

2022 Home Health Care News Outlook Survey and Report

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 Home Health Care News

Growing Demand and Optimism for Home-Based Care Providers

In spite of COVID-19, the growing demand for home-based has created new opportunities across the industry. While a post-pandemic world still seems far away, the evolving home health and home care landscapes are ripe with means to drive growth in 2022.

Our readers are optimistic about the industry heading into 2022, and our annual outlook survey explores the different layers of that sentiment. From November 22, 2021 to December 20, 2021, Home Health Care News (HHCN) conducted this survey in partnership with Homecare Homebase to reveal how HHCN subscribers are approaching staffing, technology and growth in 2022.

HHCN is pleased to share these survey results in hopes that they will shed light on the keys to recovery in 2022 and beyond.



Robert Holly
Managing Editor, Home Health Care News

Executive Summary

Results show the views of 386 home health and home care professionals polled about their thoughts on the home-based care industry for 2022. The survey, conducted online among Home Health Care News subscribers between November 22, 2021 and December 20, 2021, asked about how companies are:



**Navigating the evolution
of home-based care**



**Investing in technology
to improve efficiency
and care delivery**



**Preparing for
staffing and growth
challenges in 2022**

The majority of respondents identified as executives for care providers in skilled and non-skilled home health care, hospice care, and palliative care, representing a spectrum of organization sizes. Additional responses included the views of care providers from other categories including vendors, academic and government institutions, and industry associations.

Key Takeaways

1

Care providers are ready and willing to invest in technology in 2022.

Respondents are investing in technology to improve outcomes, which will be a key differentiator moving forward. Staff management (39%), telemedicine / telehealth & predictive analytics (35%), and patient engagement (32%) are the top three categories according to the 2022 survey response.

2

Staffing continues to be the most critical pain point in home-based care.

With 80% of respondents citing staffing as their greatest non-COVID-related challenge in 2022, recruiting (57%) and retention (32%) are their primary concerns.

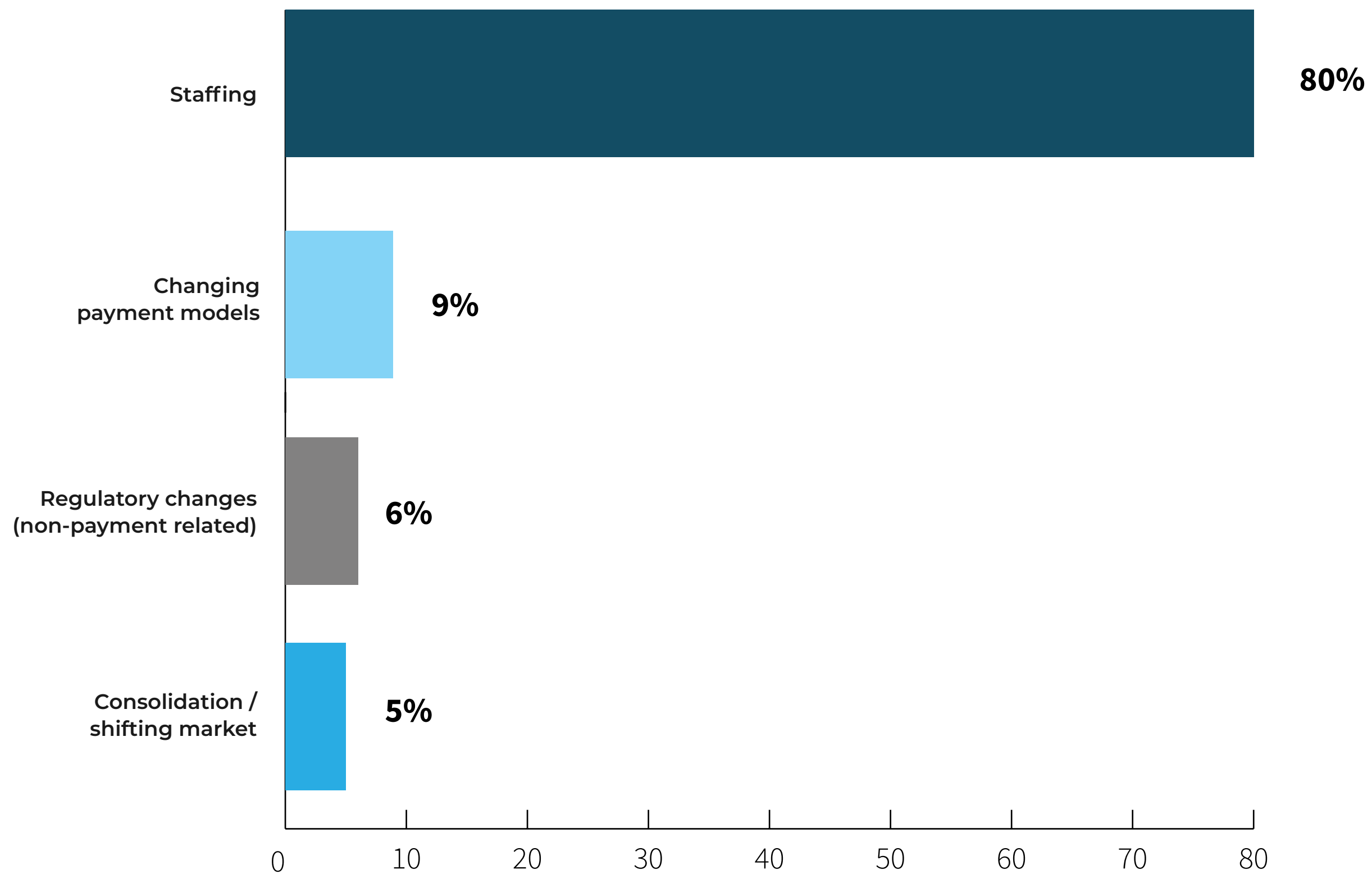
3

Care is undeniably moving to the home, driving growth across the industry.

Seventy-one percent of participants plan to pursue at-home care models for the first time in 2022, and more than 72% project those models will contribute to a rise in revenue. Non-skilled home care services (37%) and skilled home health care (31%) are the anticipated areas of growth.

