



Advancing the
Business of Caring

Cooperative Home Care Partnership with Complia Health Transforms Technology Approach, Quality of Care and Bottom Line



COOPERATIVE HOME CARE is a home care agency committed to the success of its clients and employees. Founded in 1986 they serve the most vulnerable individuals, including older adults and people of all ages with disabilities. They accept every type of funding, from Medicaid to private pay. This enables them to help people stay in their own home, living on their own terms.



CUSTOMER CHALLENGE

When Director of Operations Robin Gladwill joined, Cooperative was in transition. The organization was behind in billing and losing hundreds of thousands of dollars annually. Cooperative operates five offices, each providing up to six different lines of business with multiple payer sources. As Director of Operations Robin needed to know, at any given time, how each office was performing, if it was increasing or decreasing in revenue, and by how much.

The company's staff was skilled and driven to providing outstanding service to clients, however many were not comfortable with technology. So, when asked about how they could streamline their job functions with the company's IT system, response was that it did not fully address their needs and required multiple workarounds. Robin realized that there were two possible explanations: either their people did not know the IT system, or the system was not right for Cooperative.



UNCOVERING THE SOLUTION

Robin's first step was to review their system, ContinuLink from Complia Health, from top to bottom to understand what the system could provide. During this process, a light bulb came on. "We were struggling because we were using less than a tenth of what the system could do." After this realization, the team began closely comparing their existing workflows against the capabilities provided by ContinuLink. "I would come at my Complia Health representative with questions about every possible scenario I could imagine and whether the system could possibly help, and to every question the answer was, 'Yes, we can do that. Let me show you how,'" Robin explained.

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"Once I realized that ContinuLink's solutions were comprehensive and that we were not effectively leveraging them, I felt comfortable consolidating the work of three separate systems into ContinuLink," she continued.

"Cooperative reset every patient record, every payer source, and every code we were using." According to Robin, "It took some time, but the team was excited because they knew that when we finished, our job would be cut in half. Thirty minutes to intake a patient was reduced to five."

Prior to fully engaging with the ContinuLink system, Cooperative was unable to pinpoint key financial data. After the immersion process described above, Cooperative now effortlessly accesses all operational data in real-time, including how much an employee billed and how much they should expect to get paid that week. They no longer need to manually enter whether one person was paid \$15 for private pay, and another \$10 for Medicaid. It was all automated and effortlessly integrated into payroll.



DELIVERING RESULTS

Cooperative bounced back from hundreds of thousands of dollars in loss, to closing 2019 with a profit. This inspired the company to see how much more they could increase profitability with further use of technology. Undeterred by the pandemic that hit soon after, Cooperative was determined to maintain the positive momentum they had achieved. “Electronic Visit Verification provided a great opportunity to up our game, and before we started looking elsewhere for mobile solutions, we realized that ContinuLink already had us covered, and all we needed to do was turn it on,” Robin said.

For 2020, Cooperative targeted electronic billing as its next big automation initiative. Using ContinuLink as the main hub, Cooperative was able to add on an e-billing program which reduced time spent on billing from up to 120 hours/month to an average of 12 hours/month. Cooperative closed out 2020 with a \$300,000 profit. And most importantly, quality of care went up, rehospitalizations

went down, and recovery times sped up. Where Cooperative used to need to provide follow-up care and education to patients for up to 8 weeks, that timeframe went down to 4-5 weeks.

The company went from hundreds of thousands of dollars in loss to hundreds of thousands of dollars in profit in under two years, almost entirely by better leveraging their technology platform. The team was energized and excited. By streamlining so much of their operation they could move resources and focus for the remainder of 2021 from back-office work to front-line care givers.

Cooperative was already up a record \$500,000 in annual profits by the beginning of the fourth quarter of 2021.


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WHAT'S NEXT?

Looking at 2022, technology is playing an even bigger part in rolling out significant new KPIs for the Cooperative team. “By analyzing the data that our tech partner helps us capture, we can more successfully hire and retain quality nurses and caregivers to fully meet the needs of our patients. I am personally getting stuff done faster, and as an organization we are now

working together more effectively. We are also looking at acquisitions to expand into two or three additional states. Knowing our partner will be able to help us seamlessly address the regulations in every geography is priceless to the process of integrating an acquisition,” Robin added. 

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