

## CASE STUDY



## ACCfamily, Inc.

For ACCfamily, a home care organization in the Washington, D.C. area, expanding its offices also meant expanding its billing and payroll management needs. As the organization grew, Casey Lindsay, Director of Administration, found his role shifting. And that meant he needed access to different kinds of information to analyze in different ways.

“As we expanded, our revenue streams became more diverse and complex,” said Lindsay. “That meant we saw more dips and spikes in gross revenue, which showed the need to analyze data to see where net revenue was getting squeezed.

I had been using a dashboard in the previous system to pull numbers and build reports, but it was a time-consuming, manual process.” In fact, he said, he had hired an assistant to update dashboards, which required digging through client information to pull numbers and create reports with the data and history he needed. “I kept thinking it would be really nice if I had a system that could pull that information for me, and then I could see it from a broad perspective and dig into it.”

When MatrixCare released its MyAnalytics solution, Lindsay got his wish.



## Challenges

- Understanding all the complexities related to their revenue streams required in-depth data analysis.
- Supporting custom-built reports to provide necessary insights.
- Accessing high-quality data to share with referral partners.



## Solution

MatrixCare MyAnalytics



## Results

- Using the BI toolset and MatrixCare's analytics data model allowed for robust self-service reports.
- Personalizing dashboards provided useful content for each user.
- Accessing near-real-time data offered concise, easy-to-understand dashboards.
- Comparing reports led to cost savings.\*

With near, real-time data updates, customizable reports and dashboards, and access to data on a mobile app, MyAnalytics makes it easy to monitor key business areas and make informed business decisions.

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*"Now I can see the seasonal ups and downs of gross revenue, and I can see numbers on both a micro and a macro scale," he said. "All the data is transparent and there's no room for manipulation."*

**Casey Lindsay**, Director of Administration

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Lindsay has also been impressed with the payroll functions within MyAnalytics. "Payroll allows us to categorize information based on the types of services we're billing out, and also on what we're paying staff to provide those services. It shows the gross profit margin and breaks down billing by invoice date and service date. This lets us see which months were our biggest for invoicing versus the actual service date," he said.

*\*Based on client's own data and sources. Results may vary based upon particular circumstances.*



What's more, being able to quickly and accurately view overtime reports has led to significant cost savings. "For example," Lindsay said, "we can break down overtime by employee and compare that with revenue and net profit data. We might see that net profit went down even though we had a spike in revenue. Why is that? I can say, well, let's look at overtime. These caregivers are working more hours, so we may need to reduce the amount of overtime so it doesn't impact our margins as significantly."

And this kind of analysis isn't only important to his organization's bottom line. "It can also be a risk for our caregivers or clients—the caregiver may not be as attentive if she's working too many hours. That's been one of the most critical reports—it breaks overtime down to a granular level."

#### **The importance—and power—of data**

Lindsay believes the health care industry's focus on data will only intensify in the coming years. Health networks and payers, including government agencies, will want providers to have data that demonstrates the value they provide, such as shorter hospital stays or reductions in readmissions.

He sees MyAnalytics as a tool to level the playing field by providing data in a clear, presentable way to potential partners. "Everyone thinks the big providers are better because they have access to data. That's not always the case.

MyAnalytics allows smaller players to get a foot in the door with some major health networks because they are able to say, 'Look, here's our data set and this is what we can do to reduce your types of readmissions' and so forth. It allows us to have clear and concise access to data within our organization because everything's going into MatrixCare. Sometimes it's hard for organizations to pull that information out and show it to other organizations. That's why I'm so excited about this."

#### **Company profile:**

ACCfamily was founded in 1994 to allow people in the Washington D.C. area to stay in their homes as long as they want to. The company's goal is to love and serve its clients and their family members and to make sure clients receive the best care possible in their own home. ACCfamily offers services in Washington, D.C., northern Virginia (Arlington, Alexandria, Fairfax, City of Fairfax, McLean, Great Falls, Woodbridge and Manassas) and Maryland counties and cities (Prince George's and Montgomery).



Call 866.469.3766 to learn more, or visit [matrixcare.com](http://matrixcare.com)

*MatrixCare provides software solutions in out-of-hospital care settings. As the multiyear winner of the Best in KLAS award for Long-Term Care Software and Home Health and Hospice EMR, MatrixCare is trusted by thousands of facility-based and home-based care organizations to improve provider efficiencies and promote a better quality of life for the people they serve. As an industry leader in interoperability, MatrixCare helps providers connect and collaborate across the care continuum to optimize outcomes and successfully manage risk in out-of-hospital care delivery. MatrixCare is a wholly owned subsidiary of ResMed (NYSE: RMD, ASX: RMD). To learn more, visit [www.matrixcare.com](http://www.matrixcare.com) and follow @MatrixCare on Twitter.*