

CIRCLELINK HEALTH CASE STUDY:

CarePlanManager Drives Better Chronic Care Management and Profit for a Busy Cardiology Group

In eleven months, CircleLink Health helped Phoenix Heart, a thriving multi-office cardiology practice, grow its chronic care management (CCM) program to nearly 900 participating patients at over \$12,000 of profit each month.

CHALLENGE: The demands of technologically advanced practices, like cardiology, continue to increase while reimbursements decline. Many practices lack the resources to focus on the non-face-to-face care required for Medicare's new chronic care reimbursement plan. These are missed opportunities that would benefit the patients and the practice.

SOLUTION: Through a fusion of modern software and high-touch telehealth service, CircleLink Health bridged the gaps in care coordination to support this physician practice in improving health for their patients with chronic conditions. Highly qualified RN Care Coaches engaged their patients by phone each month to assess compliance risks, educate patients and assist with any questions that may have arisen since the last visit with the physician. CircleLink Health then provided all the billing data to obtain Medicare reimbursement.

RESULTS: For this cardiology practice, CircleLink Health enrolled over 900 chronically ill patients within the first eleven months. The results included improved care for these patients and a \$12,000 monthly boost to the group's bottom line. Anticipated annualized profits will be over \$140,000, excluding ancillary profit for screenings and services facilitated by CircleLink care coaches.

CircleLink Health completes the missing link in the care continuum, making chronic care management more effective and affordable.

Improved
Chronic Care
Management
for Heart
Patients

Rapidly
Enrolled
900+
Patients

Profits
Reached
\$12K/mo.
by Month 11

Zero
Added
Staff

Using
CircleLink
RN Care
Coaches

"I chose... [CircleLink] as a long-term partner to improve the health of our patients in ways we could not do alone."

- Kyle Matthews, CEO, Phoenix Heart PLLC



Call 888.798.2531 or visit
www.circlelinkhealth.com for
more information.