



## 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 offers personalized care management services to healthcare providers and patients throughout rural south-central Texas. 2-G is a trusted partner for 22 healthcare organizations, supporting over 3,500 patients with a 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

Drawing on her nursing and home healthcare background, Misti witnessed the gaps in access faced by rural communities with limited clinics and overburdened emergency rooms.

This inspired 2-G’s mission: to close the healthcare divide by delivering consistent, compassionate care across underserved populations.

In rural south-central Texas, the lack of healthcare access faced by much of the population makes it significantly more difficult to effectively manage chronic conditions. Hypertension and diabetes are among the most prevalent and costly health issues in the region, affecting a significant portion of the population.



Many clinicians struggle to provide effective care management programs for their patients due to a lack of resources. Current electronic health record (EHR) systems often lack the necessary features to identify eligible patients, track program activities, or demonstrate measurable outcomes.

Without the right tools, these programs can feel more burdensome than beneficial, leading to underutilization of valuable care opportunities.

“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>

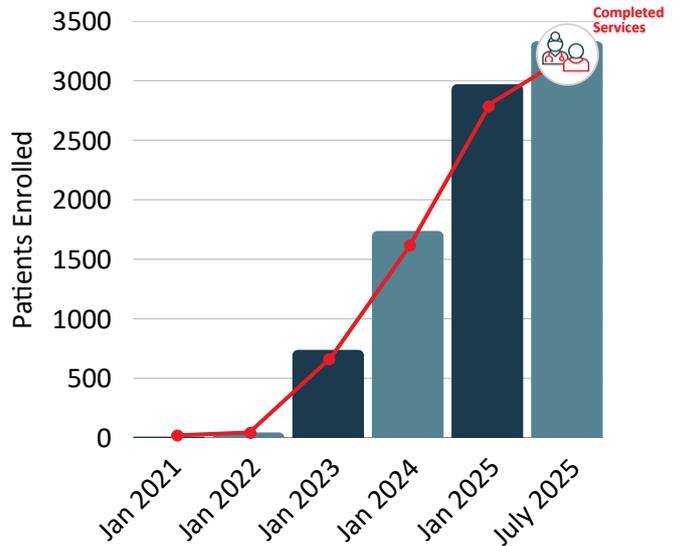
To address these challenges, 2-G Consulting sought a Care Management solution partner that could help address:

- **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.

This enabled the team to build on trusted relationships with local primary care providers, forming new partnerships and demonstrating the value of its care management services.



ThoroughCare’s Analytics platform has been a crucial asset and contributor to this growth. By leveraging data to set and track clinical and operational goals, 2-G leadership uses ThoroughCare’s monthly summary reports to monitor key performance indicators—such as successful care team outreach, billable minutes, and claims generated—providing clear insight 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 through ThoroughCare’s software. By integrating with multiple EHR systems and streamlining documentation, the platform improves efficiency and accuracy while helping 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 necessary 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 one place seamlessly. 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 the software’s customizable care plan feature, which guides care managers to address the most pressing needs related to each patient’s specific chronic conditions. 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.

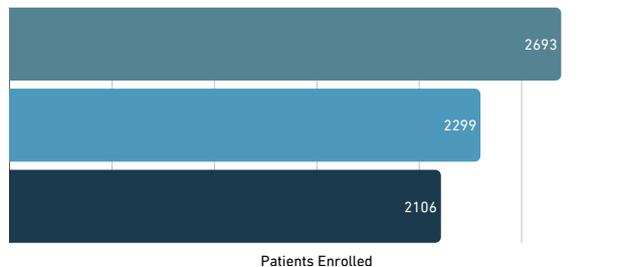
*“It’s just a wonderful feeling when we can check those barriers off and say, ‘Resolved, taken care of.’”*

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

Another key feature of ThoroughCare’s software used regularly is WebMD Ignite, an integrated patient education platform. It allows care managers to share easy-to-understand, evidence-based videos and articles tailored to each patient’s condition. This empowers patients with accessible health information, enhances engagement, and reinforces care plan goals during interactions.

