



CASE STUDY

Driving Revenue Growth in Rural Indiana

This case study highlights how even a rural hospital can unlock significant financial and operational benefits by embracing bundled pricing through Tendo Care Connect.

CUSTOMER AT-A-GLANCE

- Rural Indiana Hospital
- Saw results over 12 months
- Goal to drive volume in sparsely populated region

SUCCESS SUMMARY

The hospital drove measurable volume and revenue, even in a sparsely populated region. By leveraging existing **relationships with employers and care navigators**, the hospital generated nearly \$1 million in revenue over just 12 months, demonstrating that advanced, value-based care models are not limited to large urban systems.

The success of this initiative demonstrates a scalable and repeatable model for other health systems in similarly undeserved or lower-density regions. It demonstrates that with the right tools and partnerships in place, hospitals can expand their reach, streamline access to care, and compete effectively, regardless of their geographical location.

Care Connect Solutions Leveraged:

- Created custom bundled care packages available to employer networks
- Streamlined access through the Care Connect platform
- Focused on high-value specialties that yield financial returns

Top Revenue-Generating Procedures on Care Connect

SPECIALTY PURCHASES

Orthopedic Surgery **58**

General Surgery **73**

Gastroenterology **59**

The Results

\$980K+

from bundled procedure and surgery sales **over 12 month timeframe**

3 total

employer and navigator groups that actively **shopped via Care Connect**

Note: Revenue figure excludes potential growth from new employer acquisition facilitated by Care Connect.



See How You Could Replicate This Success

VISIT [TENDO.COM/CARE CONNECT](https://tendo.com/care-connect)

Contact us at info@tendo.com to learn how Tendo Care Connect can help your organization unlock new revenue opportunities through bundled care.