



### **Industry Focus: Nursing and Homecare**

*As defined by Medicare, home health care is a wide range of health care services that can be given in a patient's home for an illness or injury. Home health care is usually less expensive, more convenient, and just as effective as care received in a hospital or skilled nursing facility (SNF).*

#### **Examples of skilled home health services include:**

- Wound care for pressure sores or a surgical wound
- Patient and caregiver education
- Intravenous or nutrition therapy and other injections
- Monitoring serious illness and unstable health status

#### **Examples of other home health staff tasks:**

- Check patient's eating and drinking.
- Check patient's blood pressure, temperature, heart rate, and breathing.
- Check that patient is taking prescription and other drugs and any treatments correctly.
- Ask if patient is having pain.
- Check patient's safety in the home.
- Teach patient about care so patient can take care of oneself.
- Coordinate patient care, communicating regularly with patient, patient's doctor, and anyone else who gives patient care.

#### **Clients of Homecare Services and Devices:**

- Elderly patients
- Patients with chronic, disabling conditions
- Physical therapy patients
- Rehab patients

#### **Manufacturing in Homecare:**

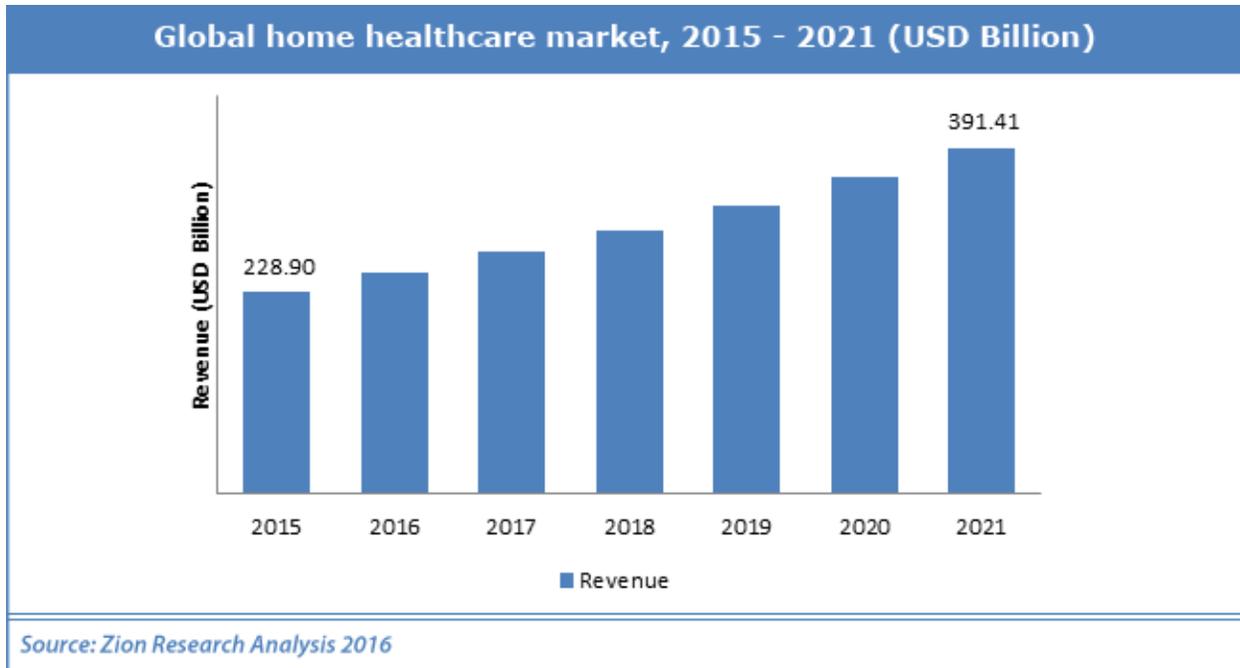
- Medical equipment: hospital beds, observation devices, IVs
- Wall rungs, safety rugs, stair lift