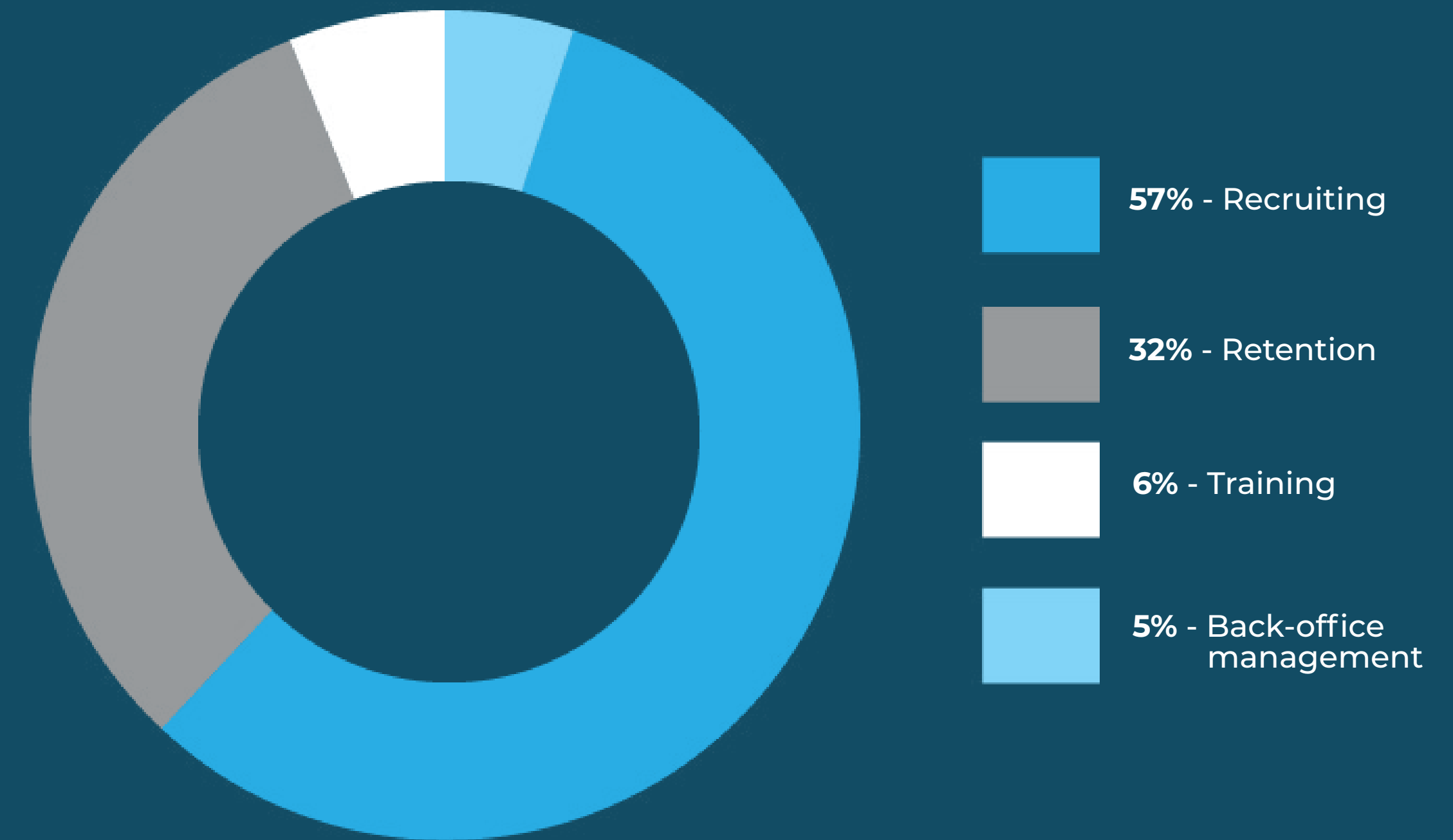
What is the greatest non-COVID-19-related challenge to the in-home care industry in 2022?

Staffing is the most critical challenge for home-based care.
An overwhelming majority of respondents reported that staffing is their greatest non-COVID-related challenge heading into 2022.



What is the greatest staffing-related challenge you anticipate in 2022?

