

# A Proven Playbook for Standing Up VA Growth Fast.



“We didn’t want to guess our way through VA growth”

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**Agency:** HomeWell Care Services OKC, Oklahoma City

**Opened:** July 24, 2025

**VA approval:** October 1, 2025

**Time from VA approval to first referral:** Same day

**Time from Provider Coaching program to consistent referral flow:** Weeks

**Weekly volume within months:** ~375–400 care hours

**Solutions used:** Paradigm Revenue Cycle + Provider Coaching



# Background.

