

How Caprock Home Health Services used WellSky analytics to revamp culture, improve performance, and catalyze growth

Overview

Profile

Caprock Home Health Services is the largest family-owned home health provider in Texas, serving a patient census of approximately 300.

WellSky solutions used

- WellSky® CareInsights for Home Health
- WellSky® Value-Based Insights for Home Health
- WellSky® Home Health



"WellSky made it easy for our entire team to look at the same

data, in real-time, specific to each agency and clinician, which brought transparency to our staff and created a culture of accountability to improve performance."

— **Carlos Morales**, Executive Vice President, Caprock Home Health Services

Performance highlights

↓ **23.70%**
reduction in hospitalizations

↓ **17.65%**
reduction in visit utilization

↑ **22.02%**
increase in census

Opportunity

In 2020, **Carlos Morales, Executive Vice President of Caprock Home Health Services**, decided it was time for an across-the-board culture shift in the organization. As the largest family-owned home health provider in Texas, Caprock Home Health Services has supported the independence, health, and comfort of their patients at home for over 30 years. However, with new COVID-induced operational challenges, rapidly changing industry rules around value-based care, and growing difficulties managing staffing, the old ways of doing business were no longer enough.

Morales knew that improving their agency's culture and performance was not only about making sure they had the right people, but also about giving their staff the right tools to succeed in the evolving home health landscape. He realized the agency had a large need for analytics. Caprock had been chasing positive outcomes and performance improvement, but needed to figure out how to bring transparency to the staff, delivering enough data and visibility so they could hold themselves accountable.

Solution

Caprock Home Health Services looked to the combination of **WellSky CareInsights for Home Health** and **WellSky Value-Based Insights for Home Health** to help supercharge their clinical analytics, revamp internal training and operations, and accelerate their marketing growth strategy.

Jake Hodges, Chief Strategy Officer at Caprock Home Health Services, identified WellSky CareInsights as the solution that could help the team balance analytics with clinical judgment and focus their case management on high-risk patients that needed extra attention. The user-friendly, real-time view of patients at high-risk for hospitalization in WellSky CareInsights helped the team make key changes to care operations.



Drawing on data from over seven million home health episodes, WellSky CareInsights provides predictive measures of hospitalization risk, care setting suitability, and the likelihood of improving daily living activities. These predictions are updated in real-time for an agency's entire census, helping the clinician team identify high-risk patients and prioritize resources. The solution integrates seamlessly within the team's workflow, providing actionable insights to help reduce hospital readmissions, optimize visit utilization, and strengthen referral partnerships.



WellSky Value-Based Insights is the advanced analytics solution for understanding an agency's complete real-time performance in value-based care, identifying key opportunities for improvement, and leveraging outcomes in the market for long-term growth. The solution uncovers connections between an agency's performance and potential contract opportunities, making it easy to identify, build, and succeed in value-based agreements with payers and referral sources.

- Jake Hodges, Caprock Home Health Services

Morales recognized how WellSky Value-Based Insights could support their growth strategy by bringing much-needed market analysis to improve team

"WellSky Value-Based Insights helped us build cohesiveness across our clinical and financial teams. It allowed both teams to understand how marketing efforts to bring in patients, clinical care to improve outcomes, and corresponding financial results are all connected."

– Carlos Morales, Caprock Home Health Services

In turn, Caprock Home Health Services' marketing team could highlight these improvements to drive growth by grabbing the attention of key referral sources. Before WellSky Value-Based Insights, Morales recalled frustration at relying on 12-month-old public financial and clinical performance data for presentations. Now, the team has access to customized data, updated in real-time, to precisely tailor their approach to payers and referral sources.

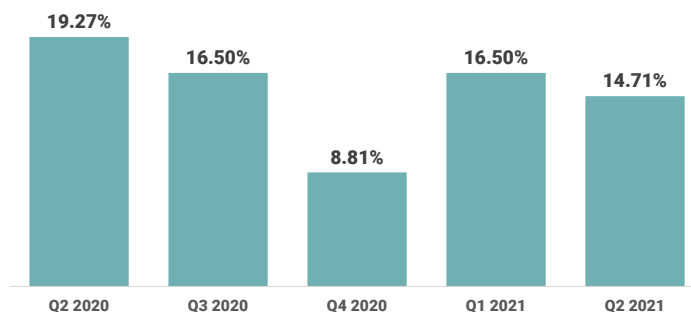
“With WellSky Value-Based Insights, we can educate referral sources with real data and outcomes, specific to the physician and hospital, showing that we have visibility into their true challenges and demonstrating our ability to provide solutions.”

– Carlos Morales, Caprock Home Health Services

Results

From the second quarter of 2020 to the second quarter of 2021, Caprock Home Health Services reduced their quarterly hospitalization rate by **23.70%**, from **19.27%** to **14.71%**. Clinical leaders use WellSky CareInsights to flag high-risk patients, prompting discussions among individual treatment teams to evaluate specific care plans and implement adjustments to visit frequencies, telehealth touchpoints, and medication management to help prevent hospitalization.

