. Market Leader Rankings
3. Agency Information
4. Main Data Overview
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6. Percent of Total Census
7. Annual Census
8. Visit & Episode Ratios
9. Charge Ratios
10. Visit Counts
11. Episode Counts

Sample Report Agency has ordered The Brazzell Report for each of the following areas:

- Flower, MI County
- Beua, MI County

If you have ordered a report for more than one area, The Brazzell Report will also feature an additional section that aggregates your areas and treats them as one territory.

Flower County, MI

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Flower County, MI

Demographics

	United States	Flower County, MI
Total Population	307,006,550	85,064
Age 65+ (%)	12.9%	13.5%
Age 65+ (#)	39,603,845	11,484
Number of active home health agencies located in the area, based 2009 Cost Report Data	8,777	6
Number of seniors per local home health agency* (Lower numbers suggest more competitive areas)	4,512	1,914
Number of agencies with patients in the area, but not necessarily located in the area. (Based on Medicare bills in past year)	11,020	18
Number of seniors per regional home health agency* (Lower numbers suggest more competitive areas)	3,594	638
Average Total Unduplicated Census (From 2009 Cost Report)	721	382
Persons Per Square Mile	80	125

In 2009, roughly 2.0% of the general U.S. population used home health. In any given month, an estimated 0.17% of the population will begin a home health episode. When advertising home health services, keep in mind that only one-fifth of one percent of a general population audience would start home health services within one month of receiving your ad.

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Flower County, MI

Traditional Market Leaders

Below is a list of the traditional leaders for this area (up to 25 agencies per ranking method). There may be other agencies with many patients in this area who are not shown in this list because the agency is not located in this area.

Medicare Charges		Total Census		Medicare Census	
Rank	Agency	Rank	Agency	Rank	Agency
#1	PEACE HOMECARE	#1	DOUGLAS HOMECARE	#1	DOUGLAS HOMECARE
#2	DOUGLAS HOMECARE	#2	PINNACLE HOME CARE	#2	COLOMA HOME CARE
#3	COLOMA HOME CARE	#3	COLOMA HOME CARE	#3	PINNACLE HOME CARE
#4	PINNACLE HOME CARE	#4	PEACE HOMECARE	#4	PEACE HOMECARE
#5	NORTHWEST HOME HEALTH	#5	NORTHWEST HOME HEALTH	#5	NORTHWEST HOME HEALTH
#6	FUTURA HOME HEALTH	#6	FUTURA HOME HEALTH	#6	FUTURA HOME HEALTH
#7		#7		#7	
#8		#8		#8	
#9		#9		#9	
#10		#10		#10	
#11		#11		#11	
#12		#12		#12	
#13		#13		#13	
#14		#14		#14	
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#19		#19		#19	
#20		#20		#20	
#21		#21		#21	
#22		#22		#22	
#23		#23		#23	
#24		#24		#24	
#25		#25		#25	

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Flower County, MI

Agency Data

This is an alphabetical listing of top agencies with their contact information and other agency details.

Agency	Address	City	State	Zip	Phone	Ownership	CR Type	Date Certified
COLOMA HOME CARE	123 SAMPLE LANE	ALBION	MI	49019	(866) 272-3799	Hospital Based Program	Hospital	09/04/98
DOUGLAS HOMECARE	123 SAMPLE LANE	BALVERINE	MI	49020	(866) 272-3799	Local	Hospital	03/27/96
FUTURA HOME HEALTH	123 SAMPLE LANE	BOWERSTONE	MI	49016	(866) 272-3799	Local	HHA	01/14/09
NORTHWEST HOME HEALTH	123 SAMPLE LANE	BRIGHTWALL	MI	49017	(866) 272-3799	Local	HHA	10/04/04
PEACE HOMECARE	123 SAMPLE LANE	DWELLER	MI	49018	(866) 272-3799	Local	HHA	02/08/05
PINNACLE HOME CARE	123 SAMPLE LANE	HOBBS	MI	49021	(866) 272-3799	Hospital Based Program	Hospital	10/30/96

CR Type is the type of cost report in which the home health agency information was found (i.e: hospital, skilled nursing facility, or home health agency).

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Flower County, MI

Main Data Overview

Agency	Charges to Medicare	Medicare Census	Total Census
COLOMA HOME CARE	$1,011,927	348	468
DOUGLAS HOMECARE	$1,323,025	364	621
FUTURA HOME HEALTH	$226,320	58	60
NORTHWEST HOME HEALTH	$749,490	170	221
PEACE HOMECARE	$3,043,477	304	310
PINNACLE HOME CARE	$980,436	322	613

Main Data: Displayed on this page are the top agencies (up to 35 with the highest Medicare charges) but arranged in alphabetical order. Top measures for market importance are displayed.