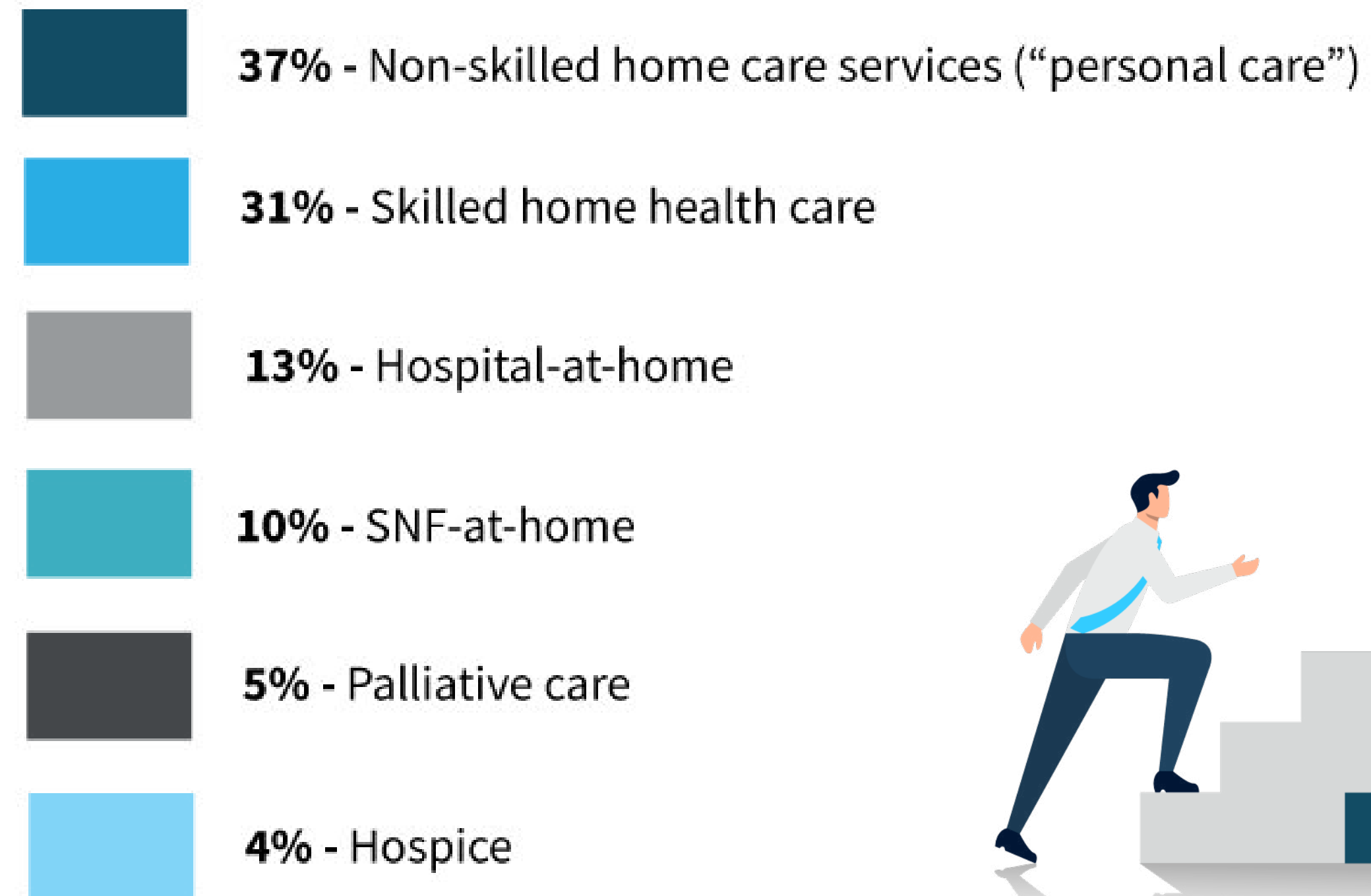
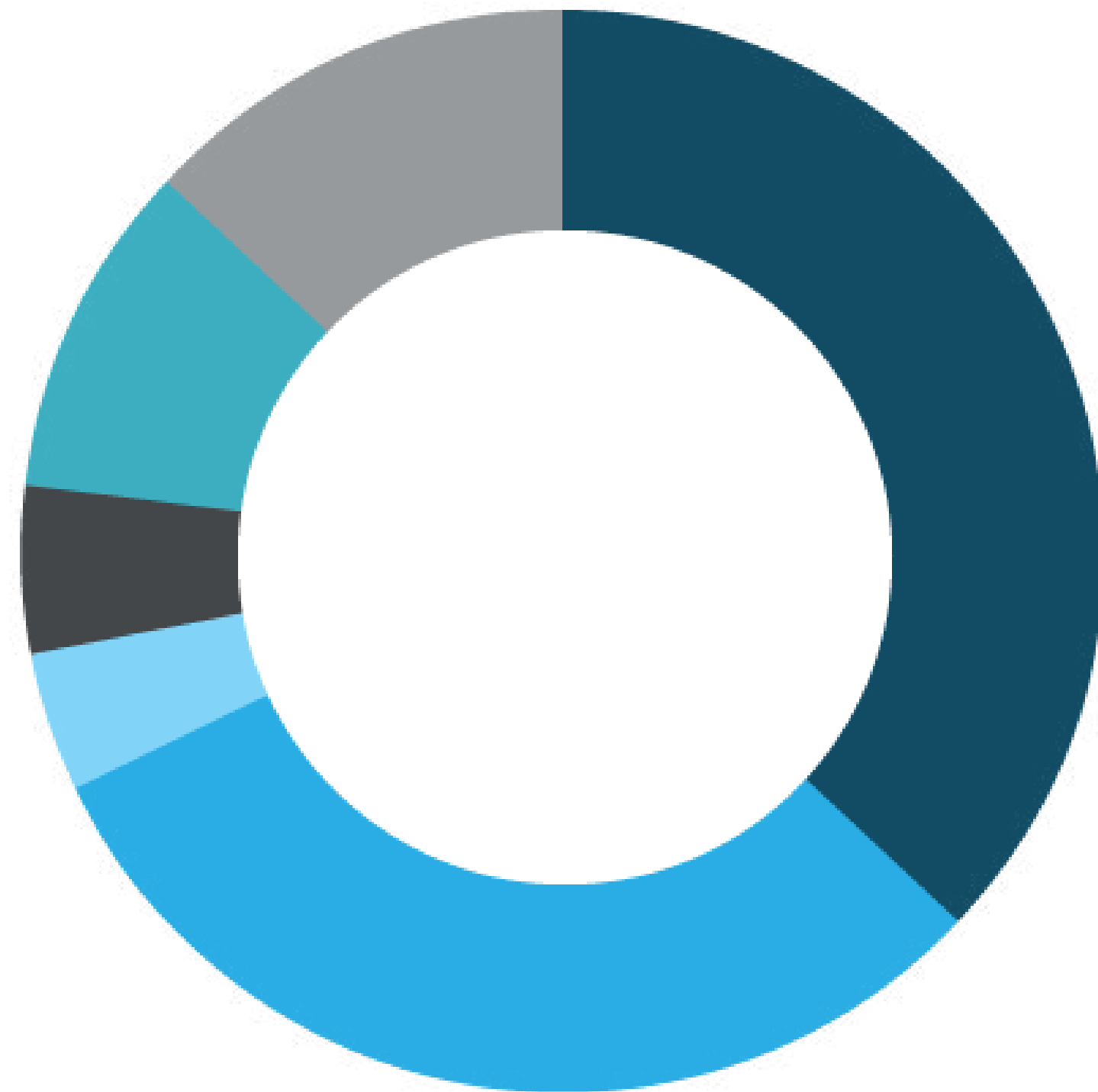
Recruiting and retention are key concerns.
With respect to the staffing crisis in home-based care, survey participants indicated they are most concerned about recruiting (57%) and retention (32%) challenges in the foreseeable future.



What is the greatest growth area for the home-based care industry in 2022?

Growth potential abounds in 2022.

