

# Debra

## Director of Case Management

*"I need to submit quality measurements and keep practice info current without a struggle."*



Debra is a 54-year-old Director of Case Management in an Long Term Acute Care Hospital (LTACH) and single parent of two adult children. Debra has been a healthcare professional for over 25 years, earning her RN, MSN and ACM while moving up the ranks of hospital management and administration.




As a Director of Case Management, Debra is responsible for ensuring standards of care are met, reimbursements for services provided are flowing in, and that the practice is in compliance with all state and federal regulations related to case management services. She must strike a balance between managing the interests of patients, her board of directors, employees who report to her, and the reporting and documentation mandates of federal programs like CMS.

Working in a long term acute care facility, Debra is deeply committed to helping those within her care system find a path to restored function, or in many cases, death with dignity. She finds the data entry requirements of CMS quality measures to be cumbersome—with complex interfaces, unclear error messaging, and limited or confusing status reporting. Debra wishes it was easier to submit required measures and manage practice information so she could get back to her core mission of providing quality care.

### Demographics

<b>Age</b>	<b>Location</b>
54	Prospect Heights, IL
<b>Education Level</b>	<b>Income</b>
Masters Degree	\$100,000

### Technology

<b>Site Use</b>	<div><div></div></div>
<b>Tech Savvy</b>	<div><div></div></div>
<b>Mobile</b>	<div><div></div></div>
<b>Social</b>	<div><div></div></div>
<b>Work Devices:</b>	 
<b>Browser:</b>	

### Site Goals

- 1** **Submit** measurement data quickly and easily, with clear success/fail messaging
- 2** **Manage** practice information and authorized users (internal or third-party)
- 3** **View Reports** on quality measures to better understand performance and catch data entry errors sooner

### Key Values



Family



Altruism



Knowledge



Financial Stability