Caprock Home Health Services: Quarterly Hospitalization Rate
Q2 2020 - Q2 2021



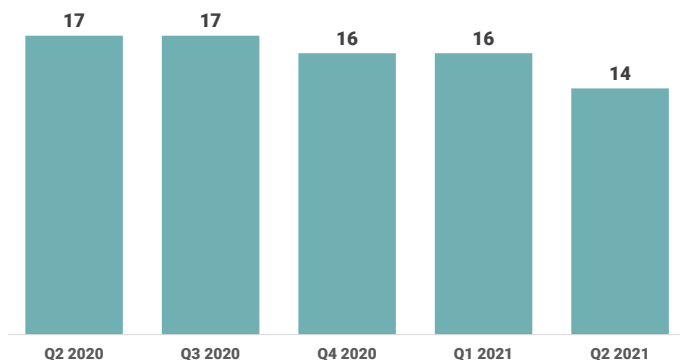
“One of the absolute best features of WellSky CareInsights is the organization of real-time hospitalization risk for a patient census. It’s front-and-center on the dashboard, and we use that every day to prioritize and guide our discussions on case management.”

– Jake Hodges, Caprock Home Health Services

Over the same period, Caprock Home Health Services reduced quarterly median visits per patient episode from **17** to **14**, a utilization improvement of **17.65%**. Containing visits was not always an organizational priority. Using WellSky CareInsights, Hodges elevated utilization as a key factor for case management;

creating accountability for their new hires. Providing transparency to clinical staff on costs per visit helped them meet visit count and length of stay KPIs for key referral partners, including Accountable Care Organizations (ACOs) and hospital systems.

Caprock Home Health Services: Quarterly Median Visits Per Episode
Q2 2020 - Q2 2021

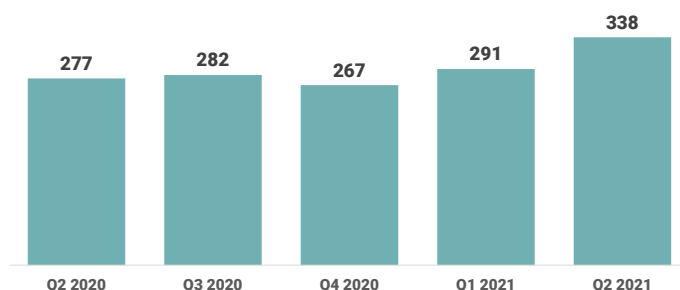


“WellSky CareInsights really gave our organization a benchmark and an eye-opening visualization to realize that our visit count was very high and needed to improve.”

– Jake Hodges, Caprock Home Health Services

Leveraging these improvements in patient care, Caprock Home Health Services grew their patient census **22.02%**, from **277** to **388**. WellSky Value-Based Insights’ real-time performance data and market analysis helped the team target their marketing to build more effective referral relationships, compared to previous scattershot approaches of calling 20 to 30 referral sources in hopes of capturing patients.

Caprock Home Health Services: Quarterly Census
Q2 2020 - Q2 2021



“As soon as we tried WellSky Value-Based Insights, our marketing director said: ‘Whatever it takes, you need to get that solution because I need this information’. The marketing team started using it immediately in each agency location, creating new strategies to identify where mass home health referrals were coming from and laser focus on key hospitals, clinics, and payers.”

– Carlos Morales,
Caprock Home Health Services



WellSky Value-Based Insights gives Morales and the marketing team the data they need to understand the types of patients they take in, map out their clinical staff's skillsets, and target market segments based on their agency's expertise. Moving forward, Morales plans to use the solution's ability to review payer-specific data, including referrals, reimbursements, performance measures, and hospitalization rates by payer source, to spark conversations with payers around new value-based models of care.

Outlook

Throughout 2020 and 2021, with support from WellSky's analytics solutions, Caprock Home Health Services reoriented their culture to emphasize transparency through data, integration of clinical and financial operations, and targeted marketing. Instead of operating with ambiguity, the team is now more proactive in planning patient care from admission to discharge and taking individualized approaches to managing referral sources, driving higher organizational performance.

As home health increasingly transitions towards value-based care, agencies need easily accessible real-time data and actionable predictive insights to drive performance and growth. With WellSky's analytics solutions, including WellSky CareInsights for Home Health and WellSky Value-Based Insights for Home Health, Caprock Home Health Services is equipped for continued success.



WellSky is a technology company leading the movement for intelligent, coordinated care worldwide. Our next-level software, analytics, and services power better outcomes and lower costs for stakeholders across the health and community care continuum. In today's value-based care environment, WellSky helps providers, payers, health systems, and community organizations solve tough challenges, improve collaboration for growth, harness the power of data analytics, and achieve better outcomes by further connecting clinical and social care.

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



Learn more! Contact your WellSky representative to see how WellSky CareInsights and WellSky Value-Based Insights can help transform your agency.

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