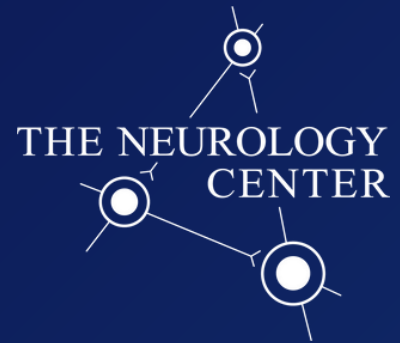


## CHRONIC CARE MANAGEMENT FOR NEUROLOGY

# The Neurology Center's "Easy" Path to Chronic Care Management

For over 50 years, the practice has delivered excellent care in Greater Washington D.C.



## LOCATION

7 sites in Washington, D.C. and Maryland

## PROVIDERS

19 physicians,  
5 neuropsychologists,  
4 advanced practice providers

## BETTER FOR PATIENTS, BETTER FOR PHYSICIANS

- The Neurology Center operates without any clinical support staff, but a turnkey solution enabled them to **quickly launch Phamily CCM for 650+ patients within the first 2.5 months - no hiring or training required.**
- Patients are more satisfied and receive enhanced care (including a **79% average monthly engagement rate**). And physicians have an extra income stream without additional work.
- After successfully starting with 3 physicians, The Neurology Center is now **expanding CCM across the practice.**

## ► A geographically diverse practice with **no clinical support staff**

“We are a bit different!” explains Wendy Van Fossen, CEO of The Neurology Center. “The first thing is our geographical diversity. Our offices may be 5 miles apart, but it can take 45 minutes to an hour driving. **This makes it difficult for us to roll out services that other groups can do well. Some services are hard to scale and make profitable across 7 locations in a big radius where patients don’t want to travel to one of our other sites.**”

**The Neurology Center also operates without any clinical support staff.** “We have no MAs, LPNs, or RNs,” says Van Fossen. “The majority of our physicians have a combined exam room, and the doctors do the work clinical support staff would typically do as part of their exam.” (The practice has experimented with adding clinical staff but saw no time savings nor any other meaningful benefits for the physicians.)

## ► Growing interest in Chronic Care Management (CCM) for neurology

Van Fossen had been considering Chronic Care Management (CCM) for a while, and had assumed most primary care providers would roll it out. Like many neurology practices, The Neurology Center depends on their network of referring primary care providers and would not want to step on their toes.

After hearing about successful CCM programs at other neurology practices, The Neurology Center began to reconsider.



**“We’re doing this work anyway. We should get paid for it.”**

WENDY VAN FOSSEN

Chief Executive Officer, *The Neurology Center*

## ► A turnkey solution made CCM possible

But without clinical support staff or a platform for time tracking, The Neurology Center knew it would be challenging to implement CCM.

“We would have to hire and train clinical staff for CCM, which would require a substantial cash outlay and physician time” says Van Fossen. She was exploring a shared staffing

model, but then she heard about Phamily’s turnkey solution from the NeuroNet GPO. LPNs from Sweeten Health use the Phamily platform to deliver consistent, proactive care management to neurology patients.

“This model with the incorporation of LPNs was not a hard sell,” she continued. **The physicians appreciated that LPNs could build relationships with patients and field questions within their scope of licensure.** They were reassured that the LPNs would escalate any medical decisions to the appropriate provider.

The financial model also helped the practice take a chance on CCM. **“The financial model was reasonable,”** said Van Fossen. **“No risk, and if we don’t like it, we stop doing it. No harm, no foul.”** A billing model based on billable events also made it easier to convince providers to move forward.

“I like the periodic contact available to chat or ask for help or just to connect with someone who knows my situation. I for one find myself withdrawing socially from others .”

**A Patient of The Neurology Center**  
Patient Satisfaction Survey  
January 2025

## ► Easy implementation and strong patient demand

The Neurology Center initially rolled out the program to three providers. Their target goal was to enroll 200 patients, but **after just 2.5 months they were able to enroll 650 patients** in their Connected Care program. They saw strong demand from patients and caregivers for proactive, supportive care management, with large numbers of patients enrolling immediately upon outreach.

