



Case Study:

Concierge Home Care

Realizing rapid, continuous growth by empowering clinicians

Overview

Profile

Concierge Home Care is one of Florida's largest home health providers. The agency opened in 2015 with one location and now has five locations serving an average daily census of approximately 1,200 patients.

Goals

- Take exceptional care of clinicians so they are empowered to provide exceptional care to patients
- Develop and foster a culture of service leadership among caregivers
- Maintain a robust compliance program to meet the demands of growth and industry change

Solutions

- WellSky Home Health software
- WellSky Home Health Applied Insights
- PPS Plus®

A mindset for growth

When **Concierge Home Care** grew from zero to 100 patients within its first three months in business, **Linda Murphy, RN, BSN, COS-C, CDP, RN-BC**, Chief Executive Officer, knew that the agency's future would hold both tremendous potential and significant challenges. Situated in Northeast Florida, one of the largest senior populations in the United States, Concierge has helped fulfill the area's deep need for quality home care. Reflecting on nearly 14 years in the home health industry, Linda acknowledged the continuous pressure to keep up with compliance changes, address complex workflow obstacles, and implement operational strategies that support a successful business. These challenges were magnified by Concierge's rapid census growth.

Today, Concierge is a model for scaling and succeeding in home health. With 4.5 and 5 star ratings across all locations, the agency has achieved

impressive growth without sacrificing quality of care. Linda credits Concierge's tremendous success to a strategic, inward focus – retaining excellent clinicians, maintaining operational efficiency, and optimizing technology solutions. As an agency leader and early adopter of new technology, her willingness to embrace innovation has led to a long-standing trust in the organization's electronic medical record (EMR) solution, **WellSky Home Health** (formerly Kinnser Software®). The software – and the personalized support that comes with it – has helped Concierge scale for success from its very first days in business.



The Concierge team has found their software to be a benefit in recruiting.

“I knew that if I did right by my employees, the employees would take great care of the patients.”

Linda Murphy, RN, BSN, COS-C, CDP, RN-BC - CEO, Concierge HomeCare

WellSky Home Health Software

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Empowering clinicians to improve patient outcomes

As a nurse, Linda knew from firsthand experience that making clinicians' jobs easier would empower them to provide better care and achieve more positive patient outcomes. This knowledge shaped her clinician-focused philosophy – a philosophy that still guides her agency today. "In the beginning, I was really getting back into the nooks and crannies of home care," Linda reflected. "I was even seeing patients at that time, so I was understanding all pieces of the business. I knew that if I did right by my employees, the employees would take great care of the patients." She noted that WellSky Home Health software makes clinicians' jobs easier with intuitive workflows, simple navigation, and helpful features such as prepopulated notes and a built-in, HIPAA-compliant communication system. "The software we use is definitely a positive in our recruiting process. Field clinicians come in excited to use WellSky." After a short time using the key features, the Concierge team was eager to embrace more of the technology WellSky could offer.

Concierge was one of the first agencies to implement **WellSky Home Health Applied Insights**, a predictive analytics tool that operates seamlessly within the WellSky Home Health EMR. This innovative solution uses clinical data input by field staff to proactively identify patients who are at risk for hospitalization and in need of additional care. This tool has transformed daily processes for clinical managers at Concierge. Linda shared, "With WellSky Home Health Applied Insights, the end results in patient care are amazing. We've reduced our rehospitalization rate and increased awareness and education about how important that metric is for our entire staff." Clinical leaders also use WellSky Home Health Applied Insights to perform a root-cause analysis on every patient that becomes hospitalized. The findings are used to further personalize the course of care and improve patient outcomes in the future. With access to this meaningful data, clinical staff can feel confident in and empowered by the work they do each day. This helps in retaining staff and building experienced clinical teams.



Concierge reduced its rehospitalization rate with WellSky.

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CEO, Concierge HomeCare

Welcoming challenges to improve and expand

To keep growing, Concierge has taken some of the most challenging aspects of home care and turned them into opportunities to learn and improve the business. Linda explained that the processes and tools she has implemented, like WellSky Home Health Applied Insights, have enabled Concierge to take on more challenging referrals that many agencies would shy away from. "I have a strong belief that this is what home care is about. We take those tough patients, and we still maintain a high star rating." Instead of seeing these patients as a risk to value-based care outcomes, the Concierge team uses their technology and expertise to provide smarter, higher quality care and to improve patient outcomes, even as their census grows.



In addition to a challenging patient population, Concierge faces the same pressures of constant compliance changes that all home health agencies face. Having a trustworthy, always up-to-date EMR solution in WellSky Home Health has been paramount in remaining compliant. It gives agency leaders and clinicians the confidence and freedom to continue doing their jobs well even during periods of major change, like the new Home Health Conditions of Participation in 2018 and the Patient Driven Groupings Model (PDGM) coming in 2020.

Linda expressed that even the survey process does not intimidate the Concierge team in the way it does some agencies. "Sure, it's tough," Linda said. "Surveyors are going to dig in. But you're not getting any better unless you're identifying your failures." After a recent survey with the agency's accrediting body, The Joint Commission, Linda recalled, "From an intervention and documentation perspective, we went through the process with flying colors."

Beyond the technology itself, Linda also trusts WellSky's educational resources and training to help prepare her teams for change. "WellSky always gets compliance education out on time. It's concise and easy to implement within the system," she shared.

Specialized support to scale and win

Having been in business for nearly 14 years, Concierge has seen its fair share of industry changes – and these changes won't be slowing down any time soon. The agency has had a constant partner in WellSky.

Linda expressed a fondness and appreciation for the support teams that have helped her scale the business over the years. "I'm extremely loyal to WellSky because they've always been so good to me. They're always looking to the providers, whatever the size, to find out what enhancements are needed to make the agency better." She went on to explain that the technology leaders at WellSky are knowledgeable on both the sales and marketing sides of the business, so all angles are considered when making decisions about implementing new tools or improving how Concierge uses its current solutions. Linda shared a specific example in which the **PPS Plus®** team (part of the WellSky family) helped her build out a specialized clinician scorecard in **Benchmarks Plus®**. She used this tool to create an incentive program that rewards strong clinicians and retains them as valued team members.

WellSky Home Health Software

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Because WellSky and its family of solutions are not only technologically advanced, but also clinician-friendly, Concierge has been free to make nimble, savvy business decisions while maintaining a happy, loyal staff – a winning combination when facing the difficulties of scaling a home health agency.

An honorable approach to achieving ambitious business goals

While Concierge Home Care serves approximately 1,200 patients today, the agency still rises above industry and business challenges to maintain exceptional quality of care and stands by a culture of compassion and caring for both patients and employees. Concierge leadership keeps clinicians happy, makes forward-thinking operational decisions, and trusts in the expertise of the home health compliance, technology, and industry experts at WellSky. WellSky Home Health software has supported the agency's impressive growth from the very beginning. Linda sees it as the right EMR solution for agencies of all sizes – especially those that wish to beat the odds and scale up in a complex, ever-changing industry.



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WellSky is a technology company that delivers software and services which are transforming a wide range of care services worldwide. Building on a history of excellence and a reputation for quality, WellSky – formerly Mediware Information Systems and Kinnser Software – empowers providers to provide exceptional care, improve operational efficiency, reduce cost, and meet the challenges of their rapidly changing industries so both businesses and communities flourish. Learn more at [WellSky.com](https://www.wellsky.com).



Get started today! Learn how **WellSky Home Health software** can help improve your agency's long-term performance!

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