



About the Client

One Home Health is a full-service, Medicare-certified home health care agency serving six counties in Illinois. Their stellar care model helped them earn a 4.5-star Quality of Patient Care rating in Medicare's Home Health Compare, far exceeding both their state and national averages. Topping One Home Health's list of core company values is acting with absolute integrity

The Challenge

One Home Health had excellent patient care ratings and recognized that to maintain their market position they needed to move into the 21st century and adopt technology to achieve sustainability. To align their efforts with strategic leadership goals, they also required a powerful referral management system.

Solution

In 2017, One Home Health partnered with PlayMaker Health, deploying Spark, a post-acute growth platform tailor-made for home health organizations. Spark quickly replaced One Home Health's paper-based system with a powerful intelligence engine and mobile sales management application. "It's so much easier having it all electronically," said Tom Jakacki, the company's president.

From the beginning, One Home Health had detailed data reports to organize their admissions and referrals. Market Data gave One Home Health's leadership the information it needed to restructure the company's strategic plans and maximize the time sales representatives spent engaging new referral sources.

"We would like to move into Michigan and Wisconsin, so from a growth strategy, you have to have the systems to manage your team and your data, and to help with effective communication," Jakacki said. "If you're going to grow, you need to invest time and money in technology."

Impact

After integrating with PlayMaker Health, One Home Health realized immediate results, including:

- **Revenue ROI:** Data-driven sales and marketing efforts and targeted account expansion
- **Referral ROI:** Successful recruiting and retention strategies leveraging technology as a key differentiator

"I'm a tech guy and I love PlayMaker's bells and whistles," Jakacki said. "It helps us recruit top reps to give them a tool like this."

With a strategic goal of building a regional brand in the Chicago area and expanding into nearby states, One Home Health is now positioned to expand into new markets.



Industry
Home Health



Platform
PlayMaker Spark



Locations
Midwest

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— Tom Jakacki
President