## TOP HEALTH BARRIERS IN 2-G PATIENT CARE PLANS

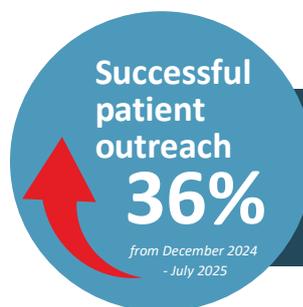
- Knowledge deficit related to disease process and management
- Diet adherence issues
- Knowledge deficit related to self monitoring



Perhaps above all, the 2-G care team finds the most operational and clinical value within ThoroughCare’s integrated patient view. Having the care plan, call history, and other relevant patient data available on a single screen allows them to manage high 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**

Another important component of the software is the Calendar feature, which offers customizable fields for care managers to record notes and patient updates, while also enabling automated follow-up calls or interactions based on that information. It provides a clear view of daily, weekly, and monthly schedules at a glance, helping care teams stay organized and proactive.



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

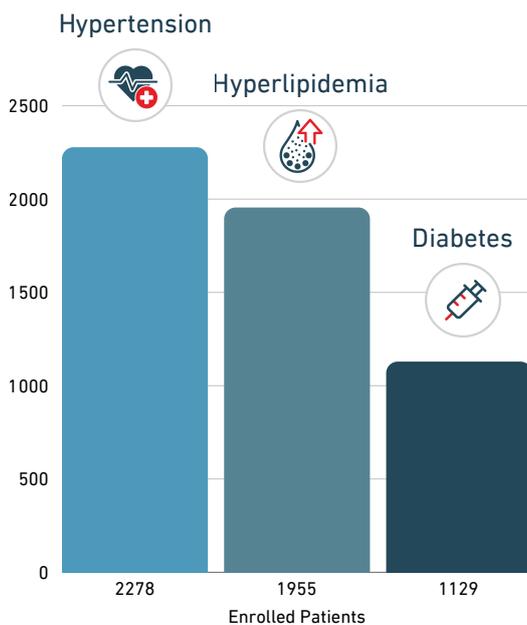
For 2-G's healthcare provider clients, this translates to:

- 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 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 manage and educate high-risk populations proactively.



2-G has created a comprehensive approach using ThoroughCare to tackle chronic conditions, enhance patient engagement, and improve health outcomes for underserved rural populations.

By leveraging tools such as risk stratification and analytics, 2-G can identify high-risk patients, such as those with uncontrolled hypertension or diabetes, and focus resources where they are needed most. This, coupled with built-in care planning tools, ensures patients have personalized, trackable goals, enabling continuity of care between appointments.



**Average of  
9 Barriers and  
31 Interventions  
identified  
per patient**

Additionally, by enrolling patients into Remote Patient Monitoring, care teams are able to 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 ThoroughCare.

*"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 their partnership with ThoroughCare, 2-G has built a successful Chronic Care Management program designed to scale and deliver 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 their 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

ThoroughCare and 2-G are committed to growing together, leveraging innovation, collaboration, and shared expertise to scale impact and deliver even greater value to healthcare providers and their patients.

## FUTURE-PROOFING CARE WITH AI & ADVISORY SERVICES

In recent months, 2-G has adopted ThoroughCare's AI solution to enhance care management operations by automating the processes of initiating, receiving, recording, and transcribing calls with patients.

They also collaborated with ThoroughCare's Clinical Advisory Services team to conduct an Opportunity Analysis, which is a proven model designed to analyze, improve, and implement an organization's care management programs.

## 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			✓		

The analysis identified several key areas of focus that will enhance 2-G's profitability and efficiency as they refine their programs. These initiatives include Workflow Standardization, Compliance Strengthening, Patient Engagement Tracking, and Operational Efficiency.

Ultimately, lasting partnerships, like that of ThoroughCare and 2-G, enhance mutual investment, benefiting patients with more connected, efficient, and supportive care.



## 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](#)

