

Exceptional Solutions

Putting the Pieces Together

When the right pieces come together to improve rehabilitation outcomes, the results are powerful.



AUGUST 2010

The Provider of Choice

Rehabilitation providers are an extension of your care-giving team. They impact your organization and, most importantly, the well being of those in your care. Don't settle for anything less than a leader committed to getting results.

SunDance Rehabilitation has built a reputation for excellence and unwavering dedication to clinical outcomes and financial success for our business partners for almost 20 years.

Our local management team and therapists work side-by-side with you and your staff as resident advocates. This strong communication, combined with the genuine bonds we form with patients, help produce the results you seek from a rehabilitation provider.

For more information about this publication's contents, get in touch with us at:

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From the top



Sue Gwyn, President,
SunDance Rehabilitation

Exceptional begins and ends with our talented rehabilitationists – providing exceptional care to obtain exceptional outcomes.

Many pieces have to come together to create a successful rehab experience for patients, residents, families and therapy partners – often well beyond the point of direct care, many of them “behind the scenes.”

In this issue of “Exceptional Solutions,” we’ve highlighted some of the innovative programs and approaches that comprise *The SunDance Difference* as we will soon celebrate our 20th anniversary across our nationwide partnerships in 38 states.

Our unique FUNctional Kits™, for example, showcase our therapists’ creativity while also inspiring patients to achieve more than they might have thought possible.

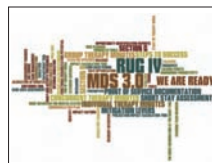
Another SunDance solution is our BEST Dysphagia Management Services™, which provides patients and caregivers with valuable insight into respiratory complications, weight loss, hydration and swallowing concerns.

On the industry front, the dual implementation of MDS 3.0 and RUG-IV systems will be a major test for providers this fall. But as you’ll read, we have thoroughly prepared ourselves and our partners for the challenges ahead, from the boardroom down to direct-care levels.

In “5 Reasons it Works,” we preview the blueprint for our company philosophy and the cornerstones of our programs and services.

See what our company is doing to provide “Exceptional Solutions” as we welcome sharing these with you and helping you put the pieces together.

Sue Gwyn



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Putting the ‘Fun’ Back in Functional

Unique rehab programs use meaningful activities to help patients regain life skills

Dwight grew increasingly frustrated, now that he was no longer walking and using a wheelchair full-time. He was losing basic abilities, yet he was not fully engaged in his therapy program. It was then that Physical Therapy Assistant Kathryn Stivers convinced Dwight to join her therapy dance class. And so, one afternoon at Casa de Las Campanas, a continuing care retirement community in San Diego, a CD player was turned on and a transformation began.

Hearing the beat of the music, Dwight began to move his arms rhythmically above his head and tap his feet along with the rest of the group. He even agreed to join hands with Kathryn and reach forward and back while in his chair, keeping up with the music.

“I just loved the therapeutic creativity,” declared Linda Karacoloff, Vice President of Clinical Services at SunDance Rehabilitation, as she toured the center that day. It was satisfying for her to see staff take the concept of putting the “fun” back in functional and incorporate it into a group session that used music and various styles of dance to work on stretching, strengthening, sitting and standing balance, and walking, all in one venue. Libbi Salvo, SunDance area manager for Southern California and Arizona, who was touring Karacoloff through her region, was so caught up in the moment that she spontaneously joined the class and demonstrated a few smooth moves herself.

Meaningful intervention

Dancing is just one of many focused functional programs that SunDance has created over the past two years, a unique approach and growing among SunDance’s 465 client facilities. To initiate the program, FUNctional Kit™ ideas were first developed by the Clinical Services Department and then each facility staff was challenged to develop kit ideas to share with their peers. With the oversight of a Program Champion, a rehab staff member who takes on the oversight and installment of a program at the local level, kits that addressed everything from fly fishing to vacation



SunDance therapists focus on life skills to restore function. “The Handyman” is one of many popular FUNctional Kits™.

planning began to replace the traditional impairment approach to therapy that utilized cones, peg boards and Velcro weights. Staff in each facility was asked to submit ideas to Clinical Services and a wave of suggestions was offered. The concept of a FUNctional Kit™ Cookbook was launched.

“We realized that our clinicians had become too focused on impairment level treatment,” said Karacoloff. “We needed to move our clinicians forward and help them identify and focus on the functional abilities the resident needs to regain and to harness their creativity to design meaningful interventions that center on abilities and needs. We needed patient centered care and that care might include woodworking.”

Dozens of SunDance’s trademarked kits exist and the list is growing, as staff interact with more patients, and incorporate



Putting FUNctional Kits™ into rehab programs is just one way SunDance has pushed resident advocacy to the forefront.

their unique backgrounds. Each kit is customized to a patient's hobbies and interests. SunDance team members can pick and choose from ideas in the "Functional Cookbook" or generate new ideas.