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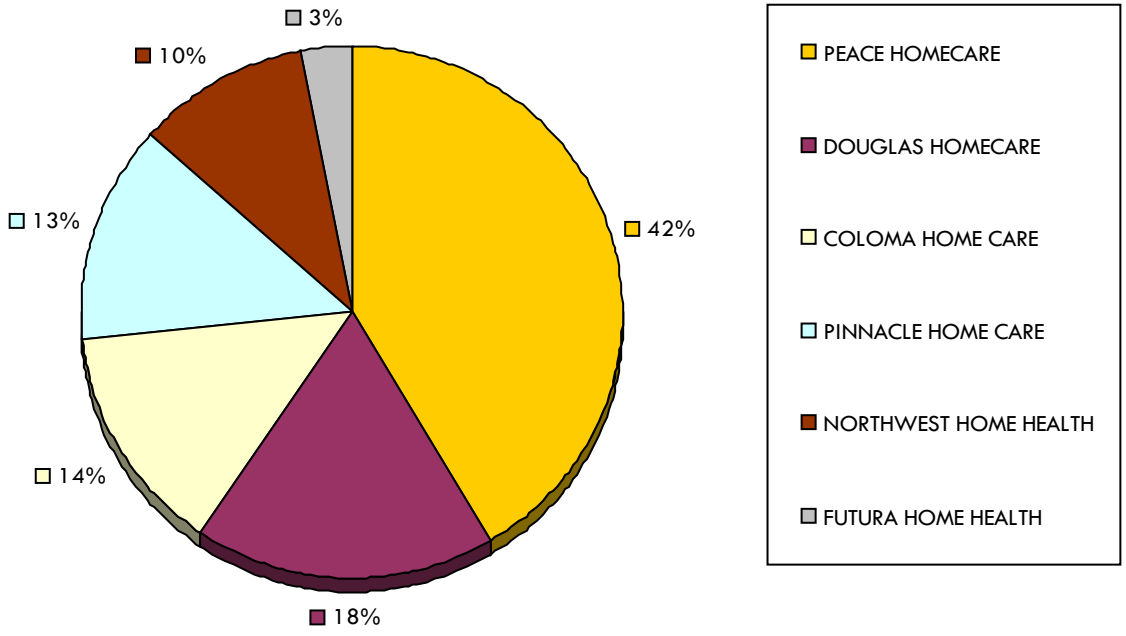
Flower County, MI

Percent of Total Medicare Charges

Total number of agencies located in this area: 6
Total charges by local agencies: $7,334,675

Agencies listed below may have different service areas. The charge totals below are not limited to patients in the area shown above. Rather, the charge totals below reflect what an agency located in this area is capable of. If the agencies with larger service areas trend toward higher revenues, it is an indication that expanding the service area is a viable means for increasing revenues.



Agency	City	Annual Medicare Charges	Percent of Total
PEACE HOMECARE	DWELLER	$3,043,477	41%
DOUGLAS HOMECARE	BALVERINE	$1,323,025	18%
COLOMA HOME CARE	ALBION	$1,011,927	14%
PINNACLE HOME CARE	HOBBS	$980,436	13%
NORTHWEST HOME HEALTH	BRIGHTWALL	$749,490	10%
FUTURA HOME HEALTH	BOWERSTONE	$226,320	3%

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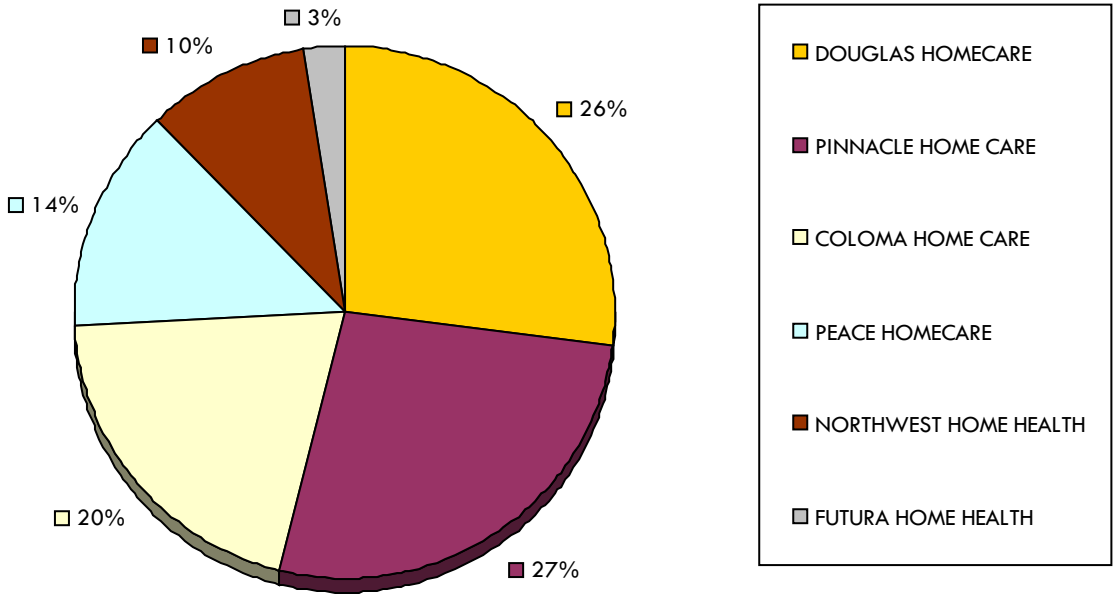
Flower County, MI

Percent of Total Census

Total number of agencies located in this area: 6
Total number of patients seen by these agencies: 2,293

Agencies listed below may have different service areas. The census totals below are not limited to the area shown above. Rather, the census totals below reflect what an agency located in this area is capable of. If the agencies with larger service areas trend toward higher census, it is an indication that expanding the service area is a viable means for increasing census.



Agency or Owning Company	City	Total Census	Percent of Total
DOUGLAS HOMECARE	BALVERINE	621	27%
PINNACLE HOME CARE	HOBBS	613	27%
COLOMA HOME CARE	ALBION	468	20%
PEACE HOMECARE	DWELLER	310	14%
NORTHWEST HOME HEALTH	BRIGHTWALL	221	10%
FUTURA HOME HEALTH	BOWERSTONE	60	3%

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Flower County, MI

Unduplicated Annual Census

Agency	Medicare Census	Total Census	Percent Medicare
COLOMA HOME CARE	348	468	74%
DOUGLAS HOMECARE	364	621	59%
FUTURA HOME HEALTH	58	60	97%
NORTHWEST HOME HEALTH	170	221	77%
PEACE HOMECARE	304	310	98%
PINNACLE HOME CARE	322	613	53%