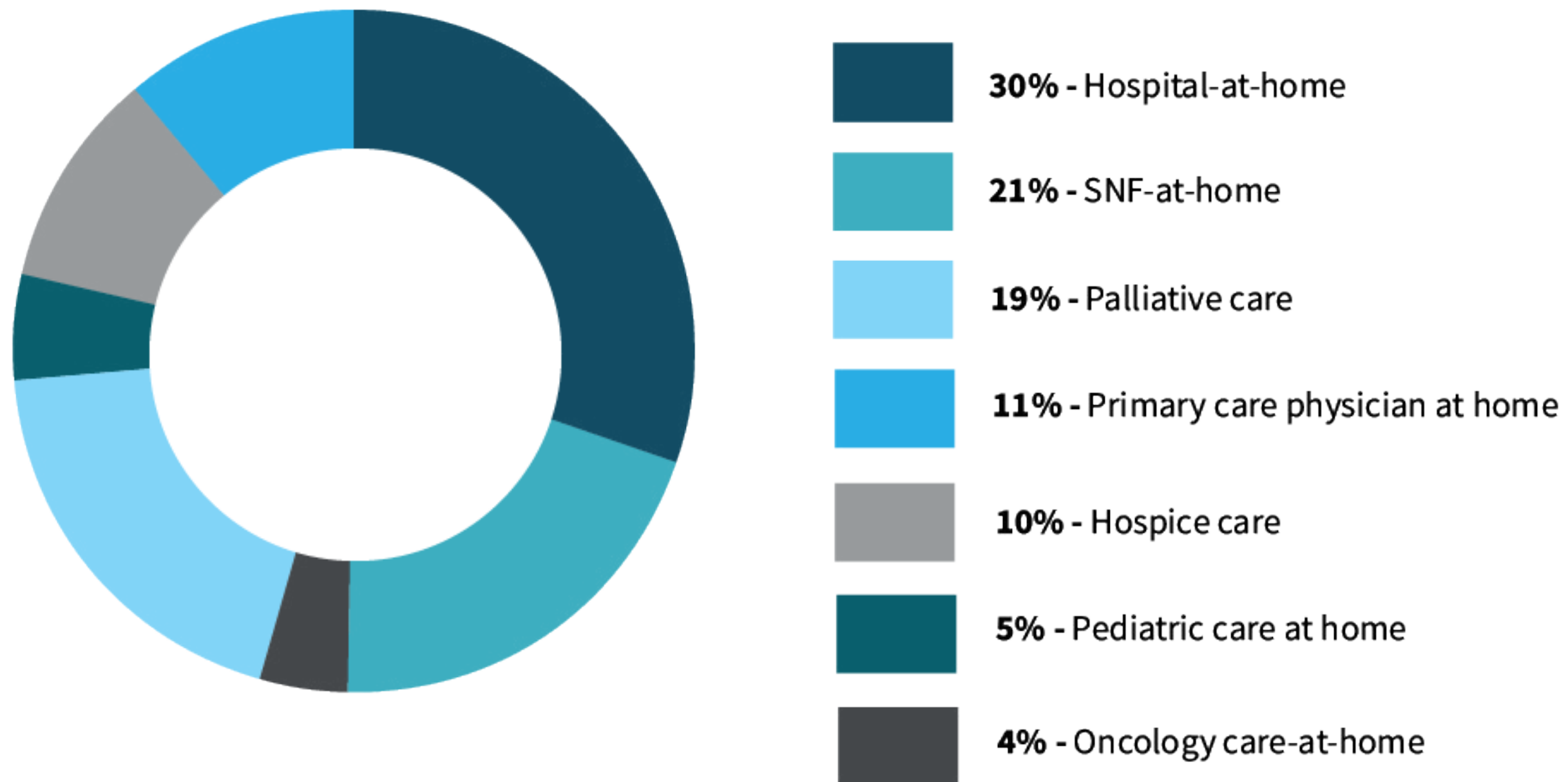
Non-skilled home care services (37%) and skilled home health care (31%) are anticipated areas of growth in 2022.



Is your organization planning to pursue any of the following care types in-home for the first time in 2022?

Operators are pursuing new care models.

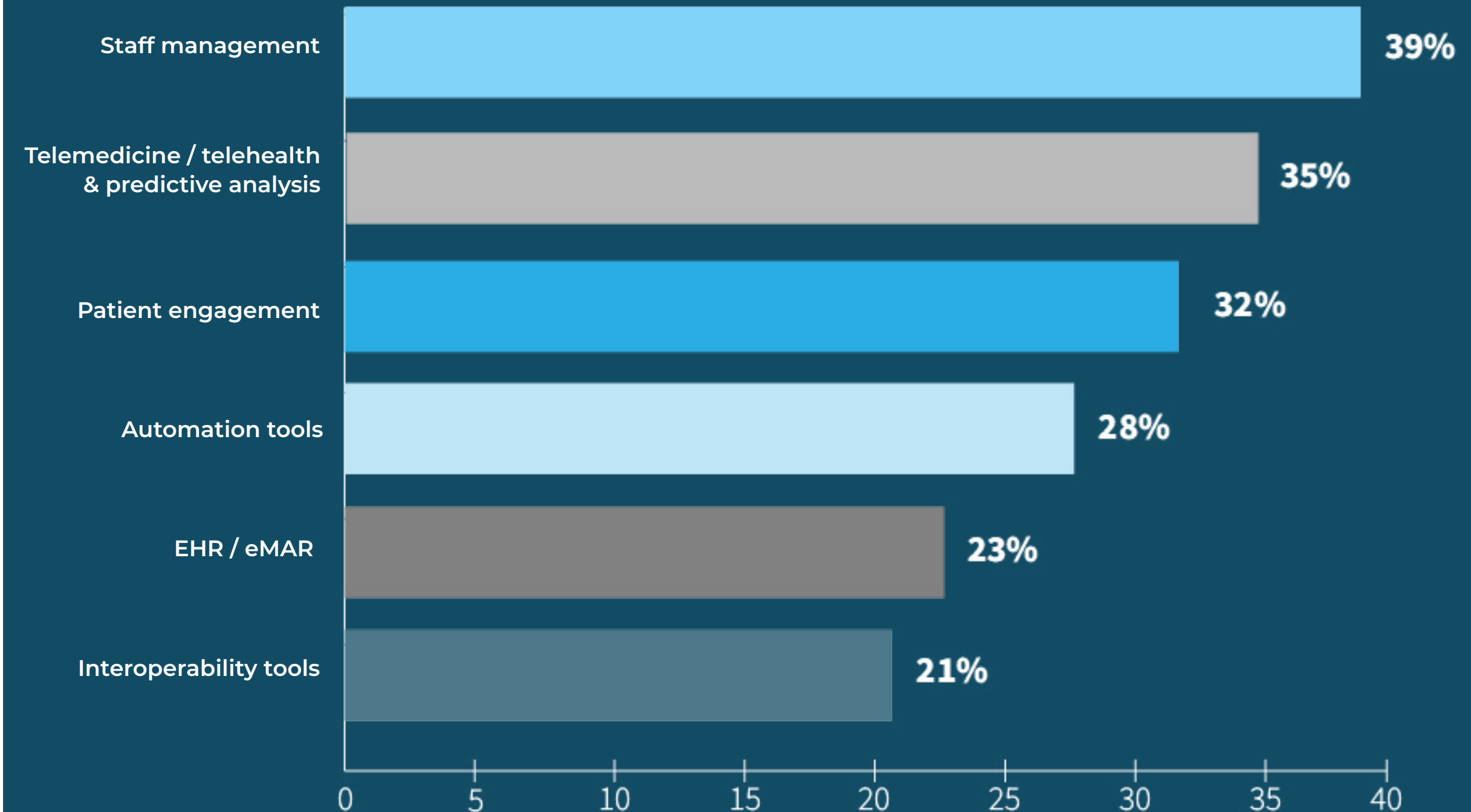
Many survey respondents are planning to pursue additional at-home care models for the first time in 2022.



