



CLW Health Care Services Group

In this issue of the CLW E-Newsletter we interviewed **Terese DesJardin of Nurses2Go**, a consulting service that provides recommendations for capturing additional care revenue in Assisted and Independent Living facilities.

1. Who are Nurses2Go's clients?

Owners, operators, buyers and potential sellers of Senior Housing.

2. What are the problem issues you most often find when going into a facility?

We find four key problems that are preventing accurate care fee revenue capture. These lead to money being left on the table... and there is a lot of it out there!

- 1) **Assessments are not completed in a timely manner.** We have found that staff often deal with the most urgent issues and thus are not as diligent in completing assessments on time.
- 2) **Giveaways.** Due to the resident and nursing care relationship, we find that staff will tend to look the other way when performing assessments. Consequentially, care that is being provided does not get captured. Outsourcing to an objective 3rd party who can proactively monitor the assessment process prevents such losses.
- 3) **Inaccuracy in assessments.** This is due to overlooked or missed points during the assessment. We find that this is due to three factors:
 - a. The tool is not user friendly and does not capture care.
 - b. Staffing time constraints; staff rush through the assessment.
 - c. Assessment input is not garnered from the correct source.
- 4) **Competitive Pricing.** We have discovered that most communities are not current with competitive market care rates. Although it is the norm to do routine competitive analysis on base rent, it is the exception that operators monitor and do regular competitor care comparisons. We perform competitive care analysis within our scope of services.

3. What is your greatest success story? Increases in revenue?

One of our clients had an increase in care fee revenue of over \$200,000 per month within 6 months of contract initiation with Nurses2Go. Additionally, Nurses2Go established an auditing system that allowed this company to capture an additional \$100,000 per month in care fees.

4. Does Nurses2Go guarantee results?

We do not guarantee results. After a performance analysis of the health care systems, estimates of best profitability are provided. Historically, Nurses2Go has never had an occurrence where they could not find additional revenues. Consequentially, the fees captured more than offset the program costs.

For Sale

370-Unit CCRC in Pennsylvania

94-Unit Assisted Living facility in Pennsylvania

91-Unit IL/AL facility in Ohio

308-Unit Independent Living facility in Michigan

160-Bed Skilled Nursing facility in Arkansas

180-Bed closed Skilled Nursing facility in Florida

78-Unit IL/AL/ALZ facility in Georgia
Under Contract

130-Unit IL/AL facility in Florida
Under Contract

118-Bed Skilled Nursing facility in Texas
Under Contract

95-Bed Skilled Nursing facility in Indiana
Under Contract

With nearly two decades of experience, **CLW Health Care Services Group** specializes in exclusively representing sellers throughout the United States in the sale of senior housing properties.

For more information regarding the services we offer, contact:

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