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Flower County, MI

Key Ratios – Visits & Episodes

Agency	Avg. # of Episodes per Patient	Avg. # of Visits per Episode	Visits per Episode by Discipline					
			SN	PT	OT	ST	MSW	HHA
COLOMA HOME CARE	-	-	-	-	-	-	-	-
DOUGLAS HOMECARE	-	-	-	-	-	-	-	-
FUTURA HOME HEALTH	1.31	14	4.66	9.43	-	-	-	0.26
NORTHWEST HOME HEALTH	1.94	24	13.41	9.30	0.13	0.01	0.19	0.63
PEACE HOMECARE	2.31	23	7.55	13.63	0.73	0.06	0.06	1.39
PINNACLE HOME CARE	34.28	1	0.17	0.23	0.06	0.00	0.00	0.04
Area Averages	**9.96**	**15**	**6.44**	**8.15**	**0.23**	**0.02**	**0.06**	**0.58**
Area Medians	**2.13**	**19**	**6.10**	**9.37**	**0.13**	**0.01**	**0.06**	**0.45**

Note: Agencies that deliver more visits per episode (or more of any other conceivable ratio) can use cost report data in marketing claims. For instance, "Compared to the average agency in our county, Agency XYZ gives your patients 30% more home health visits per episode," or "We give more therapy visits per patient than any other agency in the city." However, from a management perspective, fewer visits per episode may suggest more efficient care and a more profitable agency.

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Flower County, MI

Key Ratios – Average Charges to Medicare

Agency	Charge per Visit	Charge per Patient	Charge per Episode
COLOMA HOME CARE	$179	$2,908	-
DOUGLAS HOMECARE	$140	$3,635	-
FUTURA HOME HEALTH	$207	$3,902	$2,978
NORTHWEST HOME HEALTH	$96	$4,409	$2,278
PEACE HOMECARE	$185	$10,011	$4,335
PINNACLE HOME CARE	$176	$3,045	$89
Area Averages	**$164**	**$4,652**	**$2,420**
Area Medians	**$178**	**$3,768**	**$2,628**

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Flower County, MI

Visits to Medicare Patients – Top Agencies by Medicare Charges

Agency	Skilled Nursing	Physical Therapy	Occupational Therapy	Speech Therapy	Medical Social	HH Aides	Total Visits
COLOMA HOME CARE	2,540	1,293	643	27	42	1,102	5,647
DOUGLAS HOMECARE	4,927	2,319	371	114	173	1,535	9,439
FUTURA HOME HEALTH	354	717				20	1,091
NORTHWEST HOME HEALTH	4,411	3,060	42	2	62	207	7,784
PEACE HOMECARE	5,297	9,571	510	39	44	979	16,440
PINNACLE HOME CARE	1,837	2,588	608	43	24	469	5,569

Note: Agencies that deliver more visits per episode (or more of any other conceivable ratio) can use cost report data in marketing claims. For instance, "Compared to the average agency in our county, Agency XYZ gives your patients 30% more home health visits per episode," or "We give more therapy visits per patient than any other agency in the city."

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Flower County, MI

Medicare Episodes - Annually

Agency	Total Episodes	LUPAs	PEPs	Outliers
COLOMA HOME CARE	CR Error			4
DOUGLAS HOMECARE	Not Reported			0
FUTURA HOME HEALTH	76	6	3	0
NORTHWEST HOME HEALTH	329	23	4	0
PEACE HOMECARE	702	24	7	0
PINNACLE HOME CARE	11,039	70	125	99

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Beua County, MI

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Beua County, MI

Demographics

	United States	Beua County, MI
Total Population	307,006,550	165,208
Age 65+ (%)	12.9%	15.8%
Age 65+ (#)	39,603,845	26,103
Number of active home health agencies located in the area, based 2009 Cost Report Data	8,777	6
Number of seniors per local home health agency* (Lower numbers suggest more competitive areas)	4,512	4,351
Number of agencies with patients in the area, but not necessarily located in the area. (Based on Medicare bills in past year)	11,020	18
Number of seniors per regional home health agency* (Lower numbers suggest more competitive areas)	3,594	1,450
Average Total Unduplicated Census (From 2009 Cost Report)	721	3,291
Persons Per Square Mile	80	180

In 2009, roughly 2.0% of the general U.S. population used home health. In any given month, an estimated 0.17% of the population will begin a home health episode. When advertising home health services, keep in mind that only one-fifth of one percent of a general population audience would start home health services within one month of receiving your ad.

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Beua County, MI

Traditional Market Leaders

Below is a list of the traditional leaders for this area (up to 25 agencies per ranking method). There may be other agencies with many patients in this area who are not shown in this list because the agency is not located in this area.

Medicare Charges		Total Census		Medicare Census	
Rank	Agency	Rank	Agency	Rank	Agency
#1	LAKE MICHIGAN HHA	#1	LAKE MICHIGAN HHA	#1	LAKE MICHIGAN HHA
#2	HIGHLAND HOMECARE	#2	HIGHLAND HOMECARE	#2	HIGHLAND HOMECARE
#3	ABILITY HOMECARE	#3	HOWARD HOMECARE	#3	HOWARD HOMECARE
#4	HOWARD HOMECARE	#4	ABILITY HOMECARE	#4	ABILITY HOMECARE
#5	AVONDA HOME CARE	#5	AVONDA HOME CARE	#5	AVONDA HOME CARE
#6	EVEREST HOMECARE	#6	EVEREST HOMECARE	#6	EVEREST HOMECARE
#7		#7		#7	
#8		#8		#8	
#9		#9		#9	
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#25		#25		#25	

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Beua County, MI

Agency Data

This is an alphabetical listing of top agencies with their contact information and other agency details.

