



Partnering for Growth: How 2-G Enhanced Care Management While Scaling Their Business with ThoroughCare

Founded in 2021 by Misti and Ben Guenther, 2-G Consulting Healthcare Solutions provides personalized care management services to healthcare providers and patients in rural south-central Texas. As a trusted partner to 22 healthcare organizations, 2-G supports over 3,500 patients with a dedicated team of 26 experienced care managers.



Headquarters
Seguin, TX



Industry
Care Management Service Provider



Care Management Programs Offered
CCM, PCM, RPM



Healthcare Organizations Supported
Primary Care Practices

THE OBJECTIVE

2-G needed a scalable care management solution to overcome limited clinical resources, electronic health record (EHR) gaps, and rural health barriers while ensuring revenue growth, team efficiency, and consistent patient care.

THE OUTCOME

With ThoroughCare, 2-G doubled its business in one year, boosted successful patient calls by 36%, and achieved an average patient retention of 23.4 months—driving scalable growth and stronger value-based care performance.

FROM INSIGHT TO IMPACT: BUILDING A MISSION AROUND ACCESS

Misti's nursing and home healthcare experience revealed access gaps in rural communities with few clinics and overwhelmed emergency rooms. This inspired 2-G's mission to provide consistent, compassionate care to underserved populations.

In rural south-central Texas, limited access to healthcare makes it especially challenging for patients to manage chronic conditions effectively. Hypertension and diabetes are among the most prevalent and costly health issues in the region, impacting a large portion of the population.

Recognizing this gap, Misti and Ben saw an opportunity to partner with local clinics, where providers often lacked the resources to deliver these services independently.



Many clinicians in rural areas face challenges such as limited time, staffing constraints, and inadequate tools for delivering effective care management. Furthermore, most EHR systems are not designed to identify eligible patients, track interventions, or measure outcomes.

Without the right support, care management can feel like an added burden rather than a meaningful opportunity, leading to missed impact for both patients and providers.

“ Texas ranks 47th in the nation for its ratio of primary care physicians per 100,000 people. ”

<https://data.hrsa.gov/topics/health-workforce/shortage-areas>

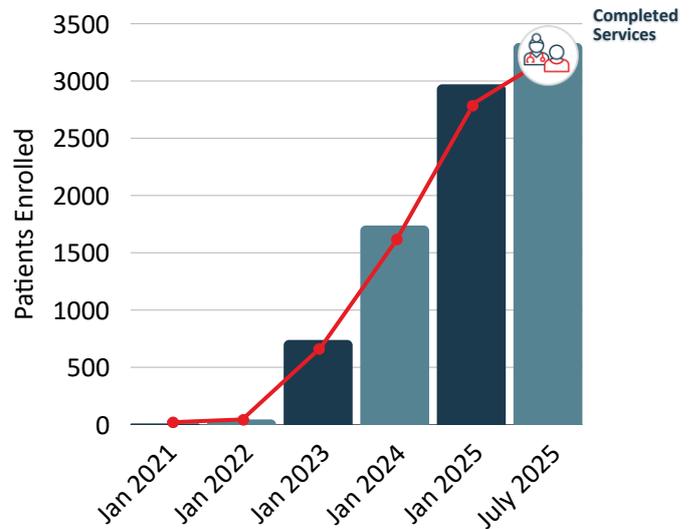
To address these challenges, 2-G Consulting sought a Care Management solution partner that could help address:

- **Team growth:** Tools to streamline care manager workflows, maximize productivity, and provide high-quality care delivery
- **Rural healthcare challenges:** Support for managing complex chronic conditions across geographically dispersed and underserved patient populations
- **Revenue accountability:** A foundation for sustainable and scalable business growth

TECH SOLUTION AS GROWTH ENGINE: BRIDGING THE GAP

In 2021, 2-G chose ThoroughCare as its care management software partner to support Chronic Care Management (CCM), Principal Care Management (PCM), and Remote Patient Monitoring (RPM) program delivery. The solution allowed the team to streamline patient enrollment, enhance care coordination, and gain valuable insights into program performance.

The team was then able to build on trusted relationships with local primary care providers, form new partnerships, and demonstrate the value of its care management services.



ThoroughCare’s Analytics platform has been critical to 2-G’s growth. By leveraging data to establish and monitor clinical and operational goals, 2-G leadership uses ThoroughCare’s monthly summary reports to track key performance indicators, including successful care team outreach and completed services, providing clear insights into both productivity and financial impact.

“Analytics enables us to track key metrics, set meaningful goals with our staff, and focus on what matters most to our patients. It has significantly improved how efficiently we manage their care.”

