



Park View Health Center

Winnebago County Plan for Skilled Nursing Services



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Mission Statement

- ▶ Park View Health Center is a county-owned, skilled nursing facility dedicated to providing services to residents of the Winnebago County community in need of long-term care, short-term rehabilitative care and specialized behavioral services.
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Provided services & staffing

- ▶ 24/7 Skilled nursing
 - ▶ Certified social workers/social services
 - ▶ Psychiatric services
 - ▶ PT/OT/Speech-Language Therapy
 - ▶ In-patient & out-patient
 - ▶ Respiratory therapy
 - ▶ Certified dietitians
 - ▶ In-house dietary staff (cooks, servers, etc.)
 - ▶ Laundry/housekeeping services
 - ▶ In-house salon services
 - ▶ Volunteer-sponsored gift shop
 - ▶ Private pay, Medicare & Medicaid billing
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Unique options...

- ▶ Accommodations are made for Winnebago Co. residents regardless of ability to pay or their physical/developmental/metal issues
 - ▶ Facility is adjacent to sprawling Winnebago Co. Community Park complex
 - ▶ Working vegetable & flower gardens
 - ▶ Home-like accommodation in private rooms
 - ▶ All 16 “households” have kitchen/dining areas
 - ▶ Certified “Wisconsin Music & Memory” facility
 - ▶ Massage therapy services
 - ▶ Pet visits allowed & encouraged
 - ▶ In-house, certified wound care nurses
 - ▶ Area health systems/manage care orgs provide “physician extender services”, with regular visits to patients by nurse practitioners & physician assistants
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OPTUM[®] Health Services

- ▶ Partnership with United Healthcare[®] to offer OPTUM
- ▶ OPTUM provides Medicare-covered, onsite care to residents-no additional premium costs beyond Medicare & Medicare Part D
- ▶ Resident assigned in-house NP
 - ▶ Work with resident & family members, as well as physician and staff
 - ▶ Coordinated care potentially avoiding numerous hospital visits
- ▶ Health outcomes-lower readmission rate
- ▶ Financial outcomes-higher Medicare reimbursement rate



Park View Health Center

- ▶ Began exploring options in 2003
 - ▶ 310 beds
 - ▶ Study recommended 239- released licenses to meet recommendation
 - ▶ Sell, privatize, remodel or build new
 - ▶ Choice- To Build
 - ▶ Policy committee ultimately driven by mission to serve those most at risk as reason to build
 - ▶ Policy committee worked with county executive, finance director & the public to bring consensus
 - ▶ Consultant built scale model of room to facilitate understanding of what end product would be
 - ▶ Reached out to supervisors who had a relative in the current facility-personalize the project
- ▶ \$23.4 million project (2008)
 - ▶ 186,700 square feet
 - ▶ \$186 per square foot
 - ▶ 168 beds (private rooms)
 - ▶ New “household” design requires approx. 8-12% less staff
 - ▶ Higher reimbursement rate from state while paying for new building



WINNEBAGO COUNTY, WISCONSIN

Park View Health Center



















Park View Center

- ▶ 94% occupancy
 - ▶ Higher occupancy with private rooms
 - ▶ No gender conflicts
- ▶ \$20 million budget
 - ▶ \$14 million various revenues (reimbursements, grants, etc.)
 - ▶ \$5-\$6 million levy
 - ▶ This will be reduced once building is paid for (2018)
 - ▶ Seen as an investment in the community
- ▶ Endowment
 - ▶ Used for targeted purchases for new building (i.e.: televisions for all rooms)
 - ▶ Now used primarily for meeting the personal care needs of residents
 - ▶ Social workers conduct needs evaluation
- ▶ Dedicated fundraising staff person
 - ▶ Applies for grants
 - ▶ Seeks donors
 - ▶ Other fundraising





Thanks to the following...

- ▶ Marleah Keuler- Park View Administrator
 - ▶ Tom Geske- Park View Director of Financial Services
 - ▶ W. Tom Ellis- District 34 Supervisor; Chair, Park View Health Center Committee
 - ▶ Staff of Park View
 - ▶ Residents of Park View
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