In what types of technology do you plan to invest in 2022? (Select all that apply)

Tech investment varies.

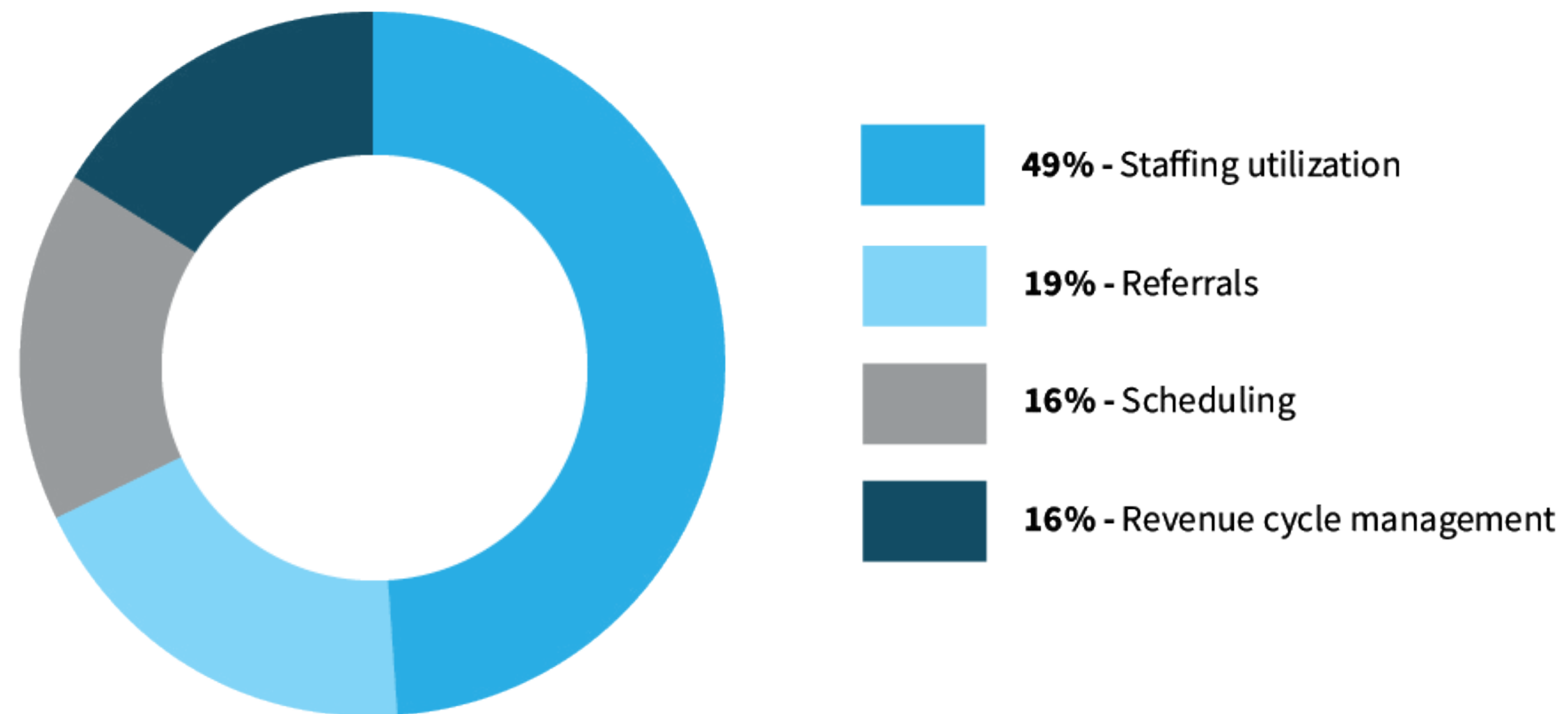
Respondents are ready to invest heavily in different types of technology to drive growth in 2022. Staff management (39%), telemedicine / telehealth & predictive analytics (35%), and patient engagement (32%) are the top three categories.



In which of the following areas can your company achieve the greatest business efficiencies in 2022?

Better staffing utilization needed.

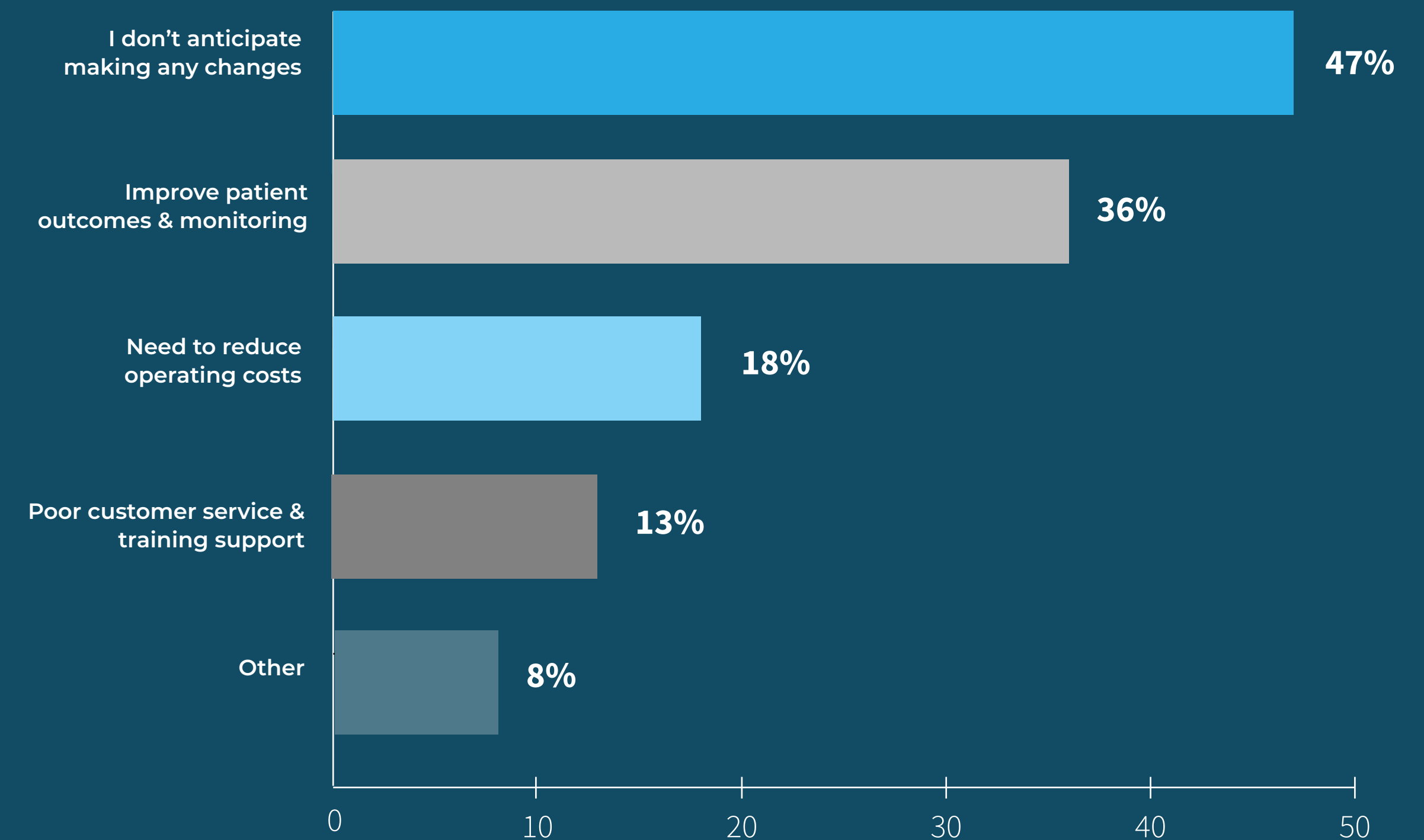
Almost half of the respondents believe they can achieve the greatest business efficiency in staffing utilization.



