

## Purpose

This resource is intended for home-based primary care (HBPC) providers and practice staff to provide suggested talking points and topics of discussion for practices that recently started or are trying to grow their home-based primary care (HBPC) program. These are intended to be used in conversations with providers who are known to the practice and to assist providers when reaching out to new referral sources.

## Getting Started

First, identify and create a list of the following:

- Hospitals, medical groups or practices with whom you have an existing relationship,
- Community referral partners, such as home health, palliative, hospice, senior services or other specialty providers with whom you have partnered in the past.
- New or centrally-located assisted living facilities, group homes or senior living apartment buildings in your service area,
- Community agencies that directly serve your target population.

## Talking Points

Think about the referral source and tailor your talking points to their specific needs. A busy physician will have different reasons for referring to your practice than a hospital with an overcrowded Emergency Department (ED) or a mission-driven community-based service. Develop a thorough understanding of their needs and potential challenges before you make the calls.

- Home-based primary care is ideal for the “sickest of the sick” when it’s no longer safe or feasible for them to come into the office for medical appointments.
- Home-based primary care has proven to be an effective model for keeping people at home who would otherwise rely on the 911 network when their conditions worsen.
- Effective home-based primary care has proven to lead to improved health outcomes and greater patient and caregiver satisfaction.

## Topics of Discussion

- Prompt the provider to think about patients for whom they are refilling medications but have not seen in over a year; prompt the provider to consider patients who frequently cancel appointments because they have difficulty getting to the office.
- Ask if any family members or caregivers have shared how difficult and taxing an effort it is to bring the patient to the office.
- Prompt the provider to think about patients who frequently end up in the ED or hospital requiring additional assistance. Explain how HBPC can help with the time burden that comes along with caring for that population.
- Ask the provider if they would consider referring patients with two or more chronic diseases to your practice.



### Hotline

Call (630) 283-9222 or email [Help@HCCIInstitute.org](mailto:Help@HCCIInstitute.org)  
9:00 am–5:00 pm (CT)  
Monday through Friday.

## Visit the HCCIntelligence™ Resource Center

HCCI has developed a number of free and premium resources to help home-based primary care (HBPC) providers and practice staff through our HCCIntelligence™ Resource Center at <https://www.hccinstitute.org/hccintelligence/>



### Webinars

HCCI hosts free and premium webinars on topics relevant to HBPC. Visit the HCCIntelligence™ Resource Center for upcoming dates and topics.



### Tools & Tip Sheets

Downloadable tools, tip sheets, sample forms, and how-to guides on a variety of HBPC topics.



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