

# MedChi

*The Maryland State Medical Society*

**and**

The logo for Caring One features a stylized heart shape composed of two overlapping curved lines, one in blue and one in red. To the right of this graphic, the words "Caring One" are written in a blue, sans-serif font.

**Caring One**

**Provider of global healthcare contact  
and staffing solutions**

## **A Message to MedChi Members**

MedChi is pleased to announce the membership of a local medical call center service. Caring One LLC looks forward to helping MedChi members with call center services and more. I hope you find this description of Caring One services to be helpful. As you may know Caring One has priced its services to reflect the fifteen percent (15%) discount to its fellow MedChi members.

**Gene Ransom**

Executive Director

# Caring One LLC

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## SUMMARY

Caring One provides various services to healthcare organizations located in the United States. In February 2012, Caring One commenced operations with a call center located in the Subic Bay Metropolitan Authority industrial park in Olongapo, The Philippines. The center is approximately four hours north of Manila by automobile. In June 2015, Caring One began providing services using registered nurses in Puerto Rico. The bi-lingual ability of Puerto Rican nurses (Spanish and English) is important when serving Hispanic patients residing in the U.S. Caring One also uses registered nurses resident in the U.S. to provide services. They are usually employed full-time with a hospital and Caring One assigns these nurses to U.S. clients on a part-time basis.

Below are some examples of services provided by Caring One:

- Information-gathering services to a Medicaid contractor to determine the risk level of pregnant women who are being provided pre- and post-natal care.
- Well-baby services to encourage Medicaid mothers to participate in various programs designed to benefit the newborn.
- Customer Service Representatives handling inbound and outbound call center functions for small to mid-size physician groups.
- Customer Service Representatives who are trained to answer questions about health insurance plans (mostly inbound calls).
- Post-discharge follow-up to increase patient satisfaction after surgery or hospital stay (outbound calls).
- Patient outreach to schedule appointments for a Physician Group (both

inbound and outbound calls).

- Chart review and pre-appointment file preparation services to assist physicians.
- Back-office services supporting data entry, insurance verification calls, patient intake questions, medicine refill needs and appointment confirmation.
- Utilization Review and Management Services performing Admission Reviews, Concurrent or Continued Stay Reviews as well as Denied Claims services.

In the U.S. the Company is managed by Thomas L. Hudson, Esq. who serves as Chief Executive Officer and General Counsel; Kyle D. Richardson, President and Chief Operating Officer; and Connor Ferguson, Vice President for Business Development. Mr. Ferguson is also the Managing Director of Premier Medical Management, LLC, which owns and operates a number of medical services businesses that utilize Caring One services.

Caring One also has several healthcare consultants in the U.S. who are RNs with extensive experience. In Subic Bay the center is managed by Danny Piano and Barbie Bagtas, RN.

## **GENERAL BUSINESS DESCRIPTION**

### **MISSION STATEMENT**

Caring One will provide competent back-office services and high-quality healthcare services at lower than U.S. costs.

### **CARING ONE PERSONNEL**

The personnel are both nurses and non-nurses. In the Philippines, there is a mix of talents within the staff. The nurses on staff are licensed as registered nurses *only* in the Philippines. Accordingly, Caring One provides non-clinical services from its Subic Bay location. In Puerto Rico, both clinical and non-clinical services can be provided if the Caring One nurses have a U.S. license. In the U.S., using U.S. nurses, both clinical and non-clinical services are provided.

### **OPERATIONAL DETAILS**

The following are some examples of the way that services are provided. There is usually specific input from the client, designed to achieve the client's goals. For each example an approximate cost is given. Caring One bills monthly in arrears.

**NOTE:** *The Approximate Monthly Cost for each client example below is NET of the 15% discount afforded to MedChi members.*

Client: **A State Medicaid Contractor**

Patient Type: New Mothers

Operations: A Caring One nurse calls the mother of the newborn to arrange an appointment. The goal of the HEDIS Measure: Well-Child Visits in the First 15 Months of Life require children to have six (6) or more well-child visits by the age of 15 months. To help the client meet this measure, a Caring One nurse assists in the outreach by calling the child's parents/guardians and primary care providers

(PCP) to ensure compliance.

Caring One’s outbound campaign is specifically aimed at members whose children are turning 2, 4, 6, and 12 months. The outreach attempts are made seven (7) days before and (14) days after the target date. These calls are made for the following purposes: to schedule an appointment for the well-child visit; to give an appointment reminder; and to verify if the appointment is kept. These outreach compliance efforts impact not only the percentage of actual well-child visits, but also the childhood immunization rate is improved.