What might prompt you to make a change in the technology platform(s) your organization uses? (Select all that apply)

Tech changes are driven by patient outcomes.

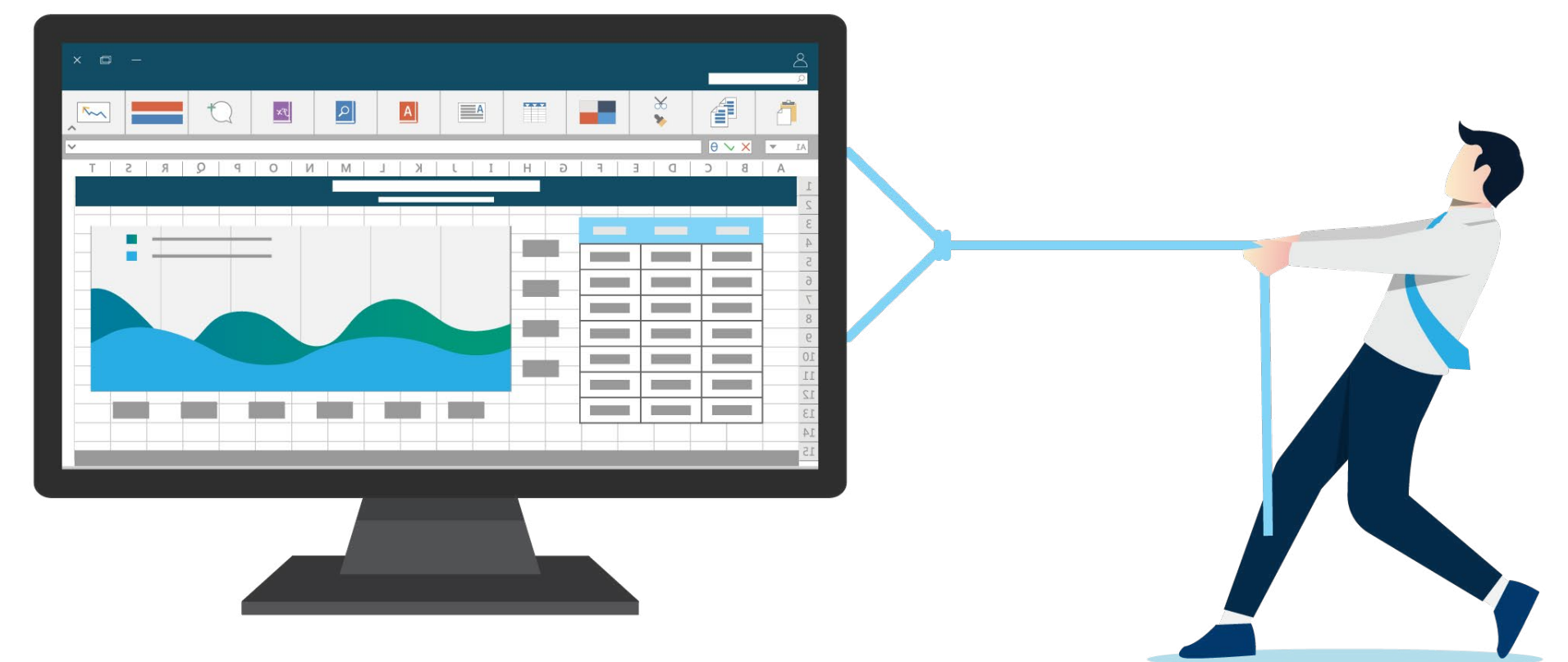
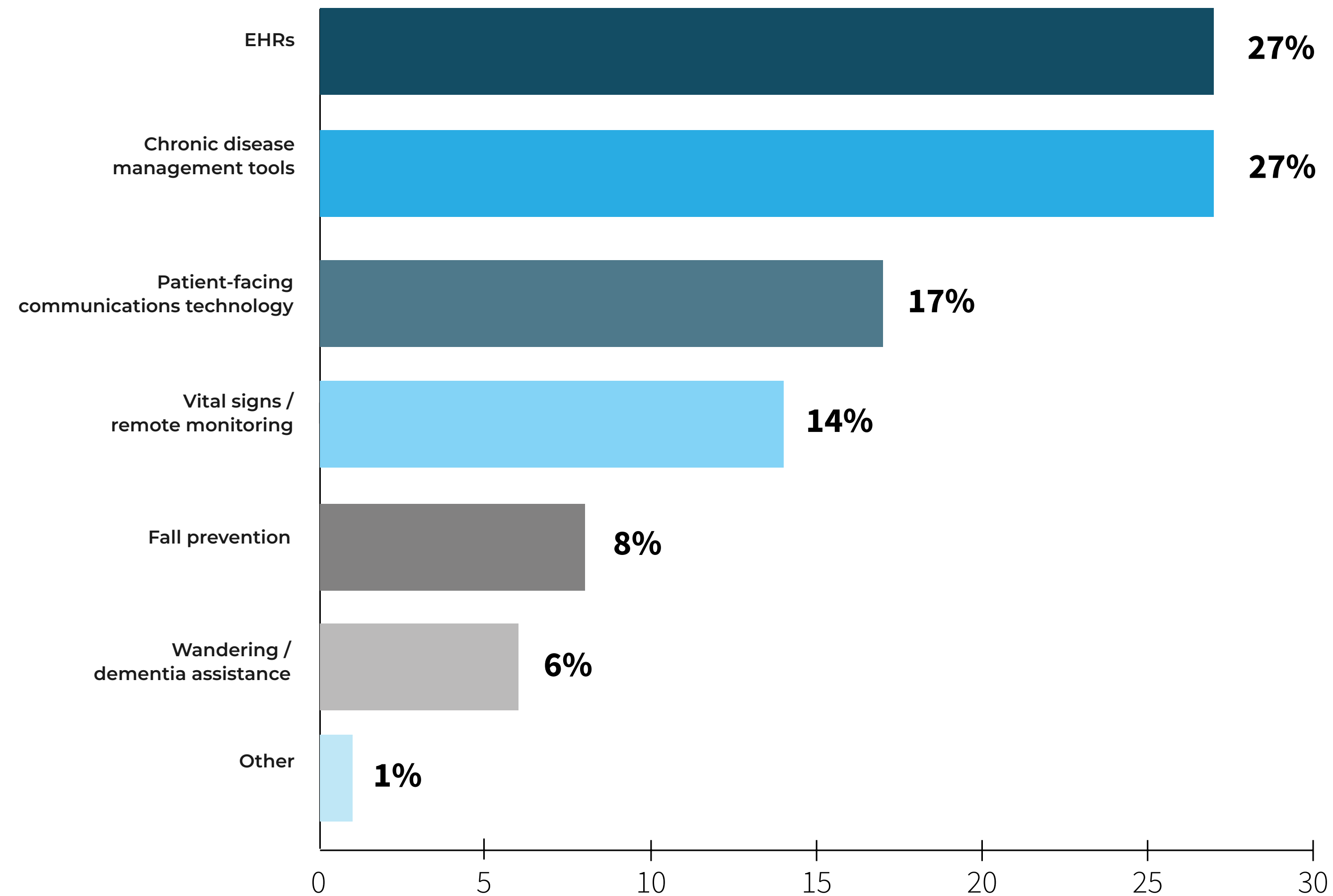
Among participants planning to make technology changes in 2022, the No. 1 driver is to improve patient outcomes and monitoring.



