

CASE STUDY

HOW VISIUM DOUBLED PATIENT GROWTH
WITH THE COACHCARE PLATFORM

Visium Healthlink LLC was facing a common challenge in healthcare: how to scale their care management operations to meet growing demand while maintaining their commitment to high-quality patient care. Their existing technology platform was creating operational bottlenecks that limited their growth potential. Visium turned to the CoachCare platform, and the partnership delivered remarkable results:

- **Doubled their patient population** without a corresponding increase in staff
- **Eliminated system downtime** that had previously crippled productivity
- **Streamlined patient enrollment processes**, removing a key growth bottleneck
- **Enhanced clinical quality** through improved care planning and medication management
- **Created a scalable foundation** for continued business expansion and service diversification

This case study explores Visium's journey from operational challenges to market leadership through their strategic partnership with CoachCare.

Company Background and Challenges

Visium delivers comprehensive care management services across multiple chronic conditions, including Chronic Care Management (CCM), Remote Patient Monitoring (RPM), and Principal Care Management (PCM), with plans to expand into Remote Therapeutic Monitoring (RTM).

After four years with their previous system, Visium faced existential challenges that threatened both quality and growth:

"It was very inefficient in the sense of the ability to grow... to effectively grow and manage a growing workforce."

These inefficiencies manifested in several critical areas:

- **Cumbersome enrollment processes** requiring excessive manual intervention
- **Limited task management functionality** preventing efficient coordination
- **Inadequate workforce management tools** hampering supervision capabilities
- **Frequent system downtime** disrupting care delivery and staff productivity
- **A catastrophic system update** in March 2023 that slashed productivity by 50%

The situation had become untenable, as Visium's leadership recognized:

"We recognized if we wanted to sustain ourselves as a company and be around in 2025, we had to make a change."

Implementation Complexity

Visium's technology ecosystem presented significant integration challenges, requiring a partner with deep healthcare IT expertise:

- **Multiple EHR integrations** including Meditech, eClinicalWorks, Kareo, Greenway Intergy, Allscripts, Azalea, Athena, and NextGen
- **Complex device management transition** from legacy Smartmeter and Bodytrace devices to standardized Tenovi equipment across blood pressure cuffs, scales, glucometers, and pulse oximeters
- **Custom white-labeling requirements** for twelve distinct client accounts to maintain brand consistency
- **Forward-looking integration planning** for emerging technologies like the VitaTrax pain tracking application

This multifaceted technology landscape demanded a sophisticated implementation strategy to ensure uninterrupted patient care throughout the transition.

The Decision Process

Visium evaluated multiple care management platforms, seeking a solution that could support sustainable growth, streamline patient enrollment, enhance task management, and deliver reliable system performance. The CoachCare platform distinguished itself through its operational efficiency tools, scalable architecture, and importantly, our firsthand industry expertise.

This industry knowledge proved particularly valuable, as Visium noted:

"It's nice to have a partner that knows what we're doing because they're doing it too. Many times, CoachCare is a step ahead of us, or can present alternatives to us, versus other companies that really don't understand how the system impacts the overall delivery of care management."

Visium's Implementation Experience

The transition to CoachCare was orchestrated to align with Visium's existing contractual obligations while minimizing disruption. CoachCare demonstrated exceptional flexibility in structuring the implementation timeline.

"Paul and the CoachCare team were incredibly accommodating," noted Visium's leadership. "They understood we needed to fulfill our remaining contract obligations with our previous vendor while beginning our transition. The team created a phased approach that allowed us to start with a smaller patient group before scaling to our full population."

The implementation followed a methodical approach guided by comprehensive project management and structured knowledge transfer. Rather than a simple technology swap, the process represented a fundamental transformation in care delivery methodology, with each phase building upon lessons learned to create a cycle of continuous improvement.

Key Results and Benefits

Since implementing CoachCare, Visium has experienced remarkable performance improvements that have positioned the company for continued market leadership:

Doubled Patient Growth Without Doubling Workforce

Visium achieved extraordinary efficiency gains in 2024, doubling their patient load compared to 2023 without a proportional increase in staffing costs. This operational leverage has directly enhanced profitability while creating capacity for further expansion.

Enterprise-Grade System Reliability

System reliability has transformed from a major liability to a strategic advantage. The elimination of downtime has ensured uninterrupted care for patients while boosting staff productivity and morale.

Accelerated Patient Onboarding

The streamlined Continuity of Care Document (CCD) process and enhanced enrollment capabilities within CoachCare have dramatically accelerated patient onboarding, removing what had been the primary constraint to growth.

Enhanced Medication Reconciliation

CoachCare's structured approach to medication management has strengthened clinical quality and reduced risk, particularly important for complex patients managing multiple medications across different providers.

Optimized Care Planning

Care plan creation and updates now require 80% less time—reducing what previously took ten minutes to just two minutes per patient. When multiplied across thousands of patients, this efficiency gain has freed clinical staff to focus on direct patient care rather than documentation.

Intelligent Task Management

CoachCare's task-based workflow management has revolutionized how Visium coordinates care delivery, enabling systematic assignment, tracking, and monitoring of specific patient care activities to ensure accountability and reduce care gaps.

These improvements collectively enable Visium to deliver superior care management services while scaling their business model effectively—positioning them for continued growth and service expansion.

Platform Features Making the Difference

BEFORE COACHCARE	→	AFTER COACHCARE
Manual template workflows	→	Automated task-based system
Disconnected team processes	→	Integrated collaboration tools
Generic care approaches	→	Condition-specific frameworks
Unreliable device connection	→	Enterprise-grade connectivity
RESULT: Limited growth, scaling challenges	→	RESULT: 2x patient capacity, same staff size

Several key CoachCare capabilities have been instrumental in Visium's transformation:

Task-Based Workflow Architecture

The transition from template-based to task-based operations has fundamentally transformed Visium's care delivery model. This structured approach enables:

- **Precise care planning and execution**
- **Automated task generation** ensuring consistent protocol adherence
- **Clear accountability** through specific task ownership
- **Efficient resource allocation** based on task complexity and urgency

Team Collaboration Tools

CoachCare's collaborative features enhance team coordination and supervision through:

- **Real-time visibility** into care manager activities
- **Streamlined handoffs** between team members
- **Centralized communication** for consistent patient messaging
- **Enhanced supervisory capabilities** that have effectively doubled management capacity

Condition-Specific Management Frameworks

The platform's specialized tools for chronic condition management provide:

- **Structured protocols** that enhance clinical quality and compliance
- **Condition-specific assessment tools** that improve diagnostic accuracy
- **Evidence-based intervention frameworks** that standardize best practices
- **Personalization capabilities** that adapt care to individual patient needs

Enterprise-Grade Device Integration

Visium now experiences highly reliable device connectivity through:

- **Multi-carrier cellular approach** enabling consistent data transmission
- **Enhanced rural coverage** expanding service to previously underserved areas
- **Standardized device management** across their entire patient population
- **Proactive connectivity monitoring** to identify and address issues before they affect care

Conclusion: A Foundation for Continued Growth

Visium's partnership with CoachCare demonstrates how the right technology platform can be transformative—not just improving operations but fundamentally redefining what's possible in care management.

By addressing core inefficiencies and providing a scalable foundation, CoachCare has positioned Visium to continue expanding while maintaining exceptional care quality. As their leadership summarized:

"For us, it was a game changer... it's positioned us for success and growth and enhanced services in all areas."

Reach out to sales@coachcare.com find out what other organizations are doing to bring state-of-the-art remote care management to their clients and the patients they serve.

Get in touch. > sales@coachcare.com