

A hand holding a small model house, symbolizing home care. The background is a blurred image of a person's face.

# Navigating Home Health and Home Care

Understanding Your Options For Care

Briana Howard: Brightstar Home Care

Rachel Williams: Goodwin Living

The logo for BrightStarCare features the company name in a blue, sans-serif font. A yellow star is positioned above the 'i' in 'Bright', and a yellow swoosh arches over the 't' and 'S'. A registered trademark symbol (®) is located at the end of the word 'Care'. Below the main name, the tagline 'A HIGHER STANDARD' is written in a smaller, blue, all-caps sans-serif font.

# BrightStarCare®

A HIGHER STANDARD

- Agency established by Kerry and Rob Massie in 2012
- Serving Northern Virginia, Lynchburg and Roanoke
- Providing private pay care for infants through seniors



# Goodwin Home Health

- Acquired by Goodwin Living in January 2020
- Part of the Goodwin Living Organization
- Serve older adults in our residential buildings, but also throughout the Northern Virginia footprint

# What's the Difference? Home Health vs. Home Care

Aspect	Home Health Care	Private Duty Home Care
Type of Care	Medical	Non-medical
Provided By	Nurses, therapists, MSW	Caregivers, aides
Requires a Doctor's Order?	Yes	No
Paid by Medicare/Insurance?	Yes	Usually private pay, LTC/ VA benefits
Goal	Recovery, safety, independence	Support, comfort, independence

# What Does Coverage Look Like?



## **Home health is covered by insurance**

Covered under Part A benefit of Medicare at 100%

Commercial insurances and Medicare Advantage Plans also cover home health services

Homebound status required

Frequency- typical Plan of Care is 60 days

Individualized based on needs of patient and DX



## **No requirements**

**Home Care is paid by private pay funds, Long-term care insurance or VA Community Care Network**

# Home Health - Nursing



Education on disease management



Wound care



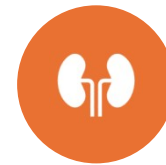
IV management



Education and training on feeding tubes, ostomies, and drains



Education on heart failure and respiratory diseases such as COPD, CHF.



Management of urinary catheters.



Medication education for safe self-management

# Private Duty Skilled Nursing



While most private pay agencies only offer caregiver services, BrightStar Care also provides **private pay skilled nursing** to supplement home health services—offering additional nursing visits as needed.



- Services are private pay or contracts with insurance
- Services provided by LPN or RN
- Physician's orders are required

# Physical Therapy

Standardized  
assessments of  
balance and gait.

Fall risk  
assessment

Home exercise  
program for lower  
extremity strength  
and balance.

Assistive device  
training

Rehab after joint  
surgeries  
(hip/knee)

Endurance training

LSVT BIG Therapy  
for Parkinson's  
Disease



# Occupational Therapy

Training to improve independence with daily tasks (bathing, dressing, grooming)

Home safety and fall prevention education.

Recommendations for grab bars and safety modifications.

Upper body and pelvic floor strengthening

LSVT BIG therapy for Parkinson's Disease

# Speech Therapy



TRAINING ON  
VOICE  
PRODUCTION



SWALLOW  
ASSESSMENT



EDUCATION ON  
SAFE SWALLOWING  
STRATEGIES



ASSESSMENT OF  
LANGUAGE  
DEFICITS



EDUCATION ON  
COMMUNICATION  
STRATEGIES

MSW

Goals of care  
discussions

Coordination of  
resources

Discussion on  
advanced care  
plan (medical  
POA, advanced  
directives, DNT,  
DNR)

Assistance with  
set up of  
additional care  
needs, private  
aide services,  
hospice

# Home Health Aide

Assistance with  
sponge baths, partial  
baths or showers

Assistance with  
bathing once or twice  
a week only for one  
hour maximum.

Progressing patients  
in bathing to increase  
overall independence  
with task.

# Home Care: Assistance with Activities of Daily Living (ADLs)



Bathing, dressing, toileting, meal prep,  
light housekeeping, laundry,  
nonmedical transportation, range of  
motion exercises, medication  
reminders



All services are provided by CNA, PCA,  
or HHA

## What to Expect when working with a home care agency:

Care can be ongoing or short-term based off individual or family needs. No doctor's order is needed. Client contacts the agency directly.

Flexible scheduling – hours can range from part-time to 24/7 – including weekends and holidays

Individual assessment by an RN

Caregiver matching

Coordination available 24/7

## Case Study: Meet Hazel

- 85 years old, diagnosed with Parkinson's, living alone.
- Struggled with daily tasks and could no longer drive.
- Daughter lives out of state; neighbor occasionally checks in.
- Found after a fall → Hospitalized with pneumonia.

