aidin

Clarity that moves care forward

A CASE STUDY FOR POST-ACUTE CARE PROVIDERS

How Palm Garden Uses Referral Intelligence to Build the Clinical Programs Its Markets Need

Enabling the organization to significantly reduce the number of declined referrals each year.

Palm Garden uses Aidin's referral, conversion, and decline data to identify where demand exists, understand where referrals are being lost, and decide which clinical capabilities to build — growing census and differentiating by market.



THE CHALLENGE

No consolidated view of demand or loss

Palm Garden lacked a consolidated view of referral demand, conversion, competitive losses, and decline reasons —making it difficult to size market opportunity, improve performance, or determine which clinical capabilities to build.

"Not that we were in the dark, but we had a hard time really consolidating that data and then being able t o push that out in a very consumable way where you can make business decisions," said David Hardwick, Vice President of Transitional Services.

THE SOLUTION

Three ways Palm Garden puts Aidin data to work

01

Identify market opportunity

Hospital and health system referral volume shows where demand exists, not only the share Palm Garden already receives.

02

Improve conversion and intake performance

Referral outcomes, competitive losses, and two response timestamps show where intake performance can be coached.

03

Build clinical capabilities around unmet demand

Decline patterns that repeat across a hospital system name the programs a market keeps asking for.

Building around unmet demand is the decision that carries the most weight. A decline reason that repeats across a hospital system is a demand signal — evidence of care a market keeps asking for and Palm Garden keeps turning away. Aidin's reporting turns that pattern into something a leadership team can price, staff, and build against, whether the answer is a cardiac program, dialysis capability, or an oncology partnership.

> My focus since I've been here was how do I go into every market and not be a 'me too?' Everybody's got a dining program, everybody's got therapy, everybody's got social services. But what can we do to separate ourselves? And that's aligning ourselves with the right physicians to create cardiac programs or dialysis or cancer related issues, and understand what that looks like by market.
>
> **David Hardwick**
> Vice President of Transitional Services, Palm Garden

The same data reframes the hospital relationship. A conversation that opens with referral volume, decline patterns, and a specific clinical gap Palm Garden intends to close gives a case management director a reason to keep listening.

BUSINESS IMPACT

"This investment has paid for itself."

David Hardwick, Vice President of Transitional Services, Palm Garden

Decline reasons broken out by category gave Palm Garden something to act on. Safety concerns, non-compliance with facility policy, and mental health concerns each became a question centers could answer.

"When you start doing some due diligence with your centers and start asking questions around them, it's amazing how some of those buckets start to become a little bit less in the denial arena," Hardwick said. Against close to 8,000 admissions a year, his framing is simple: recover 100 referrals that would otherwise have been declined, roughly half of them Medicare. **"You just do the math. It's significant."**

Understanding your Aidin score, badges and performance with our analytics can lead to:

AIDIN BENCHMARK DATA

Up to 72%	Higher	Up to 91%	Up to 32%
fewer missed referrals	provider rankings from more consistent responses	win rates among top-ranked providers	more patient selections

Averages across Aidin's post-acute customer network. Individual results vary by market, facility, and referral mix.

> Aidin has done a nice job of balancing the two — understanding what the post-acute provider needs and how the reporting function would work and what would help them grow. You don't get that in the other platforms to the degree that you have done that.
>
> **David Hardwick**
> Vice President of Transitional Services, Palm Garden

See what your referral data is already telling you.

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