



## OPTIMIZING REFERRAL SOURCES

### REFERRAL PATTERNS AND COMPETITIVE INSIGHTS

Many skilled nursing facilities (SNFs) and other healthcare providers are reevaluating their strategies regarding referral source flow and optimizing census in the current healthcare landscape. In addition, the ongoing pandemic has continued to drive referrals away from the traditional SNF, and home health programs have seen a significant uptick in referrals. Providers thus need resources and strategies to assist in this changing and evolving referral space.

How do you set up your patient flow for success?

## ABOUT TRELLA HEALTH



# Trella

HEALTH

Trella Health has Medicare Part A and B Fee-for-Service claims data as a CMS Innovator. And now, with 2020 Medicare Advantage and Commercial claims data, Trella provides data on 90% of covered lives, aged 65+, in the U.S.

Trella goes beyond the data. They provide actionable performance, referral, and competitive metrics. As a result, Trella allows its partners to target smarter, communicate better, and approach referral conversations with confidence.

Trella is a central portal for market intelligence for CRM and EMR referral management needs. Whether it be SNF or home health services, Trella helps capitalize on data showing users exactly where referrals reside.



(503) 570-3665  
INFINITYREHAB.COM



## PARTNERSHIP WITH TRELLA HEALTH



CUSTOMER  
RETENTION



GROWTH IN  
PATIENT ADMITS



ACCELERATED  
GROWTH

Infinity Rehab utilizes Trella Health in over 200 communities and facilities across 18 states. Infinity Rehab has partnered with Trella Health to bring their customers actionable data insights into their marketplace. By analyzing Trella's Marketscape, we help our customers identify their market position and their opportunities with their known and sometimes "not yet known" referral source targets. In addition, by diving deeply into hospital discharge and diagnosis-related groupings data and the landscape for cost-effective SNF providers, we help our customers uncover new opportunities, new referral sources, and create action-packed census development plans.

## CONCLUSION

Trella can set you up for success. Learn more about partnering with Infinity Rehab to optimize your referral source flow.



CONTACT  
INFINITY REHAB