



## CareThrough Announces New President to Lead Company Initiatives

*HealthChannels' subsidiary CareThrough hires Kyle Cooksey to lead care management programs and develop innovative population health solutions.*

**FORT LAUDERDALE, Florida – April 25, 2018** – Leading healthcare services provider CareThrough, a subsidiary of HealthChannels, names Kyle Cooksey the new President to oversee the implementation of tailored care management programs nationally. In this role, Cooksey will work closely with HealthChannels leadership and Client Success teams to provide strategic guidance, growth opportunities and operationalize the shift to value for our partners.

While the healthcare industry undergoes a paradigm shift in reimbursement models from the volume of patients seen to the quality of the care they receive, care management programs have proven vital to successful patient-centered strategies. CareThrough navigators and population health assistants extend medical care beyond the clinical setting to improve health outcomes for patients, while lowering costs for providers.

“CareThrough has experienced steady growth due to our A.I. chatbots, CCM programs and committed navigators who enable providers to execute on value-based care initiatives,” says Dr. Michael Murphy, CEO of HealthChannels. “Kyle is a respected leader in the healthcare industry and we’re thrilled to have him on board.”

Since 2016, CareThrough has been focused on operationalizing the shift to value based medicine for our partners. We have done this by activating and enabling patients through A.I. chatbots, reducing cost of care with effective chronic care management and created a highly-skilled workforce of care team assistants and navigators to optimize patient engagement. CareThrough’s primary goal is to improve patient outcomes and right-size care teams.

As value-based care overburdens healthcare organization’s, an embedded workforce paired with modern technology ensures patients are cared for by the appropriate staff level. CareThrough navigators cultivate relationships with patients, offering personalized support through conversational interfaces including mobile messaging-based chatbots. Advanced technology also improves the referral process, keeping patients within network to ensure continuity of care, and strengthen the revenue cycle processes.

“Comprehensive care management solutions are integral for hospital systems to succeed in today’s complex healthcare environment,” says Cooksey. “I look forward to joining the dynamic CareThrough team, and being a catalyst for providers to meet high standards of care, while we continue to help drive a material impact to the outcomes of the patient’s health through the various means of our deployed and thriving business strategies. The

complexity of the healthcare system is an unnecessary burden on a patient and their family, especially when already facing the weight of sickness. It's a worthy notion that we as direct partners in the healthcare continuum of care get to lock arms with the providers, payers, and even the family to bring clarity, care and calm in a world of the unknowns, riddled with hard decisions, fear and stress. I could not be happier or more satisfied to lead this incredible team and vision at CareThrough."

Prior to joining HealthChannels Cooksey served as an executive in clinical revenue integrity leading the pivot and smart technology of historically service-enabled businesses to technology enabled solutions that drive more material outcomes. Cooksey holds a BA in Marketing and Management from Baylor University and lives in Franklin, Tennessee with his wife and three young children whom they adopted as a sibling group in 2014. He has also served on several non-profit boards of directors, focused on education initiatives for the lower-income population and relief aid for marginalized citizens in Ghana, West Africa, particularly the homeless and victims of human trafficking. With over 14 years of experience and a proven track record of driving customer satisfaction, retention and growth he is poised to make an impact at CareThrough.

### **About CareThrough**

CareThrough is the 360 degree care management solution for improving quality of care, patient outcomes and engagement. As healthcare transitions to value, CareThrough leads the charge in improving the patient care experience via innovative technology and highly-skilled ancillary support. Our embedded support via Care Navigators and Care Team Assistants, and integrated technology solutions, including A.I.-Chatbots and Referral Management services, improve the entire patient experience, leading to better health results and decreased costs.

### **About HealthChannels**

HealthChannels is a group of three distinct, highly specialized companies helping providers usher in the new era of healthcare. ScribeAmerica, QueueLogix and CareThrough collectively meet the full range of increasingly complex healthcare data and documentation needs, improving clinical outcomes through highly-skilled clerical support. The leader in medical scribes, patient navigation and back-office coding and billing coordination, HealthChannels trains and manages more than 15,000 employees across 50 states and three countries.

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