In your view, what types of home-based care technology could benefit most from improved interoperability?

Interoperability holds key benefits.

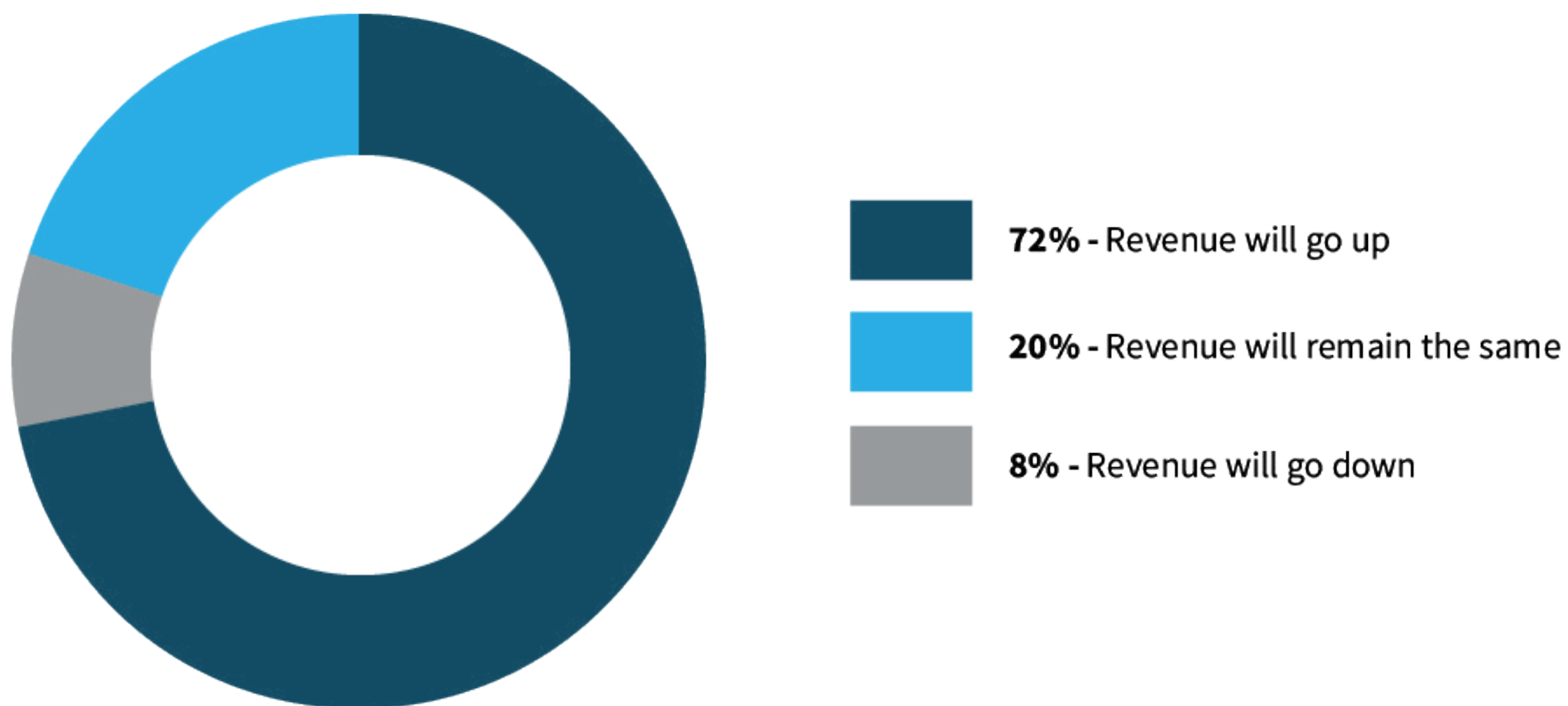
Respondents see significant value in the benefits of improved interoperability, most prominently in EHRs (27%) and chronic disease management tools (27%).



Do you expect your organization's overall revenue to go up or down in 2022 relative to 2021?

