

Connecting remote monitoring with ongoing human support

TOPICS: CHRONIC CARE MANAGEMENT | CARE COORDINATION & NAVIGATION | HOME & COMMUNITY | REMOTE MONITORING | VIRTUAL CARE | USABILITY & INCLUSIVE DESIGN | HUMAN SUPPORT & COACHING | WORKFLOW INTEGRATION & INTEROPERABILITY



About DirectCare AI

DIRECTCARE.ai

[DirectCareAI](#) delivers virtual chronic care management (CCM) and remote patient monitoring (RPM), connecting patients directly to intake, physician care, device fulfillment, remote monitoring, and ongoing health coaching.

For its aging-in-place work, DirectCare AI has built an end-to-end model designed to bring care directly to patients at home while reducing the administrative and technical friction that can prevent older adults from successfully accessing and staying engaged in remote care.



The opportunity

DirectCare AI set out to make chronic care more directly accessible to patients at home. A patient can enter the program through a direct-to-consumer channel, complete an intake by phone, connect with a physician, receive monitoring devices when appropriate, and transition into ongoing monitoring and health coaching.

Behind that seemingly straightforward experience is a complex network of systems, workflows, and people that must work together.



The challenge

DirectCare AI found that delivering CCM and RPM at scale requires solving for challenges that extend well beyond the monitoring technology itself:

- **Connecting disparate systems.** Intake, insurance verification, the EHR, device ordering, monitoring, communications, and health coaching may all rely on different platforms and data formats. DirectCare AI spent approximately nine months building the integrations needed to connect its workflow and requires ongoing engineering support to maintain them.
- **Reaching older adults.** Some patients do not use email, text messaging, or cell phones, while scheduled appointments still result in significant no-shows. This makes consistent contact both an operational and economic challenge.
- **Balancing continuity and efficiency.** Assigning one health coach to a patient helps build familiarity and trust, but missed scheduled calls create unused staff



capacity. Pooled outreach increases the likelihood of reaching patients but sacrifices continuity.

- **Maintaining consistency across touchpoints.** Different program names, staff titles, partner brands, or clinical terminology can leave older adults unsure who is contacting them or whether they enrolled in the program at all.



The impact

For Hozebin, the value of this model is most visible in the relationships health coaches build with patients. One patient described what that ongoing connection meant to them:

“Sometimes I feel lonely living by myself, so it really means a lot to have someone checking on me and listening. This program has helped me stay motivated with my health and keep going even through difficult times. I’m thankful for the support and kindness I’ve received.”

For older adults who may struggle with device setup, reordering, follow-up, or simply knowing what to do next, that human support can help bridge the gap between **having access to a technology and being able to use it as part of their care.**

DirectCare AI’s experience underscores a broader implementation lesson: successfully delivering remote care requires planning for everything surrounding the technology, from system integration and outreach to consistent communication and hands-on patient support.



You need, like, a personal trainer for your health... If you went to Home Depot and you walked up to one person and said, ‘Hey, do you know where the hammers are?’ and that person says, ‘Yeah, it’s three aisles down on the left,’ versus someone saying, ‘Let me walk you over to the hammer. Here’s the hammer. Which hammer is best for you? Anything else I can help you with?’ Be that person.”

— **Scott Hozebin**

CEO, DirectCare AI