



About the Client

Community Nursing Services (CNS) marked its 90th year serving patients in Utah in 2018, making it the state's oldest nonprofit home health provider. It has 11 offices throughout the state, allowing it to reach 93 percent of the state's population. CNS is one of only a handful of CHAP-accredited home health and hospice agencies in a six-state regional area. Its services include home health, hospice and palliative care, infusion pharmacy services, respiratory services, immunizations, and durable medical equipment.

The Challenge

Community Nursing Services is proud of its legacy and reputation throughout Utah, but its success over nearly a century also presented one of its most significant challenges. CNS had become so familiar to residents throughout the state that people began to believe it may have grown too much.

"We have to fight a perception that we are too big, which translates to inefficient and not as nimble as smaller providers." Kim Dansie, vice president of business development, said.

However, the nonprofit was using some of the same, old-fashioned systems its smaller competitors used.

"We were doing everything on paper. Reps would send in their monthly reports, and we would have calls to discuss," Dansie said. "We really did not have any reporting and had tried to build out some dashboards on our own."

Their challenges seemed magnified by the tremendous competition growth in their market.

Solution

CNS partnered with PlayMaker Health in 2013. Beginning with PlayMaker Spark, CNS quickly replaced their paper-based system, delivering real-time business development activity visibility and timely reporting and metrics. CNS promptly added Market Data to access competitive, market-rich referral information. Immediately, CNS was able to see which providers were receiving patients from physician referral sources in their community, informing their expansion strategy.

Impact

CNS immediately took a big leap forward in organizational agility and operational efficiency with PlayMaker Spark.



Industry

Home Health, Hospice



Platform

PlayMaker Spark



Locations

Southwestern U.S.

In its first five years with PlayMaker, CNS has experienced:

- **Revenue ROI:** The ability for leadership to strategically plan for growth
- **Referral ROI:** Improved focus on accounts and high-performing referrals
- **Relationship ROI:** A significant increase in the number of home health patients referred to its services

"PlayMaker has helped give us the reporting we need to react to what is going on. We are now able to manage the daily activities and calendars of our reps to ensure they are focusing on the right accounts."

— Kim Dansie

Vice President of
Business Development