



## CASE STUDY

### Chronic Care Management for Specialties

# DENT

## NEUROLOGIC INSTITUTE

The largest outpatient neurology practice in the United States launched a Connected Care program with Phamily in 2024.

- Based in Buffalo, NY
- **100+** providers & **26** sub-specialty clinics
- **330,000** patient visits annually
- **100+** ongoing clinical research trials



**THE PROBLEM:** DENT's growing nursing team still couldn't keep up with patient needs between visits

- Long wait times for patients
- Hiring expensive nursing staff to keep up
- Limited visibility into patient needs between outpatient visits — which means limited ability to proactively reach patients who need help



**The SOLUTION:** Phamily Connected Care enables two-way texting between patients and care teams

- **20% reduction in call volume**
- Existing staff can serve 10x more patients
- No additional work for providers — just better visits with satisfied patients
- Quick launch with **1700+** patients receiving proactive care
- **78%** monthly patient engagement rate
- **\$480k** revenue (annualized) through Chronic Care Management reimbursement

**78%**

monthly patient engagement rate

## A growing nursing team still couldn't keep up with patient needs between visits - **until they started texting**

- **20% drop in triage nurse call volume** post-Phamily
- More issues resolved via text mean **shorter wait times, quicker resolution on calls**

DENT's physicians had grown concerned: their patients needed so much between-visit care that they were hiring more and more nurses to take calls and triage issues. **But even with the growing expense of this nursing team, DENT still wasn't able to proactively reach every patient who needed help.** Patients often don't understand the gravity of their condition, for example, multiple sclerosis. They might stop taking their medication and suffer a relapse without DENT's nurses reaching out and checking in on their needs in between visits, including compliance with medication.

Some physicians had tried to run small-scale Chronic Care Management programs using phones and the EMR, but the programs were too labor-intensive to scale and care managers struggled to reach patients by phone during business hours. **But then DENT implemented two-way text messaging via Phamily and triage call volume dropped by 20%.**

"The nurses feel it," explained Katie Ross, Director of Clinical Operations. "They can answer faster, and patient wait times are reduced. **Call length is also reduced, because patients are navigating a lot of complex things through Chronic Care Management instead of calling triage.**"



**"The nurses feel it. They can answer faster, and patient wait times are reduced."**

**KATIE ROSS**

Director of Clinical Operations



## No additional work for providers - just great visits and satisfied patients

- More efficient pre-visit planning
- **Higher patient satisfaction** (8.7/10 mean, 10/10 median)
- **78% monthly patient engagement rate** surfaces issues early

Many practices are concerned about proactively surfacing issues that could create more work for providers who already face burnout. But that's not what DENT sees.

**"We're not creating more work for the provider,"** said Ross. "They almost don't realize what we're doing. If we can handle something with our team of nurses, we're going to do it."

Ross has trained her care managers to escalate issues to providers when clinically appropriate, of course. But she also has her team summarize substantial or meaningful information in the EMR before the patient's next visit.

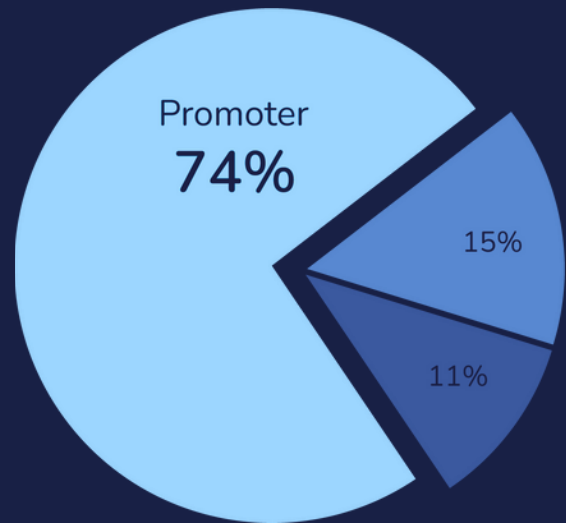
**"Providers appreciate the pre-visit planning being more efficient,"** explained Ross. "The quality of the visit is better and the patient is happier coming in because they get better support."



# DENT Neurologic Institute Patient Satisfaction Survey

(out of 250 responses)

- Promoter (  $\geq 9$  )
- Passive ( 8-7 )
- Detractor (  $\leq 6$  )



# 63

NET PROMOTER  
SCORE (NPS)

## What is a Net Promoter Score?

A **Net Promoter Score (NPS)** is a customer experience metric that measures how likely customers are to recommend a company or its products and services. It's calculated by asking customers to rate their likelihood of recommending a company on a scale of 0–10, with 0 being "not at all likely" and 10 being "extremely likely". The responses are then categorized as "Promoters" (9 or 10), "Passives" (7 or 8), or "Detractors" (0–6). The accumulated ratings are then converted into a single number between -100 and 100, with higher scores being more desirable.

A score of zero or higher indicates that there are Promoters than Detractors, which is a positive sign. However, in the healthcare sector (where the average score is +58), a score above 58 is considered quite good, and anything over 80 is world-class.



### ANONYMOUS PATIENT

"10. This is a service that I find very helpful. I was appreciative that you were able to switch my pharmacy for me. I also appreciate the regular check ins. No downsides."



### ANONYMOUS PATIENT

"10!!! I LOVE the ability to be able to connect with staff and the immediacy of their work! They make your concerns feel important as well as the person. We're more than just another client!! It's nice to feel cared about by your care team!!"

## Profitable between-visit care creates value for patients, providers, and practice



- **87% reimbursement** on claims
- **\$480k revenue** (annualized)
- **1,700+ patients** receiving proactive care — and growing

Not only has DENT seen improved labor efficiency, but the practice now earns **fair compensation for all the between visit care provided** by staff. DENT continues to grow the program organically.

“As we see more bandwidth on our triage team, we are starting to train additional employees for CCM,” said Ross. **“We have not had to make any external hires and are well within our budgeted expectations.”**

## What can Phamily do for your specialty practice?

Whether your practice is large or small, Phamily can help you deliver better patient care while being fairly compensated for all the between-visit work you already do.

Phamily enables large specialty practices like DENT to redeploy existing staff and scale profitable Chronic Care Management programs across thousands of patients.

But Phamily also empowers smaller practices. Whether you need help hiring a care manager or you want a fully turnkey solution, we’ve got you covered. Learn more today.

 [phamily.com](https://phamily.com)    [sales@phamily.com](mailto:sales@phamily.com)