"A gardening kit may not appear to be a skilled intervention at first, but if you break down the task required of the individual, you will see cognitive elements needed for reading instructions, gross and fine motor skills to place dirt into a pot and plant the seeds at the right depth," noted Karacoloff. "Then, they have to water it so it will bloom."

Working within real-life scenarios is a fantastic motivator.



Functional interventions that take into account individual interests and hobbies increase patient motivation.

Functional KITS

The "Cookbook" of kit ideas that is published and shared with all facilities throughout the company illustrates the creativity of our clinicians.

- "Casino" and "poker run" kits challenged residents, allowing them to earn playing cards for completing various tasks at eight stations that tested abilities through things such as horseshoes, money exchange, word games, darts and more.
- Leaning over to pick up a dog or cat bowl, walking safely while holding a leash with a pet and changing a litter box address balance and safety issues. Brushing is good range of motion exercise. At times, local pet businesses have contributed to these kits.
- Also popular is a travel planning kit that requires preparing clothing, organizing plans and documents, and pulling a rolling suitcase, as well as other skills.
- Among the dozens of other popular kits are: gardening, party planning, golf, picnic, and laundry day.

"When a patient is working in therapy to hang clothes on hangers, they are strengthening their arm muscles, and when they are placing items on a shelf while unpacking a grocery bag, they don't realize how that activity is very therapeutic," Karacoloff explained. Using a patient's vocation or avocation for motivation has even assisted a retired car mechanic to engage in therapy once the Occupational Therapist acquired a carburetor for him to rebuild.

Strategic enjoyment

Patient motivation increases when they realize that they are preparing for meaningful life skills.

Since the "Fun in Functional" program was devised, some therapists have needed time to re-orient their thinking, company leaders acknowledge, because formal therapy education continues to focus on traditional approaches.

Functional kit items are funded through a budget allowance, but often are items brought in from staffs' attics or garages, or donations from local businesses. Typically, kit items fit into a plastic box that can be stored in the therapy department. Some kit tools that are too big, such as balance-enhancing, long-handled dust pans, feather dusters, or fishing poles, are stored in open areas.

"Nothing will challenge your balance more, and build arm strength, than being out in the courtyard and throwing a fly fishing line with an attached magnet toward a cluster of 'fish' that have magnets on them as well," said Karacoloff, referring to a Montana therapy department's approach for one of its outdoor-loving patients. And both patients and therapists agree that they have been revitalized by this fun and functional approach. ■

5 Reasons it Works

ADVOCACY
COMPETENCY
INNOVATION
VERSATILITY
PARTNERSHIP

The blueprint for *The SunDance Difference* draws upon our five core imperatives, notes Velvet Mayes

1 Advocacy. Our core clinical programs allow us to be champions for the residents we serve. “Hey Therapy”SM is one of these programs, in which any advocacy team member in the facility may refer a resident to therapy when decline or improvement in function has been noted. Other key components to this resident advocacy platform include our FUNctional KitsTM, and Dementia ‘Can Do’SM programs. Pathways to WellnessTM is an all-inclusive wellness and therapeutic product designed to enhance quality of life and maintain/retain levels of independence. Our passion for resident advocacy is the fundamental cornerstone that supports all of our core services.

2 Competency. Our “Best in Class” professional training helps our skilled rehabilitationists provide outcome-focused care that is resident-centered. This is the backbone of our credibility, as it should be with all providers. We give numerous opportunities for higher learning and training, and our “Red Carpet” experience is a constant from first contact to onboarding and through years of service. This focus on employee satisfaction has earned us an exceptional 94% employee retention rate.

3 Innovation. Our winning combination of outstanding clinical, patient management and reporting technologies helps us provide the unparalleled level of quality customer service that you expect. Our “high tech, high touch” approach combines advanced service offerings with a strong focus on forging successful partnerships. Our inno-



“Our passion for resident advocacy is the fundamental cornerstone that supports all of our core services.”

*Velvet Mayes
VP, Sales &
Marketing
SunDance
Rehabilitation
Corporation*

ventions include Senior SolutionsTM modalities, facility and resident specific outcomes and Blueprint for SuccessSM (Visual Health Information), software that allows our clinicians to create, print and save exercise routines. Also, we provide web-based, real-time data integrating clinical, billing, regulatory and financial management information via *Therapute* Management Solutions.

4 Versatility. With dynamic practice environments from subacute centers to skilled nursing, assisted living and independent living communities, our continuum of care allows us to focus on your needs in a variety of settings. We know how important it is to think and act on your behalf and our versatile team members are a vital element of “Linking People ∞ Partnership ∞ Performance” as the premier provider of rehabilitation services.