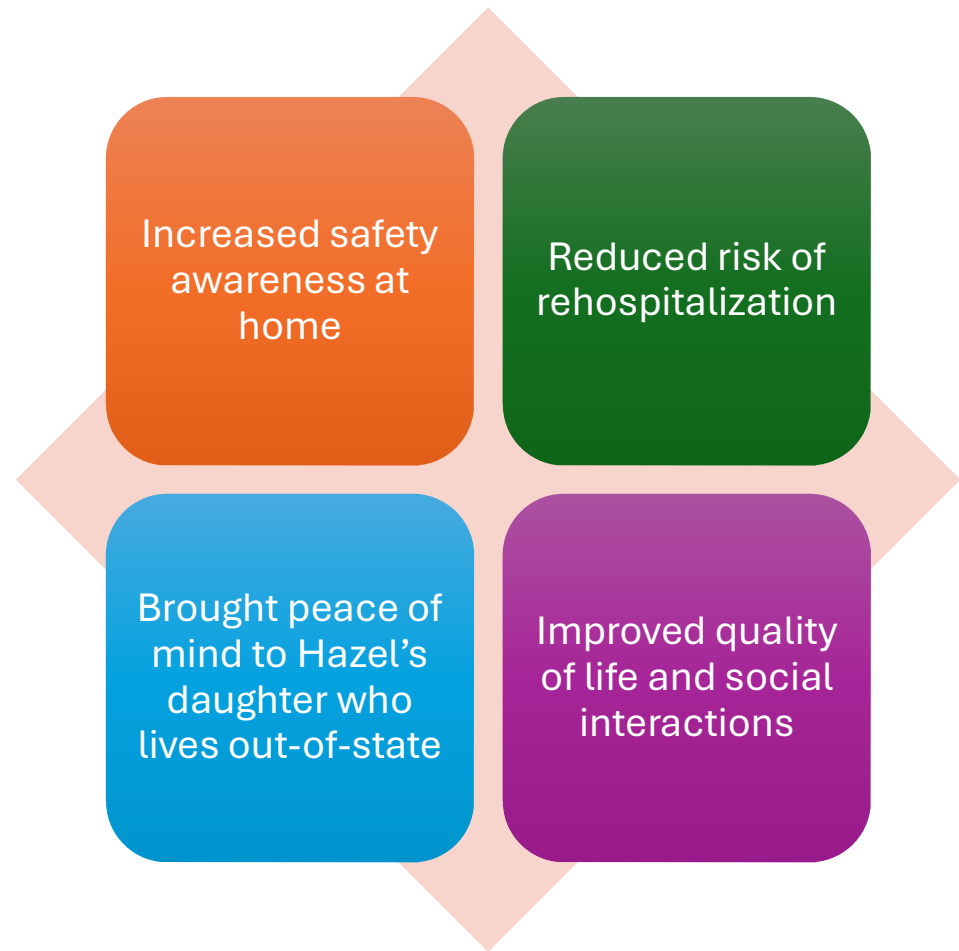
# Hazel's Recovery Journey:

- Discharged from hospital with Home Health
- Home health nurse and social worker identified need for additional support in Hazel's home
- Referral was made to home care provide a full range of services to support Hazel daily





## How It Helped Hazel:



# Recognizing When Care Is Needed

Asking for help is a sign of strength and planning.

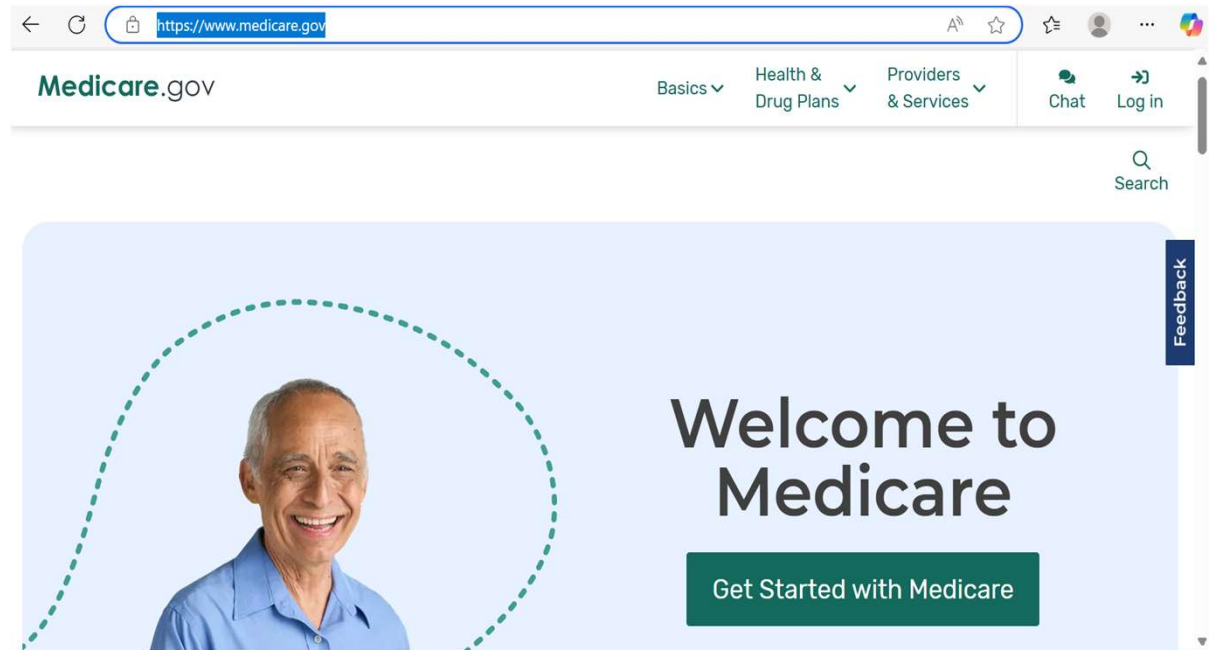
Being a patient advocate- Signs of needing help can include things like reoccurring falls or hospitalizations, weight loss, caregiver burnout, social withdrawal or missed medications.

Proactive approach to remain independent

# Questions to ask when looking for care

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- **Home Health:** Readmission rates, star rating, google reviews  
Medicare.gov
  - **Home Care:** Rates, Caregiving matching, back up coverage, licensing and accreditation, background checks
  - **Referrals From Trusted Sources:** hospitals, physicians, family, friends



# Final Thoughts and Questions:

- Know your options:  
Home Health vs.  
Home Care
- Plan early to stay  
independent longer
- Both types of care  
can work together

**Questions??**