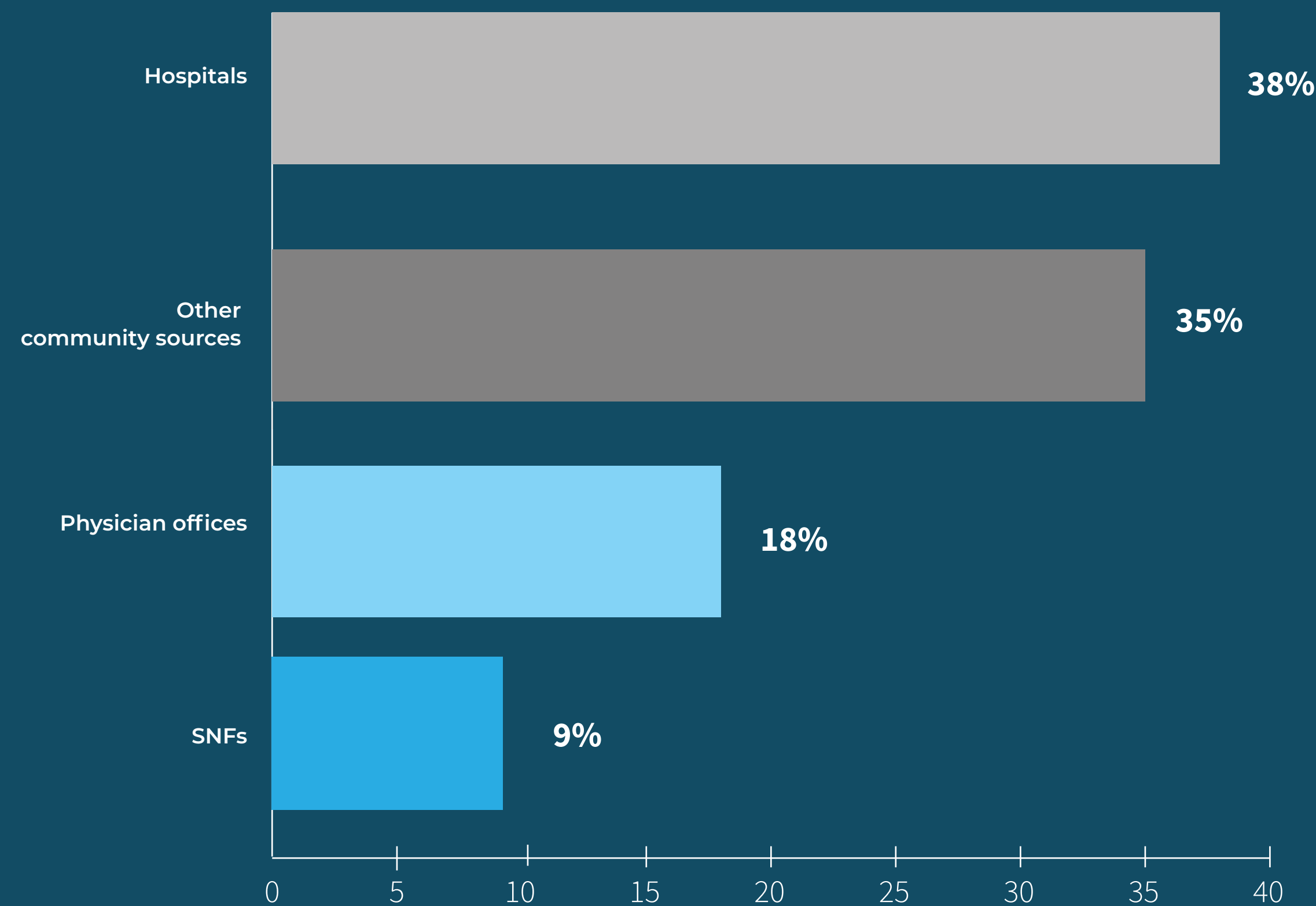
Expected rise in revenue.

Participants are optimistic about 2022, with more than 72% reporting a projected rise in revenue.



Where do you anticipate growing referrals most in 2022?

Hospitals and community sources are referral growth areas. As respondents look toward a post-pandemic future in home-based care, they primarily anticipate growing referrals from hospitals (38%) and other community sources (35%).

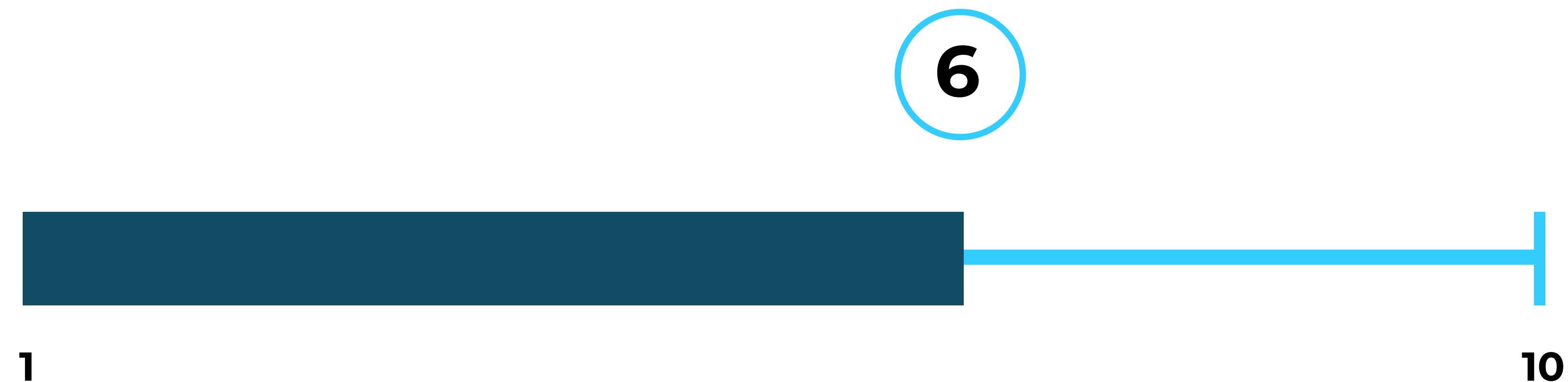




How would you rate your preparedness for Value-Based Care?

Provider preparedness for value-based care is moderate.

On a scale of 1-10, the average rate of preparedness for value-based care is 6.



Contact Us

We're happy to hear from readers with questions, comments, concerns and story ideas.

phone 312.809.5755

email info@homehealthcarenews.com

Contact HCHB to Learn More

phone 1.877.853.1492

email hchbinfo@hchb.com

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