#### **Technology in Homecare:**

- Medical Alert Buttons/Systems
- Automatic Medication Dispensers
- Home Monitoring Technology
- Homecare Robots
- Wearables for Health Monitoring

## Market size:

A [2016 report by Zion Market Research](#) found that home healthcare was a \$229 million industry globally in 2015, and projected that it would grow at a 9.4% annual rate through 2021 to reach \$391 million:



Zion Market Research segments the home healthcare market into products and services. Products include diagnostics and monitoring devices (the largest product segment, at 36.5% in 2015), therapeutics devices, medical supplies and home mobility assists devices. Services include rehabilitation services (the largest service segment, at 30% in 2015), telehealth and telemedicine services (second largest, at 24%), infusion therapy services, respiratory therapy services and unskilled home healthcare services.

Other insights from the report were that North America is the largest home healthcare market today, representing 41% of the global market in 2015, but that Asia Pacific was predicted to be the fastest growing region in the forecast period.

According to the [Centers for Medicare and Medicaid Services](#), home care accounted for about 3.5% (\$89 billion) of US national health spending in 2015. This segment is expected to increase by approximately 6.8% from 2016 through 2025, outpacing the overall expected growth of national health spending of 5.6% for the same period.

A [2016 report by Grand View Research](#) on the long term care market found that international care homes are investing in countries such as India and China because of the high expected growth in Asia Pacific homecare. For example, in India, where 65% of hospital visits can be managed at home, U.S.-based BAYADA Home Health Care acquired a 26% stake of India Home Health Care (IHHC) in October 2013.

### Top US firms:

According to LexisNexis Risk Solutions' [Top 100 Home Health and Hospice Agencies Rankings](#), the following are the ten largest US home health providers:

Rank	Company Name	HQ Location	National Market Share
1	KINDRED HEALTHCARE	Atlanta, GA	5.81%
2	AMEDISYS, Inc.	Baton Rouge, LA	4.60%
3	LHC GROUP	Lafayette, LA	2.09%
4	ALMOST FAMILY, Inc.	Louisville, KY	1.77%
5	ENCOMPASS HOME HEALTH	Dallas, TX	1.35%
6	BROOKDALE SENIOR LIVING	Brentwood, TN	1.22%
7	VISITING NURSE SERVICE OF NEW YORK	New York, NY	1.08%
8	TRINITY HEALTH	Livonia, MI	1.03%
9	INTERIM Healthcare	Sunrise, FL	0.90%
10	BAYADA Home Health Care	Moorestown, NJ	0.83%

### Current Trends in Homecare:

- Fast growth due to aging populations in many countries and cost efficiency vs. hospital stays
- Services continue to dominate the industry by value
- Technology has shown high potential and could become an additional source of market growth (wearables, remote medical monitoring, etc.)

### Challenges in Home Healthcare:

- Workforce shortage due to lack of qualified healthcare professionals – leads to loss of revenue, reduced quality of care, staff burnout and decline of patient confidence.
- Classification and certification requirements – vary by market, and can pose greater regulatory hurdles in some countries than others.
- Advances in technology – will push business and care models to adapt.

### Upcoming nursing and homecare trade shows and conferences:

- April 16-18, 2018, Valencia, Spain: [4<sup>th</sup> World Congress on Nursing](#)
- July 19-23, 2018, Melbourne, Australia: [29<sup>th</sup> International Nursing Research Congress](#)
- October 7-10, 2018, San Diego, CA: [69<sup>th</sup> Annual American Health Care Association \(AHCA\) / National Center for Assisted Living \(NCAL\) Convention & Expo](#)
- Multiple dates and locations: [Conference Series LLC Global Nursing Conferences](#)

To connect with your local international trade specialist within this industry sector, please contact the Global Healthcare Technologies Team's Nursing & Homecare Industry Focus Group leader, Monica Toporkiewicz, by emailing [Monica.Toporkiewicz@trade.gov](mailto:Monica.Toporkiewicz@trade.gov).