

From Reactive to Strategic: How VNA Care Network Built Unshakeable Market Strength

A behind-the-scenes look at how one agency used SimiTree MAP to turn data into direction — and strategy into success.



When [VNA Care Network](#) set out to refine its business development strategy, they knew something was missing — they needed clarity and direction based on data, not just intuition. SimiTree's [Market Analysis Platform \(MAP\)](#) offered that market intelligence. With a mission of serving patients and communities, VNA Care Network sought an analytics solution that could help them strengthen relationships, expand their presence, and make confident decisions.

For Jennifer Casper, Interim Chief Growth Officer with 30 years in home health and hospice, adopting MAP represented a strategic shift that brought clarity to a rapidly evolving market. *“MAP didn’t just give us numbers — it gave us a roadmap,”* Jennifer shared. *“It showed us where we needed to focus, how to optimize our marketing/sales strategies, and how to better serve our patients.”*

MOVING FROM REACTIVE TO PROACTIVE

Like many in the industry, VNA Care Network faced an increasingly competitive landscape and shifting referral patterns. They needed answers to pressing questions:

- Who are the emerging players in our market?
- Are referral sources growing, shrinking, or shifting loyalties?
- How can we deepen our relationships with key referral partners?

Historically, these questions often went unanswered. MAP changed that by providing real-time insights into market shifts, competitor activity, and untapped growth opportunities, turning the strategic planning of VNA Care Network from reactive to proactive.

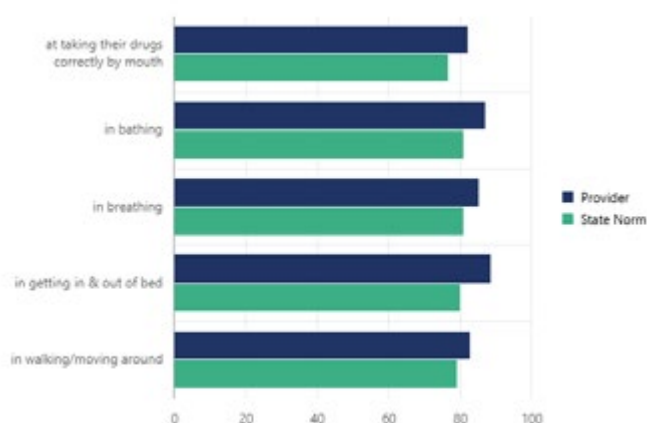
STRATEGIC IMPLEMENTATION & KEY INSIGHTS

Jennifer and her team quickly integrated MAP into their planning process, using it to pinpoint high-priority referral sources (hospitals, skilled nursing facilities [SNF], and physicians) and track competitor performance.

“MAP allowed us to use external market insights alongside internal data to drive our growth strategy,” Jennifer explained.

One particularly impactful example of the power of external data came from work with a Boston Hospital where MAP insights helped VNA Care Network recognize that competitors were making inroads with this referral source. This allowed VNA Care Network to demonstrate to the appropriate stakeholders how their scope of services was a better fit for the hospital and their patients.

How Many Patients Improved



“MAP data helped us clearly communicate and reinforce our value,” Jennifer explained. *“It contributed to maintaining our #1 status with the hospital and secured our collaboration when they moved services to an additional outpatient clinic.”*

MAP data is now consistently incorporated into presentations and partner conversations, helping VNA Care Network illustrate the unique benefits they offer and their value to partners.

Hospital Discharges By Clinical Group

Hospital		Cardiac / Cnc.		Endo.		GI/GI		MS Subst.		Resp.	
Hospital	Total HRI Adults	Vol.	Disch.	Vol.	Disch.	Vol.	Disch.	Vol.	Disch.	Vol.	Disch.
BOSTON MEDICAL CENTER CORPORATION - 00001	282	48		22		26		33		35	

IMPACT & MEASURABLE RESULTS

Since adopting MAP, VNA Care Network has seen tangible gains:

- ✔ **Increased Market Share** by identifying and targeting high-potential referral partners.
- ✔ **Strengthened Competitive Positioning** through a clearer understanding of exactly who they are competing against for working with specific partners and using that to communicate the most important points of value.
- ✔ **Sharper Strategic Focus** and fostering a data-driven culture by using MAP reports consistently in quarterly strategic planning.
- ✔ **Optimized Business Development Efforts** by considering referral volumes, patient movement patterns, and geographic trends to prioritize efforts and refine messaging.

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EXPANDING HOSPICE SERVICES THROUGH SNF PARTNERSHIPS

VNA Care Network recognized that expanding hospice services required a deeper level of engagement with SNFs in their community. MAP helped them:

- Identify SNFs already referring patients to hospice, and specifically those that were referring patients to VNA Care Network.
- Track quarterly shifts in referral patterns and adjust their strategy in response.
- Measure the success of their outreach efforts and refine their approach based on data.

It hasn't all been about looking for the new and the expansion but also protecting existing relationships. MAP revealed areas where market share had declined and drew attention to the need for some strategic re-engagement.

