



CASE STUDY

Generating \$1 Million in Revenue in One Year:

How a single partnership with Tendo Care Connect transformed a health system

Through Tendo Care Connect, the health system partnered with a major employer to offer bundled pricing for key diagnostics like MRIs and colonoscopies. This direct collaboration ensured predictable costs for the employer and a steady patient stream for the health system, driving significant revenue growth.

THE OPPORTUNITY

THE HEALTH SYSTEM

A rural health system faced unpredictable revenue from diagnostic procedures, while competing with independent freestanding imaging centers (FSIs) & ambulatory surgery centers (ASCs).

The health system needed a solution to:

- Remain competitive and increase patient volume
- Streamline care delivery processes
- Reduce cost variability

THE EMPLOYER PARTNER

Nucor, a national steel producer with a self-insured workforce, sought to manage rising outpatient care costs. Employees in rural areas faced inconsistent pricing and limited access to necessary diagnostics.

The employer needed a solution to:

- Manage rising outpatient care expenses
- Address inconsistent pricing in rural areas
- Improve access to critical diagnostics

HOW CARE CONNECT HELPED

EMPLOYER-DRIVEN STEERAGE

By integrating bundles into Nucor's health plan, the health system was able to:

- **Steer patients** away from FSIs and ASCs, keeping diagnostic procedures in-house
- **Capture procedures** that would have otherwise gone to competitors
- **Attract patients** willing to travel for transparent pricing and streamlined experience

OPERATIONALIZING & SCALING

Tendo Care Connect enabled the health system to:

- **Create and implement a process** for simplifying and scaling employer partnerships
- **Replicate the process** with other employers, driving more efficient steerage and increasing patient volume
- **Secure steady revenue stream** by expanding employer partnerships

KEY RESULTS

Regular referrals allowed the hospital to improve revenue predictability while increasing operational efficiency by lowering administrative overhead, resulting in:

SIGNIFICANT REVENUE GROWTH

\$1 million

generated over 12 months for diagnostic procedures

SUSTAINED PATIENT RETENTION

30-40%

potential return rate for Care Connect patients*

*Historical data shows that Care Connect patients return to the same facility for future services, even without Care Connect involvement.

The Benefits

1

Create Steady Volume

By **incorporating bundled services into employer health plans**, hospitals can capture patients earlier in the care process, steering them away from FSIs and ASCs. This proactive approach ensures a steady volume of diagnostic procedures while reducing competition.

2

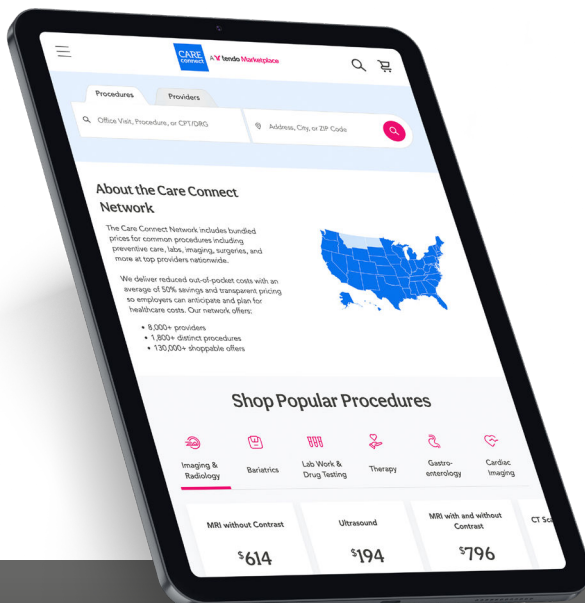
Establish Competitive Advantage

These partnerships enable health systems to out compete both other local hospitals in the market and FSIs/ASCs, particularly in preventative and diagnostic services like colonoscopies and MRIs. Employers like Nucor may even **steer employees living outside the local market to the partner hospital** due to the value of the relationship.

3

Increase Revenue Growth

The streamlined, scalable process can be replicated with other employers, leading to continued revenue growth. By leveraging Tendo Care Connect, health systems can **operationalize patient steerage, boost revenue, and secure a lasting competitive advantage** for long-term success.



Join the growing network of health systems benefiting from bundled pricing and enhanced patient steerage.

If these results can be achieved by one rural health system in only 12 months, consider the potential when scaled across your network. Discover how your health system can achieve similar or greater success with Tendo Care Connect today.



See how to simplify your employer strategy at tendo.com/care-connect

For more information contact info@tendo.com