



I. Cross Functional COVID-19 Support

- COVID-19 financial forecast and scenario mapping
 - Powered by Plante Moran (see attached overview)
- COVID-19 census recovery strategic development
 - Hospital access restrictions
- COVID-19 PR strategy/marketing campaign/press response
 - Positive story promotion (MLive example attached)
- COVID-19 labor market analysis to assess wage shift and incentive offerings
 - See attached example (Non-COVID)
- COVID infection prevention strategy
 - In response to and in anticipation of regulatory announcements
- Virtual rounding process development for EMS and SLC Regional Team

II. Business Development Support

- Review of current BD tools, orientation, and training - to provide improvement recommendations designed to drive census performance.
 - BD Meetings/BD Plans/Data Analysis/Field and Facility Sales Process/ Referral and Intake P&P
- Train current Regional BD support in advanced industry business practice *or* onboard new SNF BD leader *if hired*
- Center BD personnel assessment of industry knowledge and sales ability – create a market specific leadership development plan for all team members.
- Collaborate in the development of organizational SNF BD strategies
- Recommend baseline performance metrics for internal and external staff
- Supply hospital patient movement data analysis and provide interpretation training
- Center specific niche development & clinical programming
 - Direct support in executing plans for Seasons and Wellsprings
- Managed Care contractual relationship review and growth planning
- Delivery of elevated business development plans for each center

III. Clinical Support

- Infection prevention emphasis in daily business practice at the direct care level
- Review of existing tools, systems, and processes tied to competency
- Participation in all center clinical meetings to drive effectiveness and efficiency
- Assessment and enhancement strategy for the growth and development of clinical leadership both center and region team specific
- Evaluation of current clinical programming related to market analysis and referral source need
- Partnership in any necessary P&P rework tied to improvement trends
- Quality Measure/5-Star review and collaboration in the creation of center specific improvement plans
- PCC utilization review tied to key performance indicators such as: 72-Hour Care Conferencing, Length of Stay, MCR Meeting effectiveness, D/C planning, and At-Risk Meetings including weight, nutrition, skin, and falls
- Survey result review and trend mapping for organizational strategy development

IV. Operational Support

- Review of all systems tied to 2020 budget achievement
 - Current status with individualized performance development
 - Center specific and Regional coaching for sustainability
- Routine Ops reviews with Center NHA and Campus ED on Key Performance Indicators
 - Monthly calls with weekly engagement in critical areas to ensure execution
- Direct training to center NHA, campus ED, and Regional Ops teams on management practice in the following areas: PPD expense control, PPD staffing best practice, labor management strategies for decreased spend, pharmacy cost review, QAPI effectiveness, environmental excellence tied to survey readiness, departmental spend down, AR reviews and collection effectiveness, AP reviews, PDPM understanding, and CMI management– if appropriate in state
- General culture assessment and recommendations for improvement

The Everest Interdisciplinary Approach – Optimizing Skilled Nursing Performance



Tiers of Support

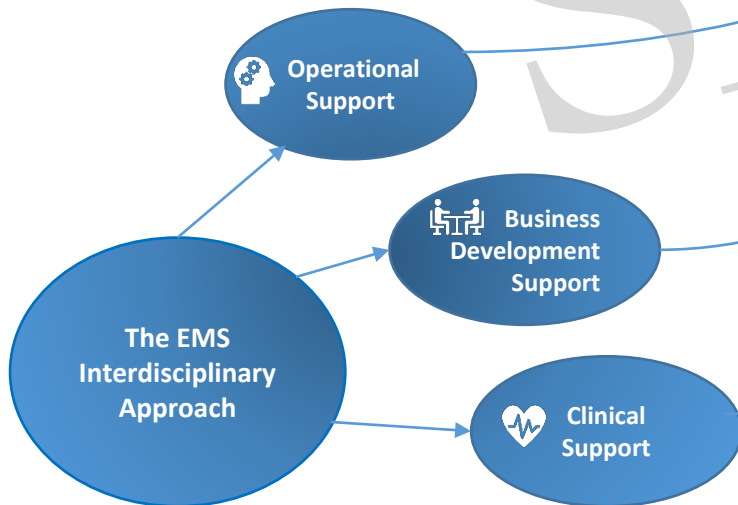
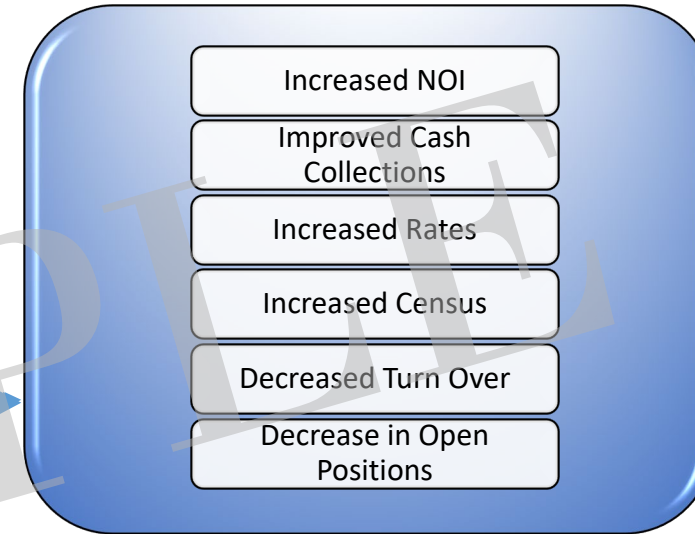
Organizational Support:

- Assist in establishing an organizationally separate, center shared, and impactful SNF Ops culture
- COVID financial modeling education with potential to utilize in non-SNF portfolio
- Dedicated coaching and support to Regional SNF business leaders
- Collaboration in development of tools and processes for portfolio standardization
- Wage analysis for each center for improved recruiting position in market
- Elevated brand strategy for SNF portfolio

Field Support:

- Side-by-side coaching and development of center department heads
- Real-time participation in center business to positively impact patient care immediately
- Facility rounding for immediate no/low cost environmental improvement
- Direct participation in sales technique development
- Direct clinical training to licensed and non-licensed staff

Anticipated ROI:



Engagement Details

*5 Hours per Week
per Center*



Operations

(5hrs)



Bus Dev.

(5hrs)



Clinical

(5hrs)

*15 Hours per Week per Center
60 Hours per Week Organizationally
265 Minimum Hours per Month*

◆ 50% Remote ◆ 50% In-Field