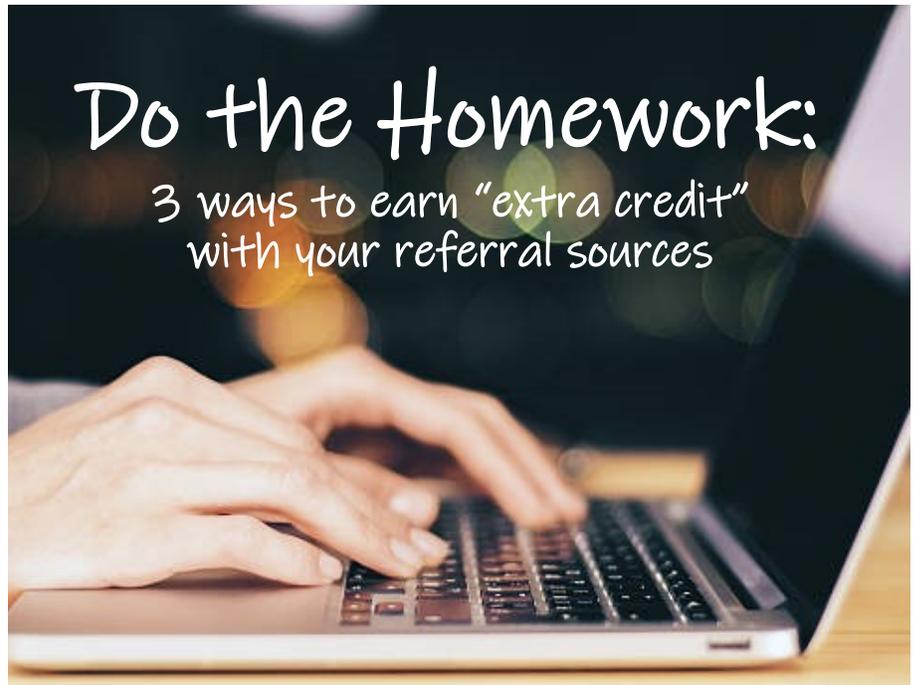


By **TRIPP MATTHEWS**  
[Curaport CEO](#)

In the previous article, we discussed the three basics of preparation that every home care sales and marketing professional should do prior to calling on a referral source. Once you have mastered those three basics of preparation, here are three additional 'homework assignments' that will ensure you are ready to be a resource to your referral sources, especially physicians.

**1** Are they part of an ACO? While the financial impact of ACOs, Bundled Payment Programs, Shared Savings Programs or Physician Network has not really been felt directly by home care agencies, I can assure you that your referral sources are starting to feel them. By researching and determining the ACO with which your target is aligned, you can identify which outcomes and metrics will be their top priority. Provide your agency's outcomes and metrics that are of common interest with your referral source — and you'll certainly get their attention.

**2** Do they provide CCM services? Chronic Care Management is a relatively new care program that CMS implemented initially with the Affordable Care Act, and then with the passage of [MACRA](#). In short, physicians can bill for CCM services for their patients, but most do NOT do this as the overhead and administration of a



CCM program is prohibitive. However, physicians CAN outsource the majority of this oversight and administration to a third party. Hello — you work for a third party. To learn more about CCM programs, click [here](#).

**3** What are their [Star Ratings](#)? Just as home care agencies are getting ratings, physicians and hospitals are as well. It is important to know how they are doing, just as they may want to know what YOUR agency's Star Ratings are. At minimum, this information will give you added context before your sales call. At best, it will give you the opportunity to discuss their ratings with them at the right moment and with the right discretion. And yes, it is possible that your agency can help them improve their ratings just a little bit,

depending on the areas in which they are lacking and the areas in which your agency thrives.

Don't walk into a physician's office or healthcare facility and hope that your charm and good looks are going to win the day. Don't sprain your shoulder patting yourself on the back for doing just the basics of preparation. Go the extra mile — and you'll get the extra credit!

*[Curaport](#) is a news and information portal, bringing together content, tools and learning programs from trusted information sources. CEO Tripp Matthews has worked in the health care industry for 12 years, with sales positions at both McKesson and Healthcare First. He developed a sales training program at CareSouth and is currently serving as the Director of Home Care Sales for Healthcare First.*