



About the Client

Well Care Home Health is a family-operated post-acute care company headquartered in Wilmington, N.C. Ranked in the top 10% of Home Health Care agencies in the country, they've received a 5-star CMS Home Health Compare Quality of Patient Care star rating. For more than 30 years, Well Care has provided professional, compassionate care to North Carolinians in their homes. Today, it reaches patients in 42 counties and employs more than 800 people.

The Challenge

Well Care Home Health enjoyed an exceptional community reputation, but experienced difficulty with visibility into key performance indicators, progress to monthly goals, reasons for pending and non-admits, and the efforts of sales representatives regarding referrals.

"We were having difficulty understanding where our referrals were coming from, and we didn't have visibility into the efforts of our reps, which made it a challenge to manage the team effectively," said Christine Hoskins, the company's regional sales manager.

Solution

In 2012, Well Care partnered with PlayMaker Health and began using Spark, a post-acute growth platform developed exclusively for home health care. As part of the onboarding process, PlayMaker's Client Success Team trained the entire sales team to use the platform and continues to provide ongoing support, including how to best utilize the mobile app in the field, ensuring timely response to referral notifications.

"With PlayMaker, we always understand where we are about our goals, both from individual and team perspectives," Hoskins said. "We're also able to identify trends and engage with referral sources that may not be sending us as many patients as they used to."

Well Care took full advantage of PlayMaker Health's comprehensive EHR integration capabilities, utilizing the information to help reduce pending and non-admits by cross-referencing admission information.

Impact

The company experienced significant improvements in its business processes after it began using PlayMaker Spark.



Industry
Home Health



Platform
PlayMaker Spark



Locations
Southeastern U.S.

In its first four years of using PlayMaker Spark, the company saw:

- **Revenue ROI:** 82% increase in the number of admits
- **Referral ROI:** 38% increase in the average number of admits received per physicians
- **Relationship ROI:** 31% increase in the number of referring physicians partnerships

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— Christine Hoskins
Regional Sales Manager