*This is a template article that has been provided for free and unrestricted use in internal communications channels (e.g., employee website, blog, newsletter, email) to raise awareness among employees, members, providers and/or patients that home-based primary care is a covered benefit or a service provided by your organization. Feel free to customize as you see fit.*

**(Name of Insurer/Health Plan) Offers House Calls and Other Benefits to Seriously Ill Homebound Patients**

If you’re of a certain age, you may remember a time when it was not uncommon for physicians to see patients in their homes. Well, what’s old is new again—only now it’s even better. House calls for seriously ill, frail and homebound older adults has become one of the fastest growing practices in healthcare.

To help ensure that the vulnerable homebound patients in the **(insert geographic area)** receive the care they need, **(insert name of insurer/health plan)** has made Home-Based Primary Care (HBPC) part of our essential benefits package. (**Add specifics on the benefits offered)**

*HBPC: Integrated, Patient-Centric Care*

Experts estimate that the U.S. has 2 million “invisible homebound” adults who typically have marked functional impairments and/or multiple serious chronic conditions and are unable to visit a primary care physician’s office. According to a [*Health Affairs* article](https://www.healthaffairs.org/doi/full/10.1377/hlthaff.2014.1008), these adults comprise approximately half of the 3-5% of costliest patients.

HBPC programs support this under-served population with interdisciplinary teams that provide appropriate care (primary, rehabilitative, palliative and end-of-life) when and where patients need it, according to their personal goals and preferences, in their own homes. In addition to primary care physicians, team members can include:

* physician assistants and nurse practitioners
* nurses
* social workers
* emergency medical technicians
* pharmacists

HBPC programs use proven methods to determine the appropriate mix of physicians, nurse practitioners, social workers and other services, and then implement the systems and processes needed to deliver and manage continuity of care across all settings.

*High-touch, High-tech Solutions Put Patients First*

By staying in touch with patients and monitoring and managing their conditions, these HBPC professionals can promptly intervene when needed to prevent many chronic conditions, such as heart and lung disease, from getting worse. This can help patients avoid unnecessary trips to the Emergency Department or hospitalizations. The team works with patients to ensure that they understand and adhere to self-care activities, including dietary and medication management, and to alleviate social stressors that contribute to poor health.

New technologies complement and support HBPC by making it easier and more cost-effective to monitor and communicate with patients. **(Add information on any relevant new technologies that will be used by the HBPC provider)**

No technology, however, will ever replace the benefits that come from personal relationships with compassionate caregivers. HBPC teams identify their patients’ goals of care and talk to them about what they would like to see happen as well as what they want to avoid. This hands-on approach epitomizes patient-centric care, which the Institute of Medicine defines as “providing care that is respectful of, and responsive to, individual patient preferences, needs and values, and ensuring that patient values guide all clinical decisions.”

These HBPC services are another prime example of how **(insert name of insurer/health plan)** “walks the talk” as a true health partner for our (**beneficiaries/patients**).

(NOTE TO EDITOR: Consider using this last paragraph as a quote from a leadership team member or inserting a quote elsewhere in the article from a member or patient about the difference HBPC has made in their lives).

**For more information on our HBPC benefits offering, contact (add information). For more information about home-based primary care, visit** [**aahcm.org**](http://www.aahcm.org/page/hbpc_toolkit/?utm_source=internal-article&utm_medium=referral&utm_campaign=HBPC_Outreach)**.**