



Essential Insights

Revenue Unlocked

How tech-enabled appointment strategies and workforce improvements drove \$315M in annual revenue.

Engagement Elevated

How streamlined workflows and personalized outreach increased contact conversions by 28%.

Empowerment at Scale

How AI-enabled tools and operational consulting enhanced workforce satisfaction and reduced AHT by 9%.

Case Study

How Carenet Empowered a Leading Home-Based Care Provider to Unlock \$315M in Revenue



The **Big** Picture

When a prominent national home-based health and care services company sought to expand its strategic vision for delivering personalized care in the home, it faced a pivotal decision. Should they invest heavily in building a sophisticated engagement platform internally, or collaborate with a strategic partner to co-create a scalable, tech-integrated solution? Equally important was finding a partner who understood the healthcare consumer and could serve as an extension of their brand, helping to build trust while caring for the whole patient.

Their expertise was, and remains, in delivering exceptional care at home, not in contact center operations. However, outdated CRM and multi-channel engagement systems were slowing their progress toward key client goals for personalization, compliance, and flexibility. Workflow and scripting updates required excessive time. Team members lacked intuitive tools to drive efficiencies. Most critically, operational limitations were impacting both performance metrics and client satisfaction.

Carenet joined forces with the client to deliver an advanced AI-enabled CRM solution, optimize workforce management, and reimagine their appointment strategy. The result? A measurable boost in contact conversions, enhanced employee satisfaction, and delivered \$315 million in annual revenue.

Introduction

The client, a recognized leader in delivering home-based healthcare services, primarily serves Medicaid, Medicare, and dual-eligible populations. Their business model, which hinges on booked and kept patient appointments, is vital to both care delivery and revenue generation. With a patient footprint, including those living in rural areas, the client was under pressure to increase care accessibility while driving operational efficiency.

However, inefficiencies in appointment management, coupled with outdated internal systems, were holding them back from achieving their goals for business growth and patient impact.

With over two decades of healthcare engagement expertise, Carenet partnered with the client to implement strategic, tech-driven solutions that addressed operational bottlenecks and unlocked measurable business and member health outcomes.

Challenge

Before collaborating with Carenet, the client faced critical challenges that limited their ability to serve patients effectively:

Key Challenges

- High fail-to-keep rates disrupted care delivery and led to significant revenue loss.
- Outdated engagement systems and fragmented workflows slowed responsiveness and created inefficiencies.
- Operational strain and lack of intuitive tools negatively impacted staff morale and retention.
- Missed appointments and process delays stalled business growth and financial performance.

01. High Fail-to-Keep Rates:

Serving a mix of urban and rural populations, their healthcare teams often faced long travel times only to encounter unfulfilled appointments. With high fail-to-keep appointment rates, revenue losses were inevitable as compensation relied almost entirely on completed visits.

02. Inefficient Engagement Tools:

Outdated contact center workflows and fragmented systems prevented efficient call handling. Over 60 disparate health plan client scripts lacked standardization, creating operational silos and slowing responsiveness.

03. Workforce Dissatisfaction:

Staff morale suffered due to inefficient processes. Both clinical and non-clinical teams faced operational strain and lacked the tools necessary to perform optimally, exacerbating turnover risks.

04. Revenue Strain:

Missed appointments directly impacted financial viability, stalling growth and impeding the client's progress toward a leading position in home-healthcare accessibility.



The Carenet Solution



AI-powered CRM unified 60+ scripts for faster, more efficient calls



Advanced analytics drove performance and workflow optimization



Rebadged, geo-diverse teams improved morale and scalability



Empathetic outreach boosted appointment rates and patient trust



Scalable tech replaced legacy systems for better automation and compliance

Carenet addressed the client's challenges through a strategically integrated, multi-faceted solution that blended advanced technology with targeted workforce and operational enhancements.

01. Custom AI-Enabled CRM Platform

Carenet co-developed a bespoke, AI-powered CRM tailored to meet the client's unique business needs. Key features included:

- **Streamlined Call Management:** Standardized over 60 complex health plan scripts into a unified, seamless workflow.
- **Data-informed Adaptability:** Dynamic scripting adjustments informed by data analysis, reducing response times.
- **Single-Pane View Interface:** Empowered Health Advisors with an intuitive dashboard consolidating critical data, significantly increasing productivity.

02. Workforce Optimization

Carenet provided geo-diversification and rebadged the client's workforce, redistributing workloads and improving overall team satisfaction. Additionally, workforce strategies supported efficient scalability to meet demand surges.

03. Personalized Appointment Management

Leveraging telephonic engagement methods, Carenet ensured patients spoke with an empathetic and caring human who could answer their questions and reassure them.

04. Data-Driven Insights for Optimization

Carenet launched advanced analytics to continuously refine campaign performance, resource allocation, and enhance patient engagement strategies. A feedback loop based on key metrics empowered the client to adapt and improve in real time.

05. Technology-Led Consulting

Carenet replaced legacy systems with interoperable, scalable technology designed with flexibility and compliance in mind. This enabled broader capabilities for automation, customer management, and extended scalability.



Results

The collaboration delivered measurable success across key performance indicators, with both immediate gains and long-term impact.

Operational Improvements

- **28% Increase in Contact Conversions:** Providing outstanding consumer experiences drove improved engagement outcomes.
- **9% Reduction in Average Handle Time (AHT):** Optimized processes empowered call center teams to complete more productive calls per shift.

Revenue Growth

- **\$315 Million in Annual Revenue:** Improvements in kept appointments directly boosted compensation and enabled substantial growth.
- **Nearly 1 Million Appointments Scheduled Annually:** Scaled operations ensured high-volume capacity and efficiency.

Improved Workforce Satisfaction

Streamlined processes and intuitive tools enhanced morale among both clinical and non-clinical teams, fostering organizational stability and reducing attrition.

Patient Satisfaction: Lives Changed

Patient engagement metrics improved to achieve a “Lives Changed Per Hour” rate of 2.5, a remarkable 29% increase.

\$315M

Revenue Unlocked

2.5

Lives Changed per hour



28%

Contact Conversion Lift



9%

Reduction in AHT



Strategic Impact

This partnership between Carenet and the home-based healthcare provider demonstrated the power of tailored, tech-driven solutions to address the healthcare industry's most pressing challenges. By integrating cutting-edge AI technologies, standardizing workflows, and optimizing workforce management, the client was able to achieve unparalleled operational agility and competitive differentiation.

Future-Proof Framework

Armed with scalable, interoperable technology and a deeply engaged workforce, the client is now positioned to adapt to changing healthcare demands while maintaining their core commitment to delivering care in the home.

Next Steps

Are operational bottlenecks slowing your healthcare business? Discover how Carenet can help enhance engagement, streamline operations, and maximize revenue.

Schedule your free demo or explore our solutions to see how we empower the business of healthcare every day.





The name of the client in this case study has been excluded at the client's request, due to company policy.

Powering the Business of Healthcare

Carenet Health is the partner of choice for more than 500 leading payers, providers, and health technology organizations seeking to command the complexity of healthcare. With more than 25 years of expertise, we co-create innovative solutions that leverage advanced technology, data-driven insights, and clinical excellence to optimize engagement, accelerate operational efficiency, and deliver measurable business and health outcomes. Guided by values of agility, consumer focus, and value-based care, Carenet enables healthcare leaders to reduce costs, improve quality, and future-proof healthcare delivery in a rapidly evolving landscape.

Learn more at [CarenetHealth.com](https://www.CarenetHealth.com).