



RENAL ASSOCIATES
of Baton Rouge, L.L.C.



Delivering Whole-Patient Kidney Care at Scale

A CASE STUDY



IMPACT AT A GLANCE

- **1,625** patients enrolled
- **\$765K** in annual CCM reimbursement
- **\$339K** in annual net profit (44% program margin)
- **3 full-time care managers** fully funded by CCM

PRACTICE OVERVIEW

Renal Associates of Baton Rouge is the largest nephrology practice in Louisiana, with 13 physicians and 8 nurse practitioners caring for patients across four offices, five hospitals, and 23 dialysis centers. They serve a wide range of communities, including rural, high-risk, and underserved populations, with a focus on prevention, education, and compassionate care.

A Better Way to Deliver Between-Visit Care

Renal Associates knew their patients needed more support outside of scheduled visits. People living with kidney disease face complex, high-risk conditions that can shift quickly. One missed medication, a week of poor hydration, or a delayed call can lead to hospitalization. The team needed a way to consistently stay connected and catch issues before they escalated.

Their first attempt at Chronic Care Management (CCM) relied on phone calls. Patients rarely answered, making meaningful connection nearly impossible. Logging minutes was tedious, and the effort delivered little in return. There was limited impact for patients and minimal reimbursement.

“It was hard to engage patients. Nobody answered their phone, and enrolling them was a struggle,” said Claire Rea, the clinic’s

manager. “We had low engagement rates and weren’t billing enough. It was awful.”

But Renal Associates wasn’t ready to give up. When they learned about Phamily, they knew they had found the right solution. It was a platform that let their team text patients in a natural, conversational way, while automatically tracking time in the background.

“I was sold the moment I saw Phamily’s platform could text and automatically keep time,” Claire shared. “That changed everything. Phamily has taken the struggle away and helps us do it all.”

With Phamily, Renal Associates finally had the tools to scale CCM in a way that worked. They were having real conversations and delivering the support their patients needed.



“If you want to make a real impact in your patients’ lives — **not just clinically, but holistically** — you need to do this. I believe in this program so much.”

CLAIRE REA, RN, BSN

Clinical Manager, *Renal Associates of Baton Rouge*

Beyond Check-Ins: Supporting the Whole Patient

Phamily helps healthcare organizations stay connected with patients in ways that matter. At Renal Associates, the team uses it to support the whole person, not just the diagnosis.

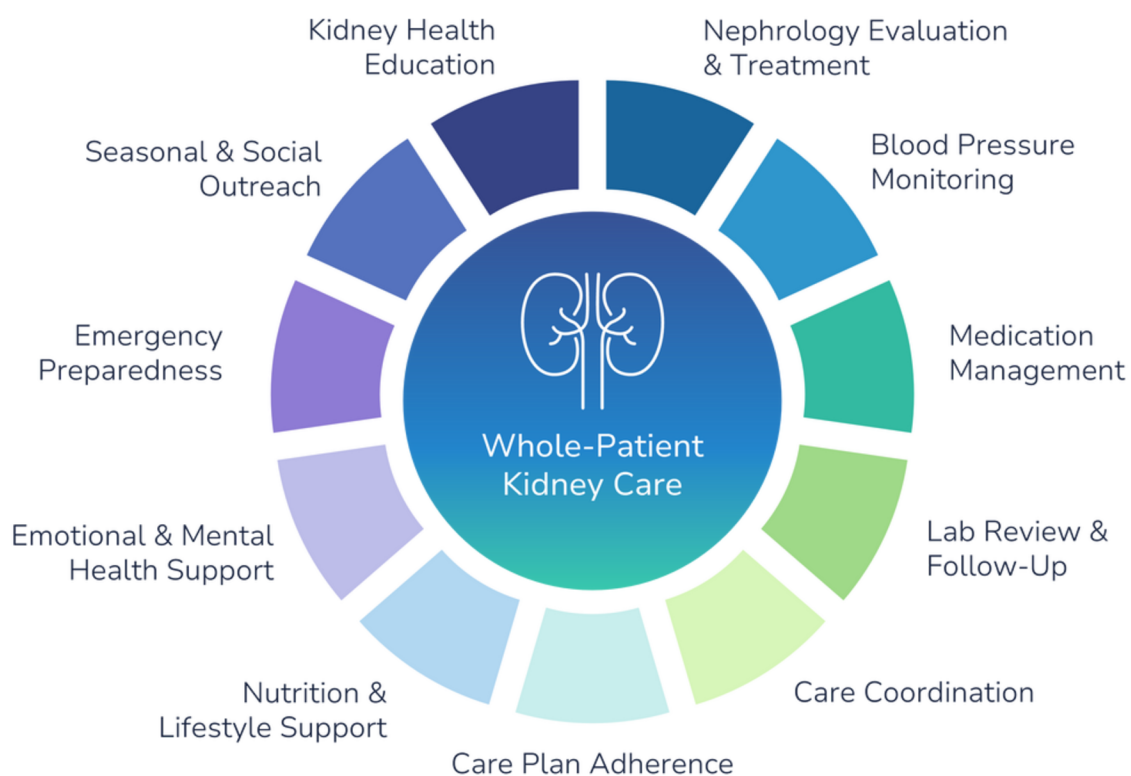
Patients log their blood pressure twice a month, and the team reviews every entry. They check in when something looks off and celebrate when it improves. The platform makes it easy to explain lab results in plain language, reinforce care plans, and offer guidance that fits into daily life.

