

BACKGROUND

- ❖ U.S. Census Data indicates that the population of adults aged 65+ living in nursing homes is projected to gradually increase by 30.1% of the current population by 2030.¹
- ❖ According to a national survey by American Association of Retired Persons (AARP), 87% of individuals aged 65+ indicated a desire to remain in their current homes as they continue to age.²
- ❖ As this population continues to age there is much uncertainty about whether the long-term care industry will be able to support it, and how healthcare delivery models need to change to meet the needs and desires of older adults.
- ❖ Occupational therapists are well equipped to meet the demand of an aging population.

PROGRAM DETAILS

- ❖ A mobile outpatient therapy company to provide physical and occupational therapy services in the homes and communities of community-dwelling older adults.
- ❖ Services reimbursed through Medicare Part B (outpatient), commercial, and supplemental insurance.
- ❖ Coverage of services in Skagit County, Washington area where approximately 28,000 older adults live.
- ❖ One occupational therapist and one physical therapist providing 60-minute sessions.
- ❖ Interventions address physical, social, cognitive limitations; safety; home and environmental modifications; caregiver training.
- ❖ Potential partnerships with ILF/ALFs, physician offices, recreational centers.

FOCUSED QUESTION

What is the process to develop a business plan for occupational therapy provided in the home and community? Is there a need for mobile outpatient therapy to maximize health and increase quality of life for individuals of all ages and address the concerns of a growing older adult population?

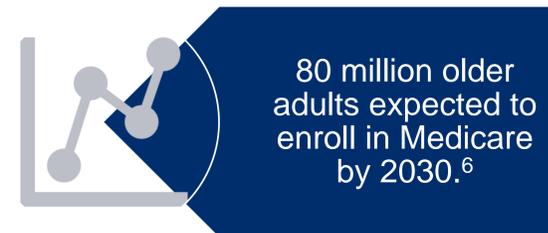
METHODS

- ❖ 14 weeks spent with Thrive! Therapy, LLC in Denver, Colorado.
- ❖ Observed and provided occupational therapy services within the mobile outpatient therapy model.
- ❖ Developed and implemented marketing plan for physician outreach, ILF/ALF/SNF outreach, social media, and business partner meetings to grow referral sources.
- ❖ Assisted with administrative tasks and attended several business meetings each week.
- ❖ Completed a literature search for the efficacy of mobile outpatient therapy model using several institutional search engines yielding 12 articles for analysis and synthesis.
- ❖ Developed comprehensive business plan to be implemented in Skagit County, Washington.



RESULTS

- ❖ Occupational therapy provided in the natural environment improves function in outcomes such as ADLs, social participation, and fear of falling for community dwelling older adults.³
- ❖ Strong evidence supports the use of group, individual, or a combination of group and individual interventions to improve occupational performance for community dwelling older adults. Addressing health promotion, management, and maintenance improves quality of life.⁴
- ❖ 2018 report on population projections for all counties in the state of Washington shows that within Skagit counties between 2020 and 2025, the percentage of adults ages 65+ is projected to grow from 20.7% [~27,000] to 21.88% of the population. This is the difference of nearly 5,089 people.⁵
- ❖ According to market analysis profile, there are currently (0) therapy companies providing services based on the mobile outpatient model.
- ❖ A comprehensive business plan was developed which includes program description, market assessment, marketing plan, financial plan, quality assessment, implementation, documents.



BOTTOM LINE FOR OT

- ❖ The growth in the number of individuals 65+ will increase the demand for services as older adults age in their homes and communities. There is a demand for home-based therapy services in the Skagit County as there are limited services. Based on the market analysis and older adult population, there are hundreds of individuals who would benefit from home therapy services in the county. The need for additional services will continue to grow.
- ❖ Occupational therapy services provided in the home may improve function and quality of life for individuals across the lifespan. Older adults and individuals with NCDs may benefit from increased safety and participation in daily occupations.
- ❖ Mobile outpatient occupational therapy services will meet the demands of a growing population of community dwelling older adults in their natural environment who do not qualify for home health to increase quality of life, independence, and reduce caregiver burden.

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