

CASE STUDY 03 · HEALTHCARE · ADMISSIONS · COMPLIANCE

Dual-track operations rebuilt, *census grown by 15%.*

A 273-bed faith-based skilled nursing and rehabilitation facility needed operational leadership across four service lines — short-term rehab, long-term care, memory care, and hospice — while simultaneously growing referral volume and maintaining clean regulatory compliance.

THE KEY ISSUE

THE PROBLEM

Admissions and marketing operated as separate, uncoordinated functions. Referral partnerships were underdeveloped, intake processes lacked compliance tracking, and multi-departmental sign-offs had no system behind them. Clinical, therapy, and administrative teams were misaligned, creating delays and compliance risk during patient intake.

THE ORGANIZATION NEEDED

- Unified admissions and marketing operations across four service lines
- A referral partnership development and account management system
- Compliance tracking embedded in the intake process
- Multi-departmental sign-off coordination framework
- Patient-facing and referral-partner materials for complex service lines

OUR SOLUTIONS

WHAT WAS BUILT

- Project tracking system for compliance timelines and clinical approvals
- Multi-departmental sign-off coordination framework
- Referral partnership development and account management system
- Patient-facing and referral-partner materials for all four service lines
- Dual-track admissions and marketing operations infrastructure
- Cross-functional intake-to-admission compliance workflow

HOW IT WAS IMPLEMENTED

The engagement began by mapping the full admissions lifecycle across all four service lines and identifying breakdown points between clinical and administrative handoffs. A compliance tracking framework was embedded directly into the intake workflow, with sign-off checkpoints at each decision gate. Referral partner outreach was systematized with account management infrastructure, enabling consistent follow-through across hospital, physician, and community referral sources.

VALUE ADDED — OUTCOMES DELIVERED

15%

Census Growth

Across all four service lines through dual-track operations.

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Service Lines Unified

Short-term rehab, LTC, memory care, and hospice — one system.

100%

Compliance Tracking Embedded

Intake-to-admission compliance checks at every decision gate.

Siloed Admissions & Marketing



15% Census Growth