

CARE HEROES INCENTIVE PROGRAM
DRIVES PATIENT CARE IMPROVEMENTS FOR VITALCARING GROUP
*Partnership marks the first Care Heroes deployment at a Medicare-covered
home health services company*

WEST PALM BEACH, Fla. – A partnership between a first-of-its kind home health incentive program and a multi-state home health provider has spurred meaningful improvements in key patient care benchmarks while strengthening efficiency and employee satisfaction.

Since partnering with Care Heroes™ in 2022, [VitalCaring Group](#) has seen improved documentation time, quality benchmarks and productivity measures. The response has been so positive that VitalCaring has already expanded the program to include other additional incentives for 2023.

The Care Heroes platform allows home care employees to earn rewards, called Care Coins™, for meeting specific benchmarks defined by the provider. Care Coins can then be used to acquire gift cards for gas, groceries, entertainment, and more. The partnership with VitalCaring marks the first time Care Heroes has been deployed in a Medicare-covered skilled home health services company.

The VitalCaring Group is a Texas-based home health services company representing more than 70 locations across five Southern states. CEO April Anthony says the company's dedication to innovation and high performance is one reason why VitalCaring is fast becoming the provider of choice for patients, and the employer of choice for caregivers.

“Care Heroes is a nice complement to our broader employee engagement program. Our clinicians and caregivers earn Care Coins by completing their documentation in the patient's home, synchronizing their completed visits the same day and achieving their individual weekly productivity goals. It's a great way to reward our employees for the behaviors we know will make their jobs easier and their work experience more satisfying,” Anthony notes. “It's a win for us, our employees and our patients.”

“Patients are the ultimate Care Heroes beneficiaries, because we support and encourage care teams to deliver the best possible home care,” adds Care Heroes CEO Chiara Bell. “And, by working with industry-leading partners such as VitalCaring, Care Heroes will help enable improved patient outcomes while recognizing home health care teams for a job well done.”

About Care Heroes

Care Heroes delivers an innovative software solution that better connects all key stakeholders in a patient's care with a particular emphasis on acknowledging and incentivizing home-based caregivers who often have the most accurate, day-to-day information and influence on a patient's condition. Leading healthcare providers and health plans use Care Heroes to empower their care management teams to more proactively monitor and address the needs of patients who need assistance, which ultimately helps eliminate gaps in care, reduce costly complications, and improve care team member satisfaction.

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About VitalCaring

VitalCaring delivers compassionate, high quality home-based healthcare to patients in the comfort of their own home. By bringing together like-minded people who are called to care and supported by a positive organizational culture, our care teams are best positioned to deliver an exceptional patient experience at every encounter. VitalCaring is a national leader in the home health care and hospice industry. We're serving patients throughout the Southern United States, including Texas, Oklahoma, Louisiana, Mississippi, Alabama and Florida. From our base in the Southeast, we're expanding to serve even more communities nationwide.

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