

**Comments in Opposition to  
Project ID # Q-12445-23  
Aveanna Home Health - Pitt**

**Comments Submitted by BAYADA Home Health Care**

Pursuant to NCGS § 131E-185, BAYADA Home Health Care submits the following comments in opposition to the Aveanna Home Health – Pitt (Aveanna) CON application.

**REVIEW CRITERIA FOR NEW INSTITUTIONAL HEALTH SERVICES**

- (3) The applicant shall identify the population to be served by the proposed project, and shall demonstrate the need that this population has for the services proposed, and the extent to which all residents of the area, and, in particular, low income persons, racial and ethnic minorities, women, handicapped persons, the elderly, and other underserved groups are likely to have access to the services proposed.

Aveanna fails to provide a methodology or assumptions that reasonably results in the patient projections or the financial feasibility of the proposed home health agency.

- (5) Financial and operational projections for the project shall demonstrate the availability of funds for capital and operating needs as well as the immediate and long-term financial feasibility of the proposal, based upon reasonable projections of the costs of and charges for providing health services by the person proposing the service.

Aveanna fails to provide a methodology or assumptions that reasonably results in the patient projections or the financial feasibility of the proposed home health agency.

**Comments in Opposition to  
Project ID # Q-12456-23  
Well Care Home Health of Pitt**

**Comments Submitted by BAYADA Home Health Care**

Pursuant to NCGS § 131E-185, BAYADA Home Health Care submits the following comments in opposition to the Well Care Home Health of Pitt (Well Care) CON application.

**REVIEW CRITERIA FOR NEW INSTITUTIONAL HEALTH SERVICES**

- (3) The applicant shall identify the population to be served by the proposed project, and shall demonstrate the need that this population has for the services proposed, and the extent to which all residents of the area, and, in particular, low income persons, racial and ethnic minorities, women, handicapped persons, the elderly, and other underserved groups are likely to have access to the services proposed.

Well Care fails to provide a methodology or assumptions that reasonably results in the patient projections or the financial feasibility of the proposed home health agency.

- (5) Financial and operational projections for the project shall demonstrate the availability of funds for capital and operating needs as well as the immediate and long-term financial feasibility of the proposal, based upon reasonable projections of the costs of and charges for providing health services by the person proposing the service.

Well Care fails to provide a methodology or assumptions that reasonably results in the patient projections or the financial feasibility of the proposed home health agency.

## **COMPARATIVE ANALYSIS**

Pursuant to G.S. 131E-183(a)(1) and the 2023 SMFP, no more than one new Medicare-certified home health agency may be approved for Pitt County in this review. Because each application proposes to develop a new Medicare-certified home health agency in Pitt County, all three applications cannot be approved. For the reasons set forth below and in the remainder of the findings, the application submitted by BAYADA Home Health should be approved and all other applications should be disapproved.

### Projected Access by Service Area Residents

For each application in this review, the following table compares a) the number of Pitt County patients in Project Year 3; and b) total patients as a percentage of total unduplicated patients. Generally, the application projecting the highest number or percentage is the most effective alternative with regard to these comparative factors. The applications are listed in the table below in decreasing order of effectiveness.

Rank	Agency	Project Year 3		
		Pitt Patients	Total Patients	% of Total Patients
1	BAYADA	1,397	1,491	93.7%
2	Aveanna	1,036	1,407	73.6%
3	Well Care	672	1,034	65.0%

BAYADA Home Health’s projections of Pitt County patients and total patients are based on reasonable, credible, and supported assumptions. Well Care Home Health already provides home health services in Pitt County and is the largest home health provider in Pitt County; PHC fails to provide any utilization methodology or assumptions to determine if their projections are reasonable, credible, or supported.

### Projected Access by Medicare Recipients

For each application in this review, the following table compares a) the number of duplicated Medicare patients in Project Year 3; and b) duplicated Medicare patients as a percentage of total unduplicated patients. Generally, the application projecting the highest number or percentage is the most effective alternative with regard to these comparative factors. The applications are listed in the table below in decreasing order of effectiveness.

Rank	Agency	Project Year 3		
		Duplicated Patients	Duplicated Medicare Patients	% of Duplicated Medicare Patients
1	BAYADA	6,080	5,615	92.4%
2	Aveanna	2,375	1,791	75.4%
3	Well Care	3,199	1,542	48.2%

BAYADA Home Health’s projections of duplicated patients and duplicated Medicare patients are based on reasonable, credible, and supported assumptions.

### Projected Access by Medicaid Recipients

For each application in this review, the following table compares a) the number of unduplicated Medicaid patients in Project Year 3; and b) unduplicated Medicaid patients as a percentage of total patients. Generally, the application projecting the highest number or percentage is the most effective alternative with regard to these comparative factors. The applications are listed in the table below in decreasing order of effectiveness.

Rank	Agency	Project Year 3		
		Unduplicated Patients	Unduplicated Medicaid Patients	% of Unduplicated Medicaid Patients
1	Aveanna	1,407	172	12.2%
2	Well Care	1,034	124	12.0%
3	BAYADA	1,491	149	10.0%

BAYADA Home Health’s projections of unduplicated patients and unduplicated Medicaid patients are based on reasonable, credible, and supported assumptions. Well Care Home Health already provides home health services in Pitt County and is the largest home health provider in Pitt County; PHC fails to provide any utilization methodology or assumptions to determine if their projections are reasonable, credible, or supported.