Agency	Address	City	State	Zip	Phone	Ownership	CR Type	Date Certified
ABILITY HOMECARE	123 SAMPLE LANE	LANCER	MI	49083	(866) 272-3799	Local	HHA	02/29/08
AVONDA HOME CARE	123 SAMPLE LANE	VINCENT	MI	49082	(866) 272-3799	Local	HHA	12/29/08
EVEREST HOMECARE	123 SAMPLE LANE	ANDREW	MI	49085	(866) 272-3799	Local	HHA	04/04/08
HIGHLAND HOMECARE	123 SAMPLE LANE	BAY HARBOR	MI	49081	(866) 272-3799	Hospital Based Program	Hospital	10/04/84
HOWARD HOMECARE	123 SAMPLE LANE	WINSTON	MI	49084	(866) 272-3799	Hospital Based Program	Hospital	02/11/99
LAKE MICHIGAN HHA	123 SAMPLE LANE	ANDREW	MI	49086	(866) 272-3799	Local	HHA	04/02/95

CR Type is the type of cost report in which the home health agency information was found (i.e: hospital, skilled nursing facility, or home health agency).

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Beua County, MI

Main Data Overview

Agency	Charges to Medicare	Medicare Census	Total Census
ABILITY HOMECARE	$1,647,130	139	150
AVONDA HOME CARE			
EVEREST HOMECARE			
HIGHLAND HOMECARE	$9,719,632	2,522	4,144
HOWARD HOMECARE	$902,329	214	214
LAKE MICHIGAN HHA	$22,252,990	8,021	11,949

Main Data: Displayed on this page are the top agencies (up to 35 with the highest Medicare charges) but arranged in alphabetical order. Top measures for market importance are displayed.

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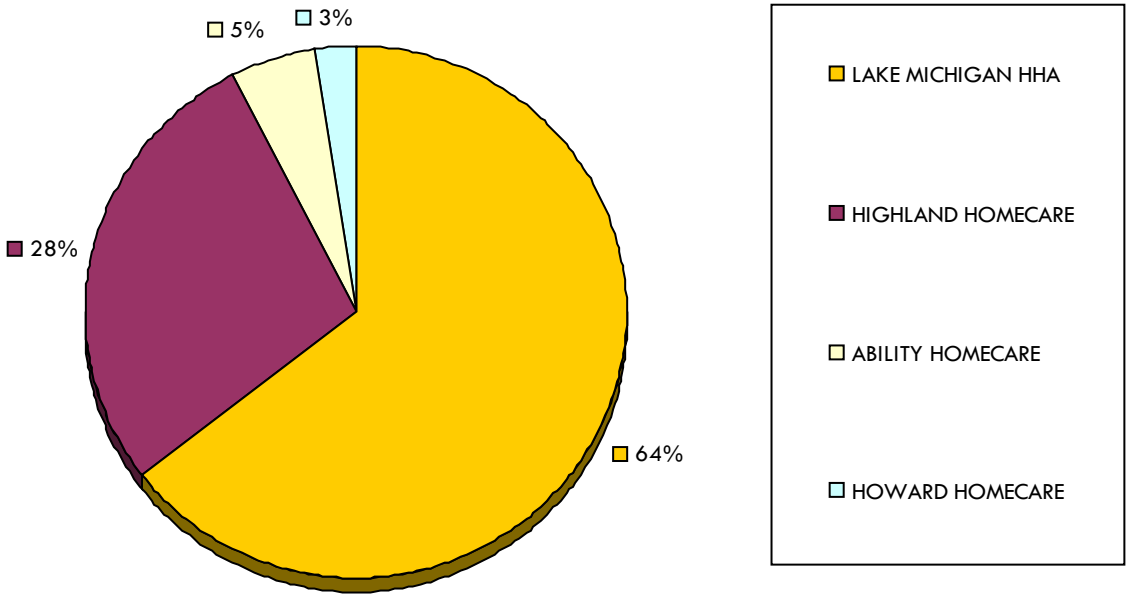
Beua County, MI

Percent of Total Medicare Charges

Total number of agencies located in this area: 6
Total charges by local agencies: $34,522,081

Agencies listed below may have different service areas. The charge totals below are not limited to patients in the area shown above. Rather, the charge totals below reflect what an agency located in this area is capable of. If the agencies with larger service areas trend toward higher revenues, it is an indication that expanding the service area is a viable means for increasing revenues.



Agency	City	Annual Medicare Charges	Percent of Total
LAKE MICHIGAN HHA	ANDREW	$22,252,990	64%
HIGHLAND HOMECARE	BAY HARBOR	$9,719,632	28%
ABILITY HOMECARE	LANCER	$1,647,130	5%
HOWARD HOMECARE	WINSTON	$902,329	3%
AVONDA HOME CARE	VINCENT		0%
EVEREST HOMECARE	ANDREW		0%

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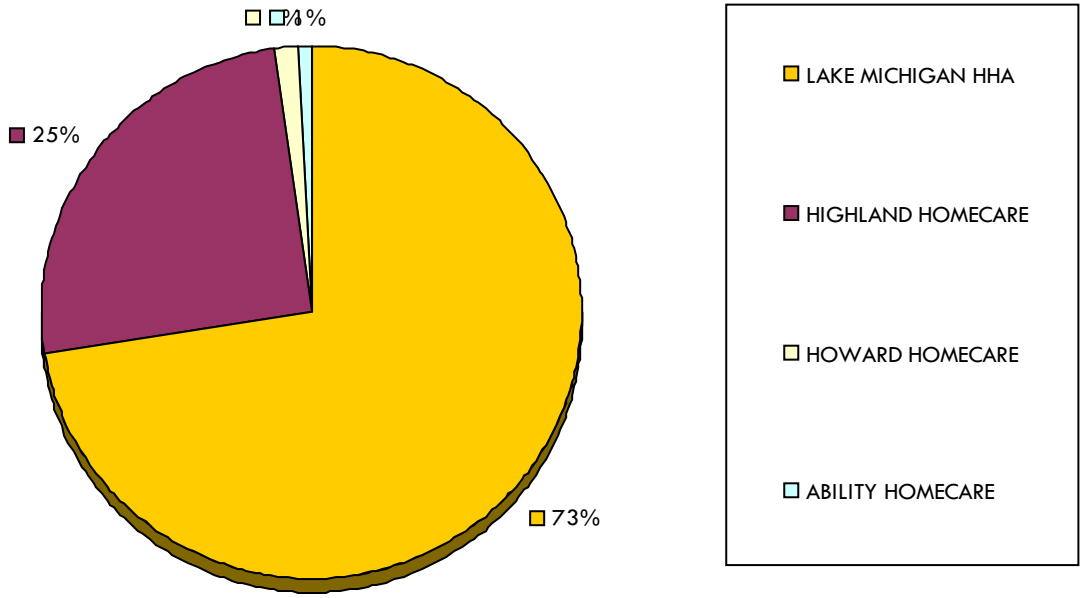
Beua County, MI

