



## Make Informed Decisions with CMS' Public Use Files on Hospice

You know you need data to inform your decision-making, but sometimes there just isn't a budget to make it happen. We can help. We've put together some free resources to get you on the path to informed, strategic planning:

### Leverage the free data from the Centers for Medicare & Medicaid Services (CMS)

Each year, CMS releases its [Hospice Utilization and Payment Public Use File](#) (Hospice PUF) with the goal of explaining how hospice care was spent. The Hospice PUF contains information on utilization, payments, submitted charges, diagnoses and hospice beneficiary demographics organized by provider and state. The most recent Hospice PUF covers calendar year 2014 and includes information on:

- ✓ 4,025 hospice providers
- ✓ 3+ million hospice beneficiaries
- ✓ \$15+ billion in Medicare payments

### Do-it-Yourself (DIY) Planning



Once you get the Hospice PUF, then dig into the details with our Hospice PUF DIY Planning whitepaper.

[Download our Hospice PUF DIY Planning whitepaper](#) to:

1. See examples of the data you'll find in the Hospice PUF
2. Understand what the data elements are
3. Discover additional details on what the data might mean.

### Benchmark & Plan!

Clearly, the Hospice PUF puts a lot of information at your fingertips, so what do you do with it? The most important thing is to benchmark yourself against your local competitors and against other states with similar metrics.

1. Find the data for your state. [Click here for a state-by-state listing](#) that will connect you to the data.
2. Compare your results to your unweighted state average to see how your hospice compares.
3. Look for other states with *similar levels of utilization\** and compare to their metrics.

*\*Our research indicates that key hospice measurements change as utilization increases, so you need to use states with similar utilization as your benchmarks. Not sure which states to use? We can help – [here's our latest State-by-State Hospice Utilization Chart](#).*

### Know How to Plan , What to Benchmark & Why:

The Hospice PUF can be loosely divided into seven sections that you can analyze:

**Financial:** These data points are useful in understanding relative market share. Knowing market share enables users to better target their marketing and set realistic growth goals.

**Services:** These data points involve the level of services performed for the hospice patient and are helpful in comparing service levels among competitors.

**Length of stay:** These data points focus on how long patients avail themselves of hospice services with service breakdowns the week prior to death. Knowing this

mix can give indications as to financial sustainability of the organization, as well as potentially indicating questionable behavior.

**Demographics:** This section provides details regarding patients by age, race and gender and can help identify underserved populations.

**Medicare beneficiary:** Two data points – Medicare Advantage Hospice Beneficiaries and Medicare Eligible Hospice Beneficiaries – show the payor source of the patients entering a given hospice and can help identify market opportunities.

**Hospice beneficiaries by diagnoses:** The data indicates the primary diagnosis group on the final claim for all patients who died on hospice. This is useful for assessing market penetration by disease type, identifying potential patients and physician referral opportunities.

**Site of service:** Several data points provide the site of service for the hospice care which can illuminate market share within each segment and enable hospices to assess market threats.

## Want More?

The Hospice PUF is a solid first step in using market data to impact sales, marketing and operations activities, particularly if you are budget-restricted. However to enhance your analysis and strategic planning, consider purchasing [Hospice Market Profile or Development Reports](#). Here's why:

- ✓ More recent data – unlike the Hospice PUF which is released two years late, purchased reports have less than a 6 month lag. And, purchased reports are available with quarterly updates so you can monitor trends.
- ✓ Geographic market share – unlike the Hospice PUF which is divided by state, purchased reports enable you to view the overall market and then drill down by segment, particularly helpful since competitors may have different service areas.
- ✓ Additional critical metrics – the Hospice PUF does not provide all the data necessary to develop a strategy, such as usage of each level of care to determine in Conditions of Participation are being met and hospice utilization levels.

Samples and report descriptions of the data that is available through us can be found [here](#).

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