



home health

From MCH—America's Leading Compiler of Institutional Data

The MCH B2i Advantage

Tips & Traps

- The home health market grew 105% from 1984 to 2008. It is currently a \$57.6 billion industry that serves more than 7.6 people annually. As in-patient treatment costs rise, this market will continue on a rapid growth path.
- The telecommunications industry is projecting that the need for equipment in this segment will increase 180% by 2013. There are many revenue opportunities for companies that market equipment that can be utilized for remote patient monitoring or diagnostics, communications with field staff, and improving the quality of patient care.
- Successful marketing in the home health segment depends on using different strategies for hospital-based and freestanding, privately owned facilities. You can select by profit status when you use data from the MCH database.
- For complete coverage, also select home health departments at hospitals.

Extend Your Reach

Contact your MCH representative for more information on these additional institutions that may be receptive to your offers:

- **Doctors** are very involved in home health and hospice programs because most insurance providers require a physician referral prior to extending home health services to patients.
- **Public Health Departments** can be the first resource citizens reach out to when they are in need of in-home health services. The staff at Public Health Departments may be involved in providing home visits and medical treatments prescribed by a physician.

At a Glance: Home Health

Home Health Service	\$60/M	10,911
Home Health Administrator	\$85/M	9,992
Hospice	\$60/M	3,150
Hospice Director	\$85/M	2,901



Every MCH-compiled mailing address is guaranteed deliverable. We will reimburse 50¢ for each undeliverable mail piece with an MCH institutional address when returned to us within 90 days of the MCH invoice date. We update our database based upon returned mail on a daily basis. For complete guarantee terms see www.mailings.com/orderinginfo/getthere.html

Home Health

Home Health \$60/M

Total Count	12,270
Home Health Service	10,911
Hospice	3,150
Phone.....add \$25/M.....	12,270
PERSONNEL	\$85/M
Home Health Administrator	9,992
Home Health Nursing Director.....	5,931
Hospice Director	2,901
Hospice Nursing Director	1,952
Hospice Medical Director	739
CONTROL	ADD \$10/M
Non-Profit.....	4,689
Profit.....	5,484
EMPLOYEE SIZE	ADD \$10/M
Number of Employees	8,397
Very Small (1-9)	1,510
Small (10-24)	2,396
Medium (25-49)	1,731
Large (50-99).....	1,139
Very Large (100+)	944
LOCATION	ADD \$10/M
Freestanding	7,343
at Hospitals	2,160
at Nursing Homes.....	138
at Rehab Facilities.....	8
at Veterans Hospitals.....	26
SERVICE OF HOME HEALTH	ADD \$10/M
Intravenous Infusion Therapy	4,612
Medical Social Services	7,912
Nursing Care.....	9,384
Occupational Therapy	8,335
Pharmaceutical Services.....	790
Physical Therapy	8,851
Speech Therapy.....	8,053
Visiting Nurse Association.....	367
TYPE OF DEGREE	ADD \$10/M
MD/DO	2,199
LPN/LVN.....	82
RN.....	14,643

Provides health care and health-related services to patients in their own homes. Working closely with a patient's physician, a staff of nurses and therapists offer such services as skilled nursing, home infusion therapy, physical and occupational therapy, speech pathology, and nutrition counseling. Includes Visiting Nurse Associations.

In Depth: Home Health

Thousands of Americans receive professional healthcare services in their homes on a regular basis. In addition to nursing services such as administering medicines, professional home healthcare agencies may provide medical monitoring, physical therapy, speech therapy, and hospice services. This market will continue to grow as the population ages and nursing home costs increase, making it likely that people will remain in their homes longer.

Hospice services are programs designed to provide comfort to terminally ill patients. Home-based hospice care may be offered by home health agencies. MCH also includes freestanding hospice centers that offer residential care.