Percent of Total Census

Total number of agencies located in this area: 6
Total number of patients seen by these agencies: 16,457

Agencies listed below may have different service areas. The census totals below are not limited to the area shown above. Rather, the census totals below reflect what an agency located in this area is capable of. If the agencies with larger service areas trend toward higher census, it is an indication that expanding the service area is a viable means for increasing census.



Agency or Owning Company	City	Total Census	Percent of Total
LAKE MICHIGAN HHA	ANDREW	11,949	73%
HIGHLAND HOMECARE	BAY HARBOR	4,144	25%
HOWARD HOMECARE	WINSTON	214	1%
ABILITY HOMECARE	LANCER	150	1%
AVONDA HOME CARE	VINCENT		0%
EVEREST HOMECARE	ANDREW		0%

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Beua County, MI

Unduplicated Annual Census

Agency	Medicare Census	Total Census	Percent Medicare
LAKE MICHIGAN HHA	8,021	11,949	67%
HOWARD HOMECARE	214	214	100%
HIGHLAND HOMECARE	2,522	4,144	61%
EVEREST HOMECARE			
AVONDA HOME CARE			
ABILITY HOMECARE	139	150	93%

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Beua County, MI

Key Ratios – Visits & Episodes

Agency	Avg. # of Episodes per Patient	Avg. # of Visits per Episode	Visits per Episode by Discipline					
			SN	PT	OT	ST	MSW	HHA
LAKE MICHIGAN HHA	0.93	18	8.76	5.67	2.20	0.53	0.46	0.66
HOWARD HOMECARE	-	-	-	-	-	-	-	-
HIGHLAND HOMECARE	2.69	8	4.10	1.87	0.50	0.08	0.19	0.81
EVEREST HOMECARE			-	-	-	-	-	-
AVONDA HOME CARE			-	-	-	-	-	-
ABILITY HOMECARE	2.47	23	5.83	16.43	0.12	0.05	0.01	0.10
Area Averages	**2.03**	**16**	**6.23**	**7.99**	**0.94**	**0.22**	**0.22**	**0.52**
Area Medians	**2.47**	**18**	**5.83**	**5.67**	**0.50**	**0.08**	**0.19**	**0.66**

Note: Agencies that deliver more visits per episode (or more of any other conceivable ratio) can use cost report data in marketing claims. For instance, "Compared to the average agency in our county, Agency XYZ gives your patients 30% more home health visits per episode," or "We give more therapy visits per patient than any other agency in the city." However, from a management perspective, fewer visits per episode may suggest more efficient care and a more profitable agency.

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Beua County, MI

Key Ratios – Average Charges to Medicare

Agency	Charge per Visit	Charge per Patient	Charge per Episode
LAKE MICHIGAN HHA	$162	$2,774	$2,971
HOWARD HOMECARE	$183	$4,216	-
HIGHLAND HOMECARE	$190	$3,854	$1,431
EVEREST HOMECARE			
AVONDA HOME CARE			
ABILITY HOMECARE	$213	$11,850	$4,788
Area Averages	**$187**	**$5,674**	**$3,063**
Area Medians	**$187**	**$4,035**	**$2,971**

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Beua County, MI

Visits to Medicare Patients – Top Agencies by Medicare Charges

Agency	Skilled Nursing	Physical Therapy	Occupational Therapy	Speech Therapy	Medical Social	HH Aides	Total Visits
ABILITY HOMECARE	2,004	5,653	40	16	2	34	7,749
AVONDA HOME CARE							
EVEREST HOMECARE							
HIGHLAND HOMECARE	27,850	12,673	3,407	549	1,264	5,519	51,262
HOWARD HOMECARE	2,372	1,857	300	41	26	348	4,944
LAKE MICHIGAN HHA	65,605	42,453	16,503	3,969	3,458	4,955	136,943

Note: Agencies that deliver more visits per episode (or more of any other conceivable ratio) can use cost report data in marketing claims. For instance, "Compared to the average agency in our county, Agency XYZ gives your patients 30% more home health visits per episode," or "We give more therapy visits per patient than any other agency in the city."

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Medicare Episodes - Annually

Agency	Total Episodes	LUPAs	PEPs	Outliers
ABILITY HOMECARE	344	14	11	0
AVONDA HOME CARE				
EVEREST HOMECARE				
HIGHLAND HOMECARE	6,790	408	159	10
HOWARD HOMECARE	Not Reported			0
LAKE MICHIGAN HHA	7,491	647	116	14

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Combined Areas
Flower, Beua

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Demographics

	United States	Selected Region
Total Population	307,006,550	250,272
Age 65+ (%)	12.9%	15.02%
Age 65+ (#)	39,603,845	37,587
Number of home health agencies located in the area	8,777 (submitting 2008 Cost Reports)	12
Number of seniors per local home health agency* (Lower numbers suggest more competitive areas)	4,512	3,132
Average Total Unduplicated Census (2008)	721	1,875

In 2009, roughly 2.0% of the general U.S. population used home health. In any given month, an estimated 0.17% of the population will begin a home health episode. When advertising home health services, keep in mind that only one-fifth of one percent of a general population audience would start home health services within one month of receiving your ad.