5 Partnership. Our resident outcomes support revenue enhancement and service volume optimization focusing on therapy frequency; length-of-stay management; interdisciplinary team strategies; regulatory and claims management and compliance support. Our consultative services and customer support team offer our business partners operational tools and trainings via seminars, teleconference series, webinars and on-site visits. Topics include how to optimize Medicare operations, revenue and rate; navigate RUG IV reimbursement and MDS 3.0 changes and manage the survey process, RAC and payment audits. An extension of your caregiving team, we are committed to helping you grow in care opportunities and profitability. ■

The BEST™ Way

A Bedside Endoscopic Swallowing Test helps speech pathologists determine more effective therapeutic strategies for swallowing problems

As a veteran clinician who cared deeply about her patients, Marta Keane, Vice President of Rehab for Encore Healthcare, and long time BEST™ customer, was looking for a more reliable method of dysphagia diagnostics. “The BEST procedure gives actual views of the throat’s inner workings, and fast results, both valuable when dealing with seniors afflicted with dysphagia,” stated Keane. “I can get more detail about what they do with real food, seated the way they normally would for a meal, trying different strategies. I don’t have to guess how to do therapy because BEST outlines recommendations on the extensive five-page BEST report provided at the time of service.”

With the geriatric population booming to numbers never seen before, BEST Dysphagia Management Services™ (BEST DMS Inc.) provides an endoscopic swallowing test protocol that specifically addresses dysphagia issues. The BEST involves sliding a nasendoscope (miniature lighted camera) into the nostril to the back of the throat to view the swallowing process, as the patient eats and drinks food and liquid. Performed at bedside, in any position, and with food and liquid from the patient’s facility dining tray, the BEST is performed by Speech Pathologists with extensive additional training and clinical privileging for FEES (fiberoptic endoscopic evaluation of swallowing) according to the standards set forth by the American Speech-Language-Hearing Association.

Gold-standard growth

With its roots in rural Indiana, BEST has expanded into 21 states and more than 1,200 facilities. One of its most established customers is SunBridge Healthcare, a sister company to SunDance Rehabilitation.

“Being acquired by SunDance, and becoming part of the Sun Healthcare family of companies, was a natural merger of state of the art technology and clinical excellence,” stated Carol Ghilgieri Winchester, MS SLP, CCC, founder and Vice President of BEST DMS™. “We have experienced a customer loyalty to our service that is driven by the excellent results we provide.”

Endoscopy has become a “gold standard” in dysphagia diagnosis as research has provided data as to its effectiveness.¹ “With the BEST procedure, within an hour, we really know what we can



Providers rely on BEST to determine more effective methods of combating the complexities of swallowing problems.

do to help the patient,” says Jean Stiles, Vice President of Rehab Services for Signature Healthcare. “An added benefit of the BEST model is that caregivers receive valuable training because the patient is not removed from the facility, and they see ‘first hand’ what the risks are and how to treat them effectively.”

“Our mission of improving comfort, care and quality of life is reinforced daily in our success stories,” states Winchester. “Responding within 24 to 36 hours in the case of an emergency, our team understands the seriousness of dysphagia and what a delay in service can mean to the patient. Being a part of SunDance Rehabilitation has allowed us to expand and grow this excellent service exponentially to see more patients who can benefit from our expertise.”

For more information, including video of the procedure, visit www.bestdms.com. ■

¹ Wu CH, Hsiao TY, Chen JC, Chang YC, Lee SY. Evaluation of swallowing safety with fiberoptic endoscope: comparison with videofluoroscopic technique. *Laryngoscope* 1997;107:396-401.

THE SUNDANCE DIFFERENCE



PARTNERSHIP

A rehabilitation provider should be an extension of your caregiving team, linking people in performance and partnership.

The SunDance Difference is unparalleled customer service and employee satisfaction, regulatory and financial expertise and excellent clinical outcomes.

Our resident advocacy philosophy, program development and consultative services make us unique in each marketplace.

Everything about SunDance makes us the exceptional choice for rehabilitative care and business partnering.

Contact us today at (888) 267-2220 or visit us at www.sundancerehab.com

ADVOCACY

Champions and core clinical programs to advocate for the residents we serve

INNOVATION

Skilled and continuously, professionally developed rehabilitationists providing resident centered, outcome focused care

COMPETENCY

Unmatched clinical, patient management, performance and financial reporting technology

VERSATILITY

Dynamic practice settings offering a continuum of care from subacute centers to assisted to independent senior living communities

PARTNERSHIP

Committed to growth of opportunity and profitability to meet today's needs and successfully anticipate tomorrow's transitions across MDS 3.0 and RUG IV



SUNDANCE
REHABILITATION

The Provider of Choice for Providers of Care