- Ben Guenther, CFO, 2-G

Another key factor in 2-G’s success is the ease of enrolling and tracking patients with ThoroughCare. By integrating with multiple EHR systems and streamlining documentation, the platform improves efficiency and accuracy while helping to ensure patients don’t fall through the cracks.

This foundation not only supports 2-G’s current operations but also positions them for continued growth and scalability as demand for chronic care management expands.



EMPOWERING CARE TEAMS, ELEVATING PATIENT CARE

ThoroughCare's care management platform empowers 2-G's care managers with the tools and insights they need to deliver high-quality, patient-centered care—ensuring enrolled patients receive the support they need to manage their health effectively.

By integrating with third-party EHRs, such as **athenahealth**, ThoroughCare enables care managers to access patient data from multiple systems in a single place. With immediate access to accurate, consolidated information, care managers can spend more time engaging patients and addressing complex needs across the care spectrum, rather than chasing down records or reconciling data.

The team also appreciates ThoroughCare's customizable care plan feature, which guides care managers in addressing each patient's specific chronic conditions and most pressing needs. The tool also helps to identify, track, and proactively resolve potential barriers—such as medication access, transportation challenges, or health literacy gaps—that could interfere with treatment adherence or recovery.

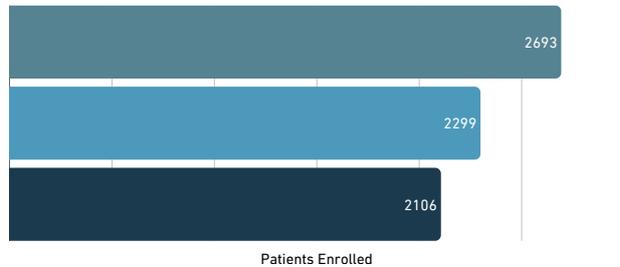
"It's just a wonderful feeling when we can check those barriers off and say, 'Resolved, taken care of.'"

- Yolanda Lopez, LPN, Clinical Care Team Lead, 2-G

Another feature of ThoroughCare's software that 2-G frequently uses is WebMD Ignite, an integrated patient education platform. This tool enables care managers to share easy-to-understand, evidence-based videos and articles that are tailored to each patient's specific condition. The group has found that providing accessible health information empowers patients, enhances their engagement, and reinforces the goals of their care plans during interactions.

TOP HEALTH BARRIERS IN 2-G PATIENT CARE PLANS

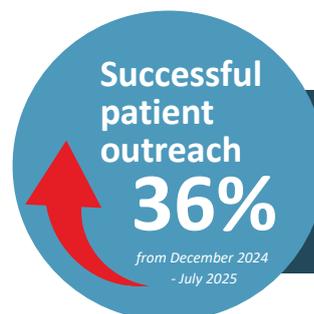
- Knowledge deficit related to disease process and management
- Diet adherence issues
- Knowledge deficit related to self monitoring



The 2-G care team believes that the greatest operational and clinical benefit comes from ThoroughCare's integrated patient view. By having the care plan, call history, and other relevant patient information accessible on a single screen, they can manage large volumes of patient outreach with both precision and compassion.

"It keeps every call from feeling scripted or impersonal. We can instantly see what was discussed in previous conversations and pick up right where we left off. That continuity helps us build stronger connections and retain our patients."

- Misti Guenther, Founder, 2-G



Patient retention

Average enrollment length

23.4 months

The 2-G team also finds the Calendar feature essential to their workflows, with customizable fields for care managers to record patient notes and updates. It also allows for automated follow-up calls and interactions based on this information. The Calendar provides a clear overview of daily, weekly, and monthly schedules, helping care teams stay organized and proactive.



This streamlined approach has contributed to a 36% increase in successful patient outreaches and an average patient retention period of 23.4 months over the past year.

For 2-G's healthcare provider clients, this translates to:

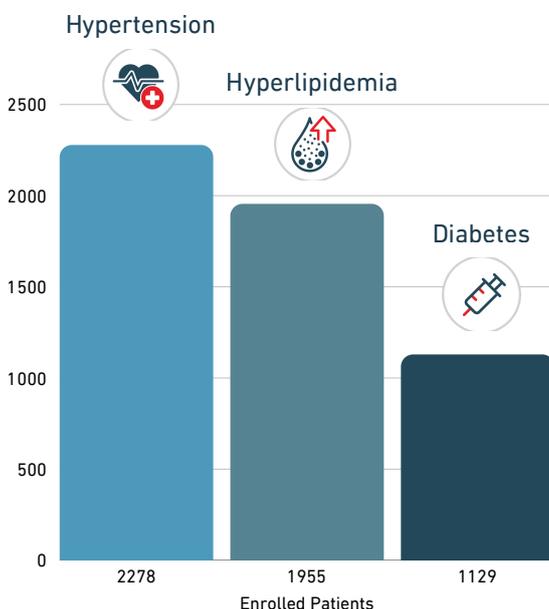
- More effective patient engagement
- Increased compliance with care plans
- Enhanced performance in value-based care programs