### Average Number of Visits per Unduplicated Patient

The majority of home health care services are covered by Medicare, which does not reimburse on a per visit basis. Rather, Medicare reimburses on a per episode basis. Thus, there is a financial disincentive to providing more visits per Medicare episode. The following table shows the average number of visits per unduplicated patient projected by each applicant in Project Year 3. Generally, the application proposing the highest number of visits per unduplicated patient is the more effective alternative with regard to this comparative factor. The applications are listed in the table below in decreasing order of effectiveness.

Rank	Agency	Project Year 3		
		Unduplicated Patients	# of Visits	Average # of Visits per Patient
1	BAYADA	1,491	38,938	26.1
2	Aveanna	1,407	32,787	23.3
3	Well Care	1,034	22,016	21.3

BAYADA Home Health's projections of unduplicated patients and visits are based on reasonable, credible, and supported assumptions.

### Average Net Patient Revenue per Visit

Average net revenue per visit in Project Year 3 was calculated by dividing projected net revenue from Form B by the projected number of visits from Form C.5, as shown in the table below. Generally, the application proposing the lowest average net revenue per visit is the more effective alternative with regard to this comparative factor. The applications are listed in the table below in decreasing order of effectiveness.

Rank	Agency	Project Year 3		
		# of Visits	Net Patient Revenue	Average Net Patient Revenue per Visits
1	Well Care	22,016	\$2,618,830	\$118.95
2	Aveanna	32,787	\$4,240,458	\$129.33
3	BAYADA	38,938	\$5,258,854	\$135.06

BAYADA Home Health's projections of visits and net patient revenue are based on reasonable, credible, and supported assumptions. Well Care Home Health already provides home health services in Pitt County and is the largest home health provider in Pitt County; PHC fails to provide any utilization methodology or assumptions to determine if their projections are reasonable, credible, or supported.



### Average Net Revenue per Unduplicated Patient

Average net revenue per unduplicated patient in Project Year 3 was calculated by dividing projected net revenue from Form F.2b by the projected number of unduplicated patients from Form C.5, as shown in the table below. Generally, the application proposing the lowest average net revenue per unduplicated patient is the more effective alternative with regard to this comparative factor. The applications are listed in the table below in decreasing order of effectiveness.

Rank	Agency	Project Year 3		
		Unduplicated Patients	Net Patient Revenue	Average Net Revenue per Unduplicated Patient
1	Well Care	1,034	\$2,618,830	\$2,532.72
2	Aveanna	1,407	\$4,240,458	\$3,013.83
3	BAYADA	1,491	\$5,258,854	\$3,527.07

BAYADA Home Health's projections of unduplicated patients and net patient revenue are based on reasonable, credible, and supported assumptions. Well Care Home Health already provides home health services in Pitt County and is the largest home health provider in Pitt County; PHC fails to provide any utilization methodology or assumptions to determine if their projections are reasonable, credible, or supported.

### Average Total Operating Cost per Visit

The average total operating cost per visit in Project Year 3 was calculated by dividing projected operating costs from Form F.3b by the total number of visits from Form C.5, as shown in the table below. Generally, the application proposing the lowest average total operating cost per visit is the more effective alternative with regard to this comparative factor. The applications are listed in the table below in decreasing order of effectiveness.

Rank	Agency	Project Year 3		
		# of Visits	Total Operating Cost	Average Total Operating Cost per Visit
1	Well Care	22,016	\$2,365,064	\$107.42
2	Aveanna	32,787	\$4,078,223	\$124.39
3	BAYADA	38,938	\$5,129,552	\$131.74

BAYADA Home Health's projections of visits and net patient revenue are based on reasonable, credible, and supported assumptions. Well Care Home Health already provides home health services in Pitt County and is the largest home health provider in Pitt County; PHC fails to provide any utilization methodology or assumptions to determine if their projections are reasonable, credible, or supported.

**Ratio of Average Net Revenue per Visit to Average Total Operating Cost per Visit**

The ratios in the table below were calculated by dividing the average net revenue per visit in Project Year 3 by the average total operating cost per visit in Project Year 3. Generally, the application proposing the lowest ratio is the more effective alternative with regard to this comparative factor. However, the ratio must equal one or greater in order for the proposal to be financially feasible. The applications are listed in the table below in decreasing order of effectiveness.

Rank	Agency	Project Year 2		
		Average Net Revenue per Visit	Average Total Operating Cost per Visit	Ratio
1	BAYADA	\$135.06	\$131.74	1.03
2	Aveanna	\$129.33	\$124.39	1.04
3	Well Care	\$118.95	\$107.42	1.11

BAYADA Home Health’s projections of total # of visits, average net revenue, and total operating cost are based on reasonable, credible, and supported assumptions.

### Nursing and Home Health Aide Salaries in Project Year 3

All three applicants propose to provide nursing and home health aide services with staff that are employees of the proposed home health agency. The tables below compare the proposed annual salary for registered nurses, licensed practical nurses, and home health aides in Project Year 3. Generally, the application proposing the highest annual salary is the more effective alternative with regard to this comparative factor. The applications are listed in the table below in decreasing order of effectiveness.

Rank	Applicant	Registered Nurse
1	BAYADA	\$111,824
2	Aveanna	\$110,125
3	Well Care	\$108,726

Rank	Applicant	Licensed Practical Nurse
1	Well Care	\$71,843
2	Aveanna	\$70,232
3	BAYADA	\$69,566

Rank	Applicant	Home Health Aide (CNA)
1	Aveanna	\$55,062
2	BAYADA	\$48,026
3	Well Care	\$46,987

BAYADA Home Health's projections of total FTEs and salaries are based on reasonable, credible, and supported assumptions. Well Care Home Health already provides home health services in Pitt County and is the largest home health provider in Pitt County; PHC fails to provide any utilization methodology or assumptions to determine if their projections are reasonable, credible, or supported.