In addition to the well-child visits, a Caring One nurse also follows up on the completion of lead screening by the age of 12 months. This helps meet the VBP Measure: Lead Screening in children aged 12 to 23 months, which aims to increase the level of early detection of lead exposure for children enrolled in Medicaid.

Approximate Monthly Cost: \$3,400.00 USD per Filipino FTE nurse, which is 50% less than average monthly cost for a U.S. nurse.\*

\* \* \*

Client: **Employer Health Plan**

Patient Type: Employees

Operations: Caring One provides Customer Service Representatives (CSRs) who are trained to answer questions about health plan coverage and benefits.

Approximate Monthly Cost: \$2,100.00 USD per Filipino non-nurse FTE, which 30% less than average monthly cost for a non-nurse medical assistant in the U.S.\*

\* \* \*

**Client: Large Metropolitan Hospital – Orthopaedic Surgeon Group**

**Patient Type: Laminectomy Patients**

**Operations:** This client wanted a post-discharge program. One week prior to discharge the patient is contacted by Caring One. The post-discharge program is explained. The surgery occurs and the patient is discharged. During the first week after discharge the patient is called by the Caring One nurse on a Monday, Wednesday and Friday. The purpose of the call is to find out if the patient is experiencing any complications or having any problems such as pain in the surgical wound area. Compliance with the patient’s discharge Instructions, including medication adherence, is emphasized. Any problems are reported to the surgeon and the patient’s treatment team for immediate follow-up.

An important goal of this post-discharge program was to improve the Patient Satisfaction Scores of both the Surgical Group and the individual surgeons by reducing post-discharge complications and emergency readmissions.

**Approximate Monthly Cost: \$3,400.00 USD per Filipino FTE nurse, which is 50% less than average monthly cost for a U.S. nurse.\***

\* \* \*

**Client: Physician Group**

**Patient Type: Patients of Physician Group Practice**

**Operations:** Contact patients who are patients of physicians in a group practice and scheduling of appointments. The physician group provides primary care and urgent care services. The role of the Caring One nurse is to handle and manage the physician group’s scheduling needs. When patients call in, the nurse helps

them schedule the following appointments: routine follow up, acute/sick visit, pre-operative evaluation, sports physical, and new patient visit. The nurse can also cancel or confirm appointments.

The goal is to schedule the appropriate type of appointment depending on the patient's needs to reduce the number of "no shows."

The service benefits the patients as this allows them to schedule their appointments at their own convenience. This also helps the physician group as it decreases the workload of local staff.

Approximate Monthly Cost: \$3,400.00 USD for Filipino FTE nurse, which is 50% less than average USD monthly cost for a nurse.\*

\* \* \*

Client: **Health Plan**

Patient Type: Employee of Employer Group

Operations: Provide a bi-lingual nurse to act as a Health Coach for employees. Specific applications include dietary advice, weight loss, smoking cessation, and healthy lifestyle changes.

Approximate Monthly Cost: \$3,750.00 USD for Puerto Rican FTE nurse, which is 30% less than average USD monthly cost for a nurse.\*

\* \* \*

Client: **Physician Group**

Patient Type: Chart Prep for Physician Group Practice

Operations: Chart Prep is used to gather patient health information prior to an appointment to help both the medical assistant and the physician save time and provide quality care.

Purpose: Collecting data ahead of time helps manage acute and chronic conditions more efficiently by helping to close gaps in care, ensuring that patient's treatment is the best possible.

Workflow: The Chart Prep Nurse retrieves a patient chart for review a few days prior to the patient's appointment. The nurse may then print out a billing slip to check which procedures, laboratory and imaging tests, and treatment the patient is slated to receive. In addition, the nurse checks if the patient takes controlled medications and any need to renew their contract, and whether they are due for mental health re-assessment. After manually filling out the slip, the nurse then faxes or emails the slip to the doctor's office.

Approximate Cost: \$3,400.00 USD for a Filipino FTE nurse, which is 50% less cost than the U.S. cost for a nurse.\*

\* See *Payscale Market Report*, December 2, 2019; also see *Becker Hospital Review* at [www.beckerhospitalreview.com/compensation](http://www.beckerhospitalreview.com/compensation).

**REFERENCES:**

**Upon request, Caring One will arrange for you to contact any of the following medical professionals whose organization has worked with Caring One.**

Steve Schaefer, Cool Tech

Mark Puente, Alterwood Health

Rebecca Altman, LifeBridge Health

Dr. Stephen Ludwig, University of Maryland Orthopaedic Group

Eve Rheinschmidt, Healthcare Interactive