CASE STUDY

How Silver Cross Turned Care Management into a $5.4M Profit Center

A six-year partnership shows how the right operating model can transform care management from a cost center into a scalable engine for growth.

PHASE 1

2020-2025: Silver Cross staff run a **profitable 3,000-patient program** on the Phamily platform

In 2020, Silver Cross Hospital, a mid-sized health system in New Lenox, Illinois, set out to build a proactive care management program that could reach patients across its entire network, not just the highest-acuity 5%.

Supported by the AI-enabled Phamily platform, Silver Cross built one of the region's most ambitious care management programs over five years, enrolling approximately Medicare 3,000 patients. The platform enabled **proactive, weekly patient outreach** (monitoring symptoms, medication adherence, and social determinants of health) while integrating directly into Silver Cross's EHR and clinical workflows, and it was **finanicially self-sustaining.**

By any measure, Silver Cross had built a successful program, but they wanted to scale it across their whole population.

PHASE 2

2025-2026: Strategic shift to Phamily's services enables program to grow to **20,000+ patients in 6 months**

In late 2025, Silver Cross made a pivotal decision: move from Phamily's technology platform to its full-service care delivery model. Phamily **hired existing Silver Cross care management staff** and **deployed its own clinical team** of RNs, LPNs, and LMSWs as a **white-labeled extension of Silver Cross.**

The results were immediate. With Phamily managing clinical delivery and enrollment operations the program's growth trajectory changed dramatically. Freed from the operational burden of staffing, training, and managing care management workflows internally, Silver Cross could focus on what it does best: high-complexity clinical care.

The program now contributes $5.4 million annually in net operating income – and is still growing.

Platform model (Years 1–5):

~3,000 patients

Full-service model (6 months):

20,000+ patients

A major shift in just 6 months

$5.4M annual net profit

20x increase in program profitability in 6 months

20,000+ patients consented

13% readmission rate reduction

Silver Cross's program now spans its full patient population: Medicare, Medicare Advantage, Blue Cross Blue Shield, Aetna, and other commercial payers. Phamily's proactive outreach model delivers concierge-style care management via text and phone, keeping patients connected to their care team and in-network. Clinical escalations flow directly through the EHR, preserving provider time for high-complexity care.

The financial model is self-sustaining: Medicare APCM reimbursements and payer-specific value-based arrangements fund the program from day one. Silver Cross achieved positive cash flow within 90 days of launching the full-service model.

> "We're extending proactive care management to our entire population — and the program pays for itself."

Michael Sisti

Administrative Director of Managed Care, *Silver Cross Hospital*

What's next?

Silver Cross is now moving into Phase 2 of its care transformation roadmap: leveraging 90%+ patient engagement to drive targeted clinical interventions: closing care gaps, increasing Annual Wellness Visits, and reducing avoidable utilization. The long-term vision is enterprise-wide Total Cost of Care management, maximizing shared savings and outcome-aligned payments across Silver Cross's network, including affiliated groups.

INTERESTED IN LEARNING MORE?

We'd welcome the chance to show you how this model could work for your organization.

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