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Traditional Market Leaders

Below is a list of the traditional leaders for this area (up to 25 agencies per ranking method). There may be other agencies with many patients in this area who are not shown in this list because the agency is not located in this area.

Medicare Charges		Total Census		Medicare Census	
Rank	Agency	Rank	Agency	Rank	Agency
#1	LAKE MICHIGAN HHA	#1	LAKE MICHIGAN HHA	#1	LAKE MICHIGAN HHA
#2	HIGHLAND HOMECARE	#2	HIGHLAND HOMECARE	#2	HIGHLAND HOMECARE
#3	PEACE HOMECARE	#3	DOUGLAS HOMECARE	#3	DOUGLAS HOMECARE
#4	ABILITY HOMECARE	#4	PINNACLE HOME CARE	#4	COLOMA HOME CARE
#5	DOUGLAS HOMECARE	#5	COLOMA HOME CARE	#5	PINNACLE HOME CARE
#6	COLOMA HOME CARE	#6	PEACE HOMECARE	#6	PEACE HOMECARE
#7	PINNACLE HOME CARE	#7	NORTHWEST HOME HEALTH	#7	HOWARD HOMECARE
#8	HOWARD HOMECARE	#8	HOWARD HOMECARE	#8	NORTHWEST HOME HEALTH
#9	NORTHWEST HOME HEALTH	#9	ABILITY HOMECARE	#9	ABILITY HOMECARE
#10	FUTURA HOME HEALTH	#10	FUTURA HOME HEALTH	#10	FUTURA HOME HEALTH
#11	AVONDA HOME CARE	#11	AVONDA HOME CARE	#11	AVONDA HOME CARE
#12	EVEREST HOMECARE	#12	EVEREST HOMECARE	#12	EVEREST HOMECARE
#13		#13		#13	
#14		#14		#14	
#15		#15		#15	
#16		#16		#16	
#17		#17		#17	
#18		#18		#18	
#19		#19		#19	
#20		#20		#20	
#21		#21		#21	
#22		#22		#22	
#23		#23		#23	
#24		#24		#24	
#25		#25		#25	

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Agency Data

This is an alphabetical listing of top agencies with their contact information and other agency details.

Agency	Address	City	State	Zip	Phone	Ownership	CR Type	Date Certified
ABILITY HOMECARE	123 SAMPLE LANE	LANCER	MI	49083	(866) 272-3799	Local	HHA	02/29/08
AVONDA HOME CARE	123 SAMPLE LANE	VINCENT	MI	49082	(866) 272-3799	Local	HHA	12/29/08
COLOMA HOME CARE	123 SAMPLE LANE	ALBION	MI	49019	(866) 272-3799	Hospital Based Program	Hospital	09/04/98
DOUGLAS HOMECARE	123 SAMPLE LANE	BALVERINE	MI	49020	(866) 272-3799	Local	Hospital	03/27/96
EVEREST HOMECARE	123 SAMPLE LANE	ANDREW	MI	49085	(866) 272-3799	Local	HHA	04/04/08
FUTURA HOME HEALTH	123 SAMPLE LANE	BOWERSTONE	MI	49016	(866) 272-3799	Local	HHA	01/14/09
HIGHLAND HOMECARE	123 SAMPLE LANE	BAY HARBOR	MI	49081	(866) 272-3799	Hospital Based Program	Hospital	10/04/84
HOWARD HOMECARE	123 SAMPLE LANE	WINSTON	MI	49084	(866) 272-3799	Hospital Based Program	Hospital	02/11/99
LAKE MICHIGAN HHA	123 SAMPLE LANE	ANDREW	MI	49086	(866) 272-3799	Local	HHA	04/02/95
NORTHWEST HOME HEALTH	123 SAMPLE LANE	BRIGHTWALL	MI	49017	(866) 272-3799	Local	HHA	10/04/04
PEACE HOMECARE	123 SAMPLE LANE	DWELLER	MI	49018	(866) 272-3799	Local	HHA	02/08/05
PINNACLE HOME CARE	123 SAMPLE LANE	HOBBS	MI	49021	(866) 272-3799	Hospital Based Program	Hospital	10/30/96

CR Type is the type of cost report in which the home health agency information was found (i.e: hospital, skilled nursing facility, or home health agency).

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Main Data Overview

Agency	Charges to Medicare	Medicare Census	Total Census
ABILITY HOMECARE	$1,647,130	139	150
AVONDA HOME CARE			
COLOMA HOME CARE	$1,011,927	348	468
DOUGLAS HOMECARE	$1,323,025	364	621
EVEREST HOMECARE			
FUTURA HOME HEALTH	$226,320	58	60
HIGHLAND HOMECARE	$9,719,632	2,522	4,144
HOWARD HOMECARE	$902,329	214	214
LAKE MICHIGAN HHA	$22,252,990	8,021	11,949
NORTHWEST HOME HEALTH	$749,490	170	221
PEACE HOMECARE	$3,043,477	304	310
PINNACLE HOME CARE	$980,436	322	613
ABILITY HOMECARE	$1,647,130	139	150
AVONDA HOME CARE			

Main Data: Displayed on this page are the top agencies (up to 37 with the highest Medicare charges) but arranged in alphabetical order. Top measures for market importance are displayed.