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Core Market YOY Growth (in volume and percentage of admissions)

Providers	'22 Q1 - '22 Q4		'23 Q1 - '23 Q4		'24 Q1 - '24 Q4		'25 Q1 - '25 Q4		(Click to Open Chart)
SNF Name	Admit %	Count	Admit %	Count	Admit %	Count	Admit %	Count	Count Trend
▼ VNA CARE NETWORK - 227088									
4. CARE ONE AT MILLBURY - 225750	19%	22	28%	30	48%	48	41%	44	
1. Joseph Healthcare Center - 225173	51%	28	32%	45	33%	49	38%	64	
3. STERLING VILLAGE - 225452	19%	14	12%	14	16%	18	17%	23	
5. LIFE CARE CENTER OF LEXINGTON - 225039	35%	17	32%	23	10%	+11	17%	15	
2. Overlook Masonic Health Center - 225643	4%	+11	8%	+11	8%	+11	7%	+11	

Admission volume from VNA Care Network's top three SNF referral partners increased by over 100% over the past four years with the help of MAP.

'22 Q1 - '22 Q4	
Admit %	Count
19%	22
51%	28
19%	14

'25 Q1 - '25 Q4	
Admit %	Count
41%	44
38%	64
17%	23

EFFICIENCY & WORKFLOW IMPROVEMENTS

Beyond growth, MAP has streamlined VNA Care Network's internal processes. Instead of spending hours manually tracking referral trends and competitor activity, the team now relies on MAP's analytics to:

- Easily conduct quarterly market share reviews.
- Quickly identify meaningful changes in patient movement patterns
- Focus business development efforts where they will have the greatest impact.

"Having this data at our fingertips has saved us an immense amount of time," Jennifer stated.

"We can now focus on execution rather than spending hours piecing together reports."

Adoption of MAP continues to evolve in the organization. While Business Development Regional Managers and the VP of Hospice were the original consumers of the data, Account Executives are more frequently leveraging the market intelligence today. On-going training and product enhancements that make additional valuable information available support greater use of the platform.

Trended Market Share By Revenue

[Download](#)
[View Current Market Selected](#)

Provider	2022		2023		2024		2025 Q1 - Q4	
	Position	Share	Position	Share	Position	Share	Position	Share
VNA CARE NETWORK - 227058	2	12.1%	1	12.9%	1	13.5%	1	13.6%
MASS GENERAL BRIGHAM HOME CARE, INC - 227207	1	12.6%	2	12.6%	2	12.7%	2	12.1%
BETH ISRAEL LAHEY HEALTH AT HOME - 227495	3	9.7%	4	8.6%	4	8.4%	3	8.4%
CARETENDERS - 227269	4	8.7%	3	10.5%	3	10.1%	4	8.3%
TURTLE MEDICINE CARE AT HOME - 227206	5	4.4%	5	6.0%	5	6.5%	5	5.8%
PREFERRED TRANSITIONS HOME HEALTH CARE INC - 227666	9	3.3%	8	3.2%	6	4.0%	6	4.9%
PATHWAYS HEALTHCARE - 227569	11	2.9%	9	3.1%	9	3.3%	7	4.3%
ELARA CARING - 223475	12	2.8%	12	2.5%	11	2.8%	8	3.9%
CARE CENTRAL VNA & HOSPICE INC - 227001	6	4.4%	6	4.0%	7	3.9%	9	3.5%
ALL CARE VNA GREATER LYNN INC - 227263	7	3.4%	7	3.3%	8	3.4%	10	3.5%

MAP helps you easily identify how dynamic and competitive a market is by showing the trended market share over the last four years. This is essential to both strengthening your core market as well as identifying opportunities for geographic expansion.

UNMATCHED SUPPORT & USABILITY

Jennifer also credits SimiTree's team, particularly Christine Lang, SimiTree's Director of Post-Acute Data Analytics, for making the transition to MAP seamless. *"Christine has been incredible — always ready to answer our questions, walk us through updates, and ensure we're getting the most out of the tool,"* Jennifer said. *"It's rare to find this level of support, and it makes a huge difference."*

WHY VNA CARE NETWORK RECOMMENDS MAP

For Jennifer, recommending MAP to other home health and hospice organizations is easy. *"I've already told others about it,"* she said. *"The way the data is presented makes it easy to use, easy to share, and incredibly valuable for our business development team."*

With MAP, VNA Care Network has transformed its approach to market strategy, driving growth, optimizing outreach, and strengthening relationships. But at its core, MAP has allowed them to deliver on their mission of providing high-quality care to the patients and families who rely on them.

SEE MAP IN ACTION

MAP empowers home health and hospice organizations with unparalleled market intelligence--tracking referral trends, analyzing competitive positioning, and identifying high-impact growth opportunities. It provides access to four years' worth of market analysis in clear, meaningful reports, coupled with access to SimiTree data and growth experts. It's more than just a data tool, it's a strategic partner.

Ready to see MAP in action? [Request a demo](#) today and unlock the insights you need to drive smarter business decisions.