“CCM with Phamily and Sweeten Health was **one of the easiest things I’ve implemented in my very long career.**”

WENDY VAN FOSSEN

Chief Executive Officer, *The Neurology Center*

The Sweeten Health team explained the program to the office managers, reviewed care plans and protocols with providers, and educated the front office staff. Team members with questions about compliance were reassured by the detailed documentation in the Phamily platform. “It’s hard to dispute documentation when you have all the timestamps,” says Van Fossen.

## ► Tight communication between CCM nurses and practice

“It’s still fairly new, but we communicate with the Sweeten Health team every day,” says Van Fossen. “We’re working on maintaining patient satisfaction and routing administrative tasks away from the providers. **It’s been working out really well, and has alleviated a lot of the work our administrative staff has been doing here in the office.**”

That constant communication enabled the LPNs to collaborate with the practice on the right workflows to handle unexpected patient needs. The Neurology Center did have a handful of patients who complained that they were being contacted too often, but the Sweeten Health team was able to quickly adjust the communication frequency.

And as the practice becomes more familiar with the capabilities of the Sweeten Health LPNs, they are able to collaborate more closely on initiatives. The Neurology Center is now working with the LPNs to help close clinical orders and follow up to make sure, for example, that patients have scheduled MRIs that were ordered.

## ► Bottom Line: a profitable program and **satisfied providers**

The Neurology Center has not yet implemented Phamily's billing integration with their EHR, and cautions that there are some inherent administrative costs in manually posting the charges. However, they are very pleased with the program.

"If our CCM program was generating less revenue but still meeting the needs of our patients, we would stay in the program," says Van Fossen. **"We are helping patients,**

**increasing their satisfaction, taking work off our physicians, and creating an extra income source."**

Early on, the practice was concerned about opening the floodgates and creating a lot of new inbound inquiries for providers - but this has not been the case. **"All the providers said they have no increase in workload and patients love it,"** says Van Fossen.

"10/10 — I love your care management service!!! [My care manager] is fabulous— she's kind, knowledgeable, and quick to respond when I need a response."

"10/10. Regular checking in helps me to stay goal oriented."

"10/10 it's great to be able to have a contact that responds to my needs."

*The Neurology Center Patient Quotes  
January 2025 Patient Satisfaction Survey*

### ADVICE FROM THE PRACTICE

- 1 CCM can and should be a priority for your neurology practice.** Consider a turnkey approach. Your practice can quickly launch a profitable program that benefits your patients - without adding a lot of work.
- 2 Start small until you get the hang of it.** Building an in-house program would have been too large of a lift for a practice without clinical support staff. A turnkey solution enabled 3 physicians from The Neurology Center to easily get started without hiring and training staff.
- 3 Show patient stories to providers.** Physicians may be a little cynical, thinking CCM returns are "too good to be true". Regularly sharing care management patient stories helps physicians understand the clinical value. Educate physicians about the reason Medicare launched CCM: better management of chronic conditions reduces hospitalizations and drives down total cost of care.

# What can Connected Care do for your Neurology practice?

Chronic Care Management (CCM) is an important tool for neurologists to provide between-visit support for patients and their caregivers.

- **Improve compliance with complex medication regimens.** Neurology patients may struggle with cognitive impairment, making it harder to stay on track with complicated instructions. Support from care managers can help keep them compliant.
- **Monitor side effects.** Anti-amyloid therapies get a lot of attention due to potential side effects like ARIA. But many other drugs may have side effects that require monitoring. Care managers can stay connected to the patient for early insight into any concerning side effects.
- **Close the loop.** Patients and their caregivers often have to navigate a maze of appointments, tests, and labs. Care managers can help patients coordinate and follow through on tests.

- **Reduce triage calls.** Many practices are overwhelmed with calls to triage nurses. Care managers can help field inbound questions, answer questions within their scope of license, and escalate as needed according to practice protocols and workflows.

Phamily enables neurology practices to deliver exceptional between-visit care to thousands of patients, while earning fair compensation for that work.

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.

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