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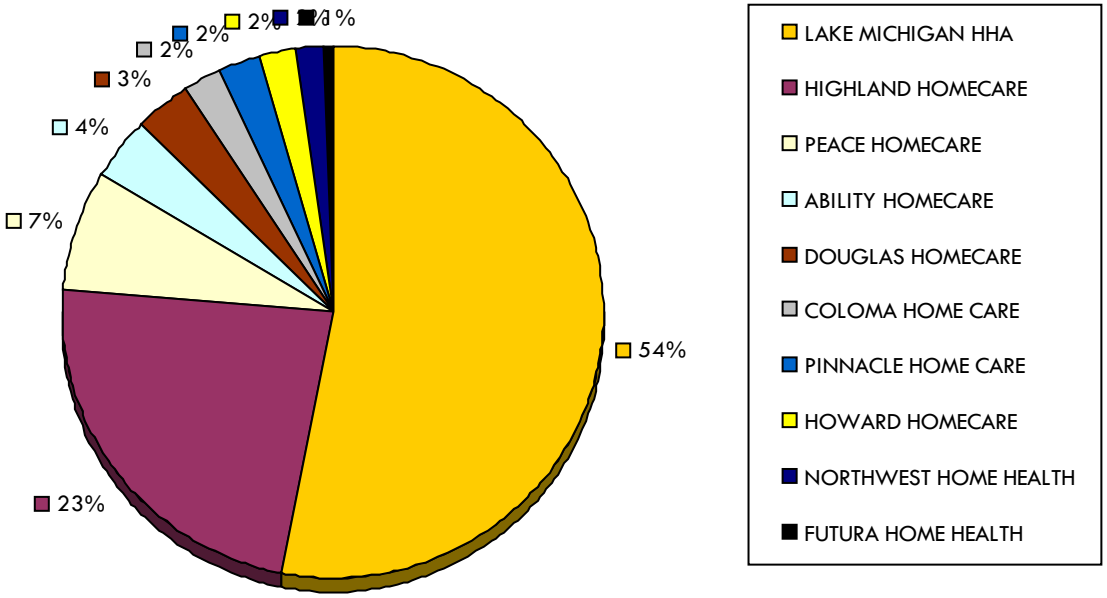
Percent of Total Medicare Charges

Total number of agencies located in this area: 12
Total charges by local agencies: $41,856,756

Agencies listed below may have different service areas. The charge totals below are not limited to patients in the area shown above. Rather, the charge totals below reflect what an agency located in this area is capable of. If the agencies with larger service areas trend toward higher revenues, it is an indication that expanding the service area is a viable means for increasing revenues.



Agency	City	Annual Medicare Charges	Percent of Total
LAKE MICHIGAN HHA	ANDREW	$22,252,990	53%
HIGHLAND HOMECARE	BAY HARBOR	$9,719,632	23%
PEACE HOMECARE	DWELLER	$3,043,477	7%
ABILITY HOMECARE	LANCER	$1,647,130	4%
DOUGLAS HOMECARE	BALVERINE	$1,323,025	3%
COLOMA HOME CARE	ALBION	$1,011,927	2%
PINNACLE HOME CARE	HOBBS	$980,436	2%
HOWARD HOMECARE	WINSTON	$902,329	2%
NORTHWEST HOME HEALTH	BRIGHTWALL	$749,490	2%
FUTURA HOME HEALTH	BOWERSTONE	$226,320	1%
All Others	Flower, Beua	0	0%

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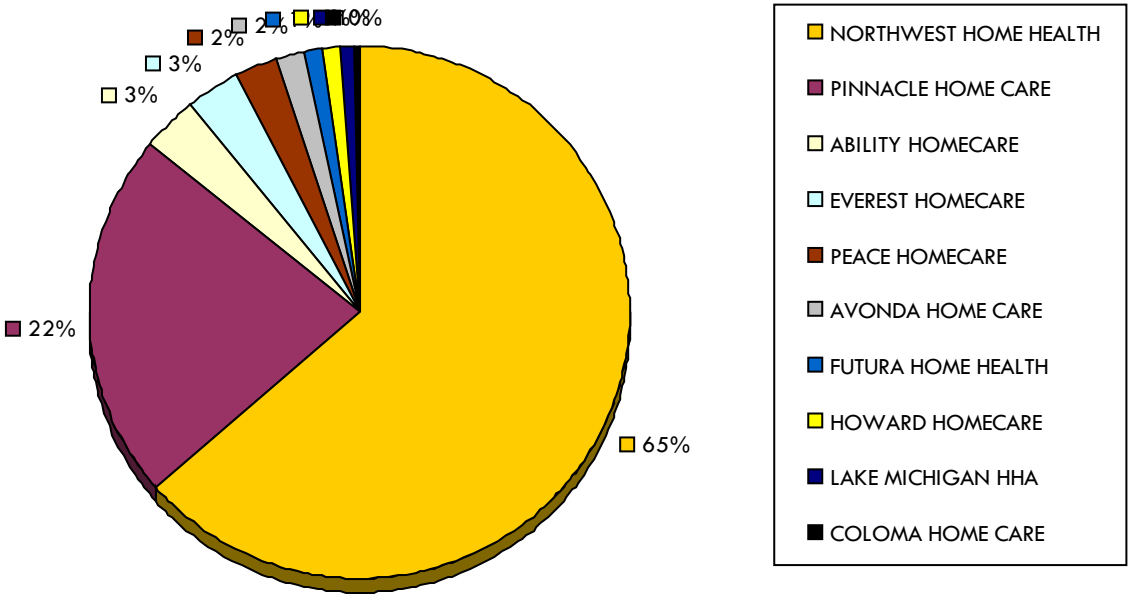
Percent of Total Census

Total number of agencies located in this area: 6
Total number of patients seen by these agencies: 18,750

Agencies listed below may have different service areas. The census totals below are not limited to the area shown above. Rather, the census totals below reflect what an agency located in this area is capable of. If the agencies with larger service areas trend toward higher census, it is an indication that expanding the service area is a viable means for increasing census.



Agency or Owning Company	City	Total Census	Percent of Total
NORTHWEST HOME HEALTH	BRIGHTWALL	11,949	64%
PINNACLE HOME CARE	HOBBS	4,144	22%
ABILITY HOMECARE	LANCER	621	3%
EVEREST HOMECARE	ANDREW	613	3%
PEACE HOMECARE	DWELLER	468	2%
AVONDA HOME CARE	VINCENT	310	2%
FUTURA HOME HEALTH	BOWERSTONE	221	1%
HOWARD HOMECARE	WINSTON	214	1%
LAKE MICHIGAN HHA	ANDREW	150	1%
COLOMA HOME CARE	ALBION	60	0%
All Others	Flower, Beua	0	0%

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Unduplicated Annual Census

Agency	Medicare Census	Total Census	Percent Medicare
ABILITY HOMECARE	139	621	59%
AVONDA HOME CARE		310	98%
COLOMA HOME CARE	348	60	97%
DOUGLAS HOMECARE	364		
EVEREST HOMECARE		613	53%
FUTURA HOME HEALTH	58	221	77%
HIGHLAND HOMECARE	2,522		
HOWARD HOMECARE	214	214	100%
LAKE MICHIGAN HHA	8,021	150	93%
NORTHWEST HOME HEALTH	170	11,949	67%
PEACE HOMECARE	304	468	74%
PINNACLE HOME CARE	322	4,144	61%

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Key Ratios – Visits & Episodes

Agency	Avg. # of Episodes per Patient	Avg. # of Visits per Episode	Visits per Episode by Discipline					
			SN	PT	OT	ST	MSW	HHA
ABILITY HOMECARE	-	-	-	-	-	-	-	-
AVONDA HOME CARE	2.31	23	7.55	13.63	0.73	0.06	0.06	1.39
COLOMA HOME CARE	1.31	14	4.66	9.43	0.00	0.00	0.00	0.26
DOUGLAS HOMECARE			-	-	-	-	-	-
EVEREST HOMECARE	34.28	1	0.17	0.23	0.06	0.00	0.00	0.04
FUTURA HOME HEALTH	1.94	24	13.41	9.30	0.13	0.01	0.19	0.63
HIGHLAND HOMECARE			-	-	-	-	-	-
HOWARD HOMECARE	-	-	-	-	-	-	-	-
LAKE MICHIGAN HHA	2.47	23	5.83	16.43	0.12	0.05	0.01	0.10
NORTHWEST HOME HEALTH	0.93	18	8.76	5.67	2.20	0.53	0.46	0.66
PEACE HOMECARE		-	-	-	-	-	-	-
PINNACLE HOME CARE	2.69	8	4.10	1.87	0.50	0.08	0.19	0.81
Area Averages	**6.56**	**15.76**	**6.35**	**8.08**	**0.53**	**0.10**	**0.13**	**0.56**
Area Medians	**2.31**	**18.28**	**5.83**	**9.30**	**0.13**	**0.05**	**0.06**	**0.63**

Note: Agencies that deliver more visits per episode (or more of any other conceivable ratio) can use cost report data in marketing claims. For instance, "Compared to the average agency in our county, Agency XYZ gives your patients 30% more home health visits per episode," or "We give more therapy visits per patient than any other agency in the city." However, from a management perspective, fewer visits per episode may suggest more efficient care and a more profitable agency.

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Key Ratios – Average Charges to Medicare

Agency	Charge per Visit	Charge per Patient	Charge per Episode
NORTHWEST HOME HEALTH	$162	$2,774	$2,971
COLOMA HOME CARE	$207	$3,902	$2,978
FUTURA HOME HEALTH	$96	$4,409	$2,278
AVONDA HOME CARE	$185	$10,011	$4,335
LAKE MICHIGAN HHA	$213	$11,850	$4,788
PINNACLE HOME CARE	$190	$3,854	$1,431
EVEREST HOMECARE	$176	$3,045	$89
ABILITY HOMECARE	$140	$3,635	-
HOWARD HOMECARE	$183	$4,216	-
DOUGLAS HOMECARE			
HIGHLAND HOMECARE			
PEACE HOMECARE	$179	$2,908	-
Area Averages	**$173.14**	**$5060.42**	**$2096.72**
Area Medians	**$180.85**	**$3878.00**	**$2278.09**

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Visits to Medicare Patients – Top Agencies by Medicare Charges

Agency	Skilled Nursing	Physical Therapy	Occupational Therapy	Speech Therapy	Medical Social	HH Aides	Total Visits
NORTHWEST HOME HEALTH	65,605	42,453	16,503	3,969	3,458	4,955	136,943
COLOMA HOME CARE	354	717	0	0	0	20	1,091
FUTURA HOME HEALTH	4,411	3,060	42	2	62	207	7,784
AVONDA HOME CARE	5,297	9,571	510	39	44	979	16,440
LAKE MICHIGAN HHA	2,004	5,653	40	16	2	34	7,749
PINNACLE HOME CARE	27,850	12,673	3,407	549	1,264	5,519	51,262
EVEREST HOMECARE	1,837	2,588	608	43	24	469	5,569
ABILITY HOMECARE	4,927	2,319	371	114	173	1,535	9,439
HOWARD HOMECARE	2,372	1,857	300	41	26	348	4,944
DOUGLAS HOMECARE							
HIGHLAND HOMECARE							
PEACE HOMECARE	2,540	1,293	643	27	42	1,102	5,647

Note: Agencies that deliver more visits per episode (or more of any other conceivable ratio) can use cost report data in marketing claims. For instance, "Compared to the average agency in our county, Agency XYZ gives your patients 30% more home health visits per episode," or "We give more therapy visits per patient than any other agency in the city."

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Medicare Episodes - Annually

Agency	Total Episodes	LUPAs	PEPs	Outliers
NORTHWEST HOME HEALTH	7,491	647	116	14
COLOMA HOME CARE	76	6	3	0
FUTURA HOME HEALTH	329	23	4	0
AVONDA HOME CARE	702	24	7	0
LAKE MICHIGAN HHA	344	14	11	0
PINNACLE HOME CARE	6,790	408	159	10
EVEREST HOMECARE	11,039	70	125	99
ABILITY HOMECARE	Not Reported			0
HOWARD HOMECARE	Not Reported			0
DOUGLAS HOMECARE				
HIGHLAND HOMECARE				
PEACE HOMECARE	CR Error			4

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