HIGH-RISK PATIENTS, HIGH-TOUCH CARE

One of 2-G's primary objectives as a chronic care management service provider is to close care gaps by helping patients to secure timely referrals, access the right providers, and avoid unnecessary and costly hospital visits and readmissions.

To achieve this at scale, 2-G recognized the need for technology like ThoroughCare, which equips care managers with the tools to proactively manage and educate high-risk populations.

TOP CHRONIC CONDITIONS IN 2-G PATIENT POPULATIONS



As a result of their integration with ThoroughCare, 2-G can leverage risk stratification and analytics to identify high-risk patients with uncontrolled hypertension or diabetes, enabling effective resource allocation. The integrated solutions offer personalized, trackable goals, ensuring smooth continuity of care between appointments.



**Average of
9 Barriers and
31 Interventions
identified
per 2-G patient**

Additionally, by enrolling patients in Remote Patient Monitoring, 2-G's care teams can track near-real-time health data, such as blood pressure, weight, and glucose levels, which supports early intervention before conditions exacerbate.

Currently, 2-G orders its remote devices through Tenovi, one of ThoroughCare's trusted RPM partners. The team appreciates the streamlined process of placing orders directly through the software.

"Because we serve primarily seniors, the device has to be simple and easy to use. Setting it up, teaching proper positioning, and guiding patients on when to take their blood pressure is straightforward—and being able to order devices directly through ThoroughCare is a huge plus."
- Yolanda Lopez, LPN, Clinical Care Team Lead, 2-G

ThoroughCare's communication tools, such as secure messaging and personalized outreach, help maintain consistent patient engagement, especially for those facing isolation or transportation barriers, which can be common in remote areas.



POWERING GROWTH THROUGH PARTNERSHIP

Through its partnership with ThoroughCare, 2-G has built a successful Chronic Care Management program that scales and delivers measurable results.

The platform's robust tools, including advanced Analytics, intuitive Care Plan creation, and fully customizable dashboards, equip their care teams with the insights and workflows needed to engage patients effectively and optimize care delivery.

Combined with ThoroughCare's dedicated client experience and support teams, 2-G benefits from a comprehensive solution that not only meets the needs of its patients and clinician partners but also streamlines internal operations, supports compliance, and drives long-term organizational growth.

"Our partnership with ThoroughCare is unbelievable. We're looking to expand continuous glucose monitoring (CGM) for our diabetic patients, and I know if I bring that up, they'll do everything they can to educate us and support us in making it a success."

- Misti Guenther, Founder, 2-G

As their partnership continues to grow, ThoroughCare and 2-G remain committed to working together, leveraging innovation and shared expertise to increase impact and deliver even greater value to healthcare providers and their patients.

FUTURE-PROOFING CARE WITH AI & ADVISORY SERVICES

Building on their existing use of ThoroughCare, 2-G adopted its AI solution to further enhance care management operations by automating the processes of initiating, receiving, recording, and transcribing patient calls.

The team has also collaborated with ThoroughCare's Clinical Advisory Services team to conduct an **Opportunity Analysis**, which is a proven model that analyzes, improves, and implements care management programs within an organization.

OPPORTUNITY ANALYSIS SCORECARD

Vital Success Factors Scorecard/Dashboard		Level 1	Level 2	Level 3	Level 4	Level 5
People	Care Team Readiness			✓		
	Patient Engagement		✓			
	Program Leadership			✓		
Process	Policies & Procedures		✓			
	Quality & Compliance				✓	
	Documentation	✓				
Technology	EHR & CM Systems		✓			
	Communication Tools					✓
	Analytics & Reporting			✓		

As their partnership continues to evolve, ThoroughCare and 2-G remain focused on expanding access and delivering measurable value to providers and patients.

Together, they are building a scalable model for high-quality, connected care in underserved communities—demonstrating what's possible with the right technology and partnership.



Optimize Your Care Management Program Today

Discover how to implement 2-G's successful solutions and build your own thriving chronic care management business.

[Request a demo](#)

 ThoroughCare