Patients often face challenges that extend far beyond what their vitals or lab results reveal. The team at Renal Associates uses the platform for tailored outreach that goes beyond clinical care. They share hydration

reminders during heat waves, sunscreen tips ahead of summer holidays, and kidney-friendly recipes before Thanksgiving. When hurricanes approach, they make sure patients have medications on hand and know how to stay safe. They follow up after tough appointments and send encouraging messages when things are going well. These touchpoints help patients feel seen and supported.

“The program allows us to help more patients at a greater capacity, and still have them feel like they’re part of our practice,” Claire said. “We’re able to educate them, which is key. It empowers them to be more engaged in their own care.”

Over time, patients start to open up. They talk about symptoms, routines, and challenges at home. They ask questions and share progress. That level of trust takes consistency. Phamily gives the team the tools to stay connected, respond early, and support patients in ways that make a difference.



Support That Makes a Difference

Phamily helps care teams stay connected in ways that are timely and meaningful.

Renal Associates shared the story of a woman who had replied to their latest holiday message. She hadn't responded to the July 4th health tips, but instead wrote to say she had been terribly sick. The care team stepped in immediately, reviewed her labs, and provided real-time support. A simple check-in enabled this, because her care manager reached out at the right time.

Happy 4th of July! Remember to stay cool, stay hydrated, and enjoy a kidney friendly treat! Ensuring that you have a kidney friendly holiday, would you like some tips and recipes on how to achieve that?

I've actually been extremely ill. I was diagnosed with pneumonia in both lungs. I'm sending over my labs.

I'm so sorry to hear this. Are you taking any other medication? Low fluids can definitely affect kidney function. Try drinking during every commercial break — a few ounces at a time.

Awesome. Great advice. I'll do that. Bless you.

Staying Connected When it Matters

A few months into the program, one patient came into the office and asked to meet his care manager. He lived two hours away in a rural area, and the team had tailored his care plan to make it more accessible.

The messages he received had offered comfort and consistency during a difficult time in his life.

When he arrived, he gave her a hug and said "Thank you so much for your messages. I was

going through a tough time with my diagnosis and a divorce. This changed things for me."

This kind of story is a reminder of what high-quality care management looks like. Not just being there during appointments, but when it matters most. "Stories like that are why we do this," Claire said. "They show us the impact we can make. That connection really matters."

For rural patients especially, this kind of communication that Phamily enables makes great care possible.

Real Growth. Real Sustainability.

For Renal Associates, the goal has always been simple: deliver better care to the people who need it most. But what makes their CCM program so powerful is that it delivers more than great patient care: it creates a sustainable path for growth.

In just one year, the team at Renal Associates enrolled over 1,600 patients, generating more than \$765K in revenue and \$339K in profit. That profit doesn't just go to

the bottom line. It funds three full-time care managers and allows the team to scale high-touch, between-visit care without stretching existing staff.

"It's been a huge financial win for us. But even more than that, it's helped us expand what we're capable of delivering. This program truly is a win-win."

Too many practices provide between-visit care without the resources to do it well, and without getting paid for it. Phamily helps change that by giving patients the consistent, wraparound support they deserve, while generating the revenue needed to sustain it.

A Blueprint for Practices Everywhere

"Any clinic serious about making a difference in caring for their patients can't afford to go without Phamily!" says Claire.

Claire now serves on the National Kidney Foundation of Louisiana Board of Directors, where she plans to share what's working in Renal Associates' care management program, and the impact they've been able

to make on their patients' lives. Renal Associates sees Phamily not as a vendor, but as a true care partner, helping their team lead with compassion and deliver with consistency.

Renal Associates is also the only practice in Louisiana to receive the American Heart Association's Hypertension Practice Center Certification. Phamily was a key part of that application, recognized for its role in strengthening their care management strategy.



"This program changed what we can do, and what our patients can expect from us. Being able to help this many patients feeds our souls. It reminds us why we became nurses. **It's been a win for our patients, our providers, our staff, and our community.**"

CLAIRE REA, RN, BSN

Clinical Manager, Renal Associates of Baton Rouge



What can Connected Care do for your Nephrology practice?

Chronic Care Management (CCM) is an important tool for nephrologists to help slow the progression of chronic kidney disease (CKD).



Improved medication adherence. Some medications that prolong kidney function can cause side effects that deter patients. Care managers can help patients manage side effects and stay on track with treatment.



Reduced hospitalizations. Care managers build trusted relationships with patients, checking in on them frequently throughout the month. This enables early identification of symptoms, enabling treatment in an outpatient setting rather than the ED or hospital.



Optimal starts. When patients have optimal starts, they have fewer complications, better outcomes, and lower cost of care. But optimal starts mean preparing a patient not just with education, but with holistic support. Care managers can help patients navigate their health from the clinic to the home.



Support for CKCC patients. Practices participating in the CKCC value-based model need to influence patient behavior to drive cost and quality outcomes. Phamily can help (with Medicare reimbursement under Principal Care Management codes).

WHAT'S THE RIGHT SOLUTION FOR YOUR PRACTICE?



TURNKEY PROGRAM
4 Hours to Launch

Our highly-trained LPNs fit right into your practice workflows.



IN-HOUSE PROGRAM
Billable Events in 30 Days

Phamily enables 1 care manager to manage a panel of 500 patients.



Get in touch today for a free consultation — we can help you figure out how to launch a profitable Connected Care program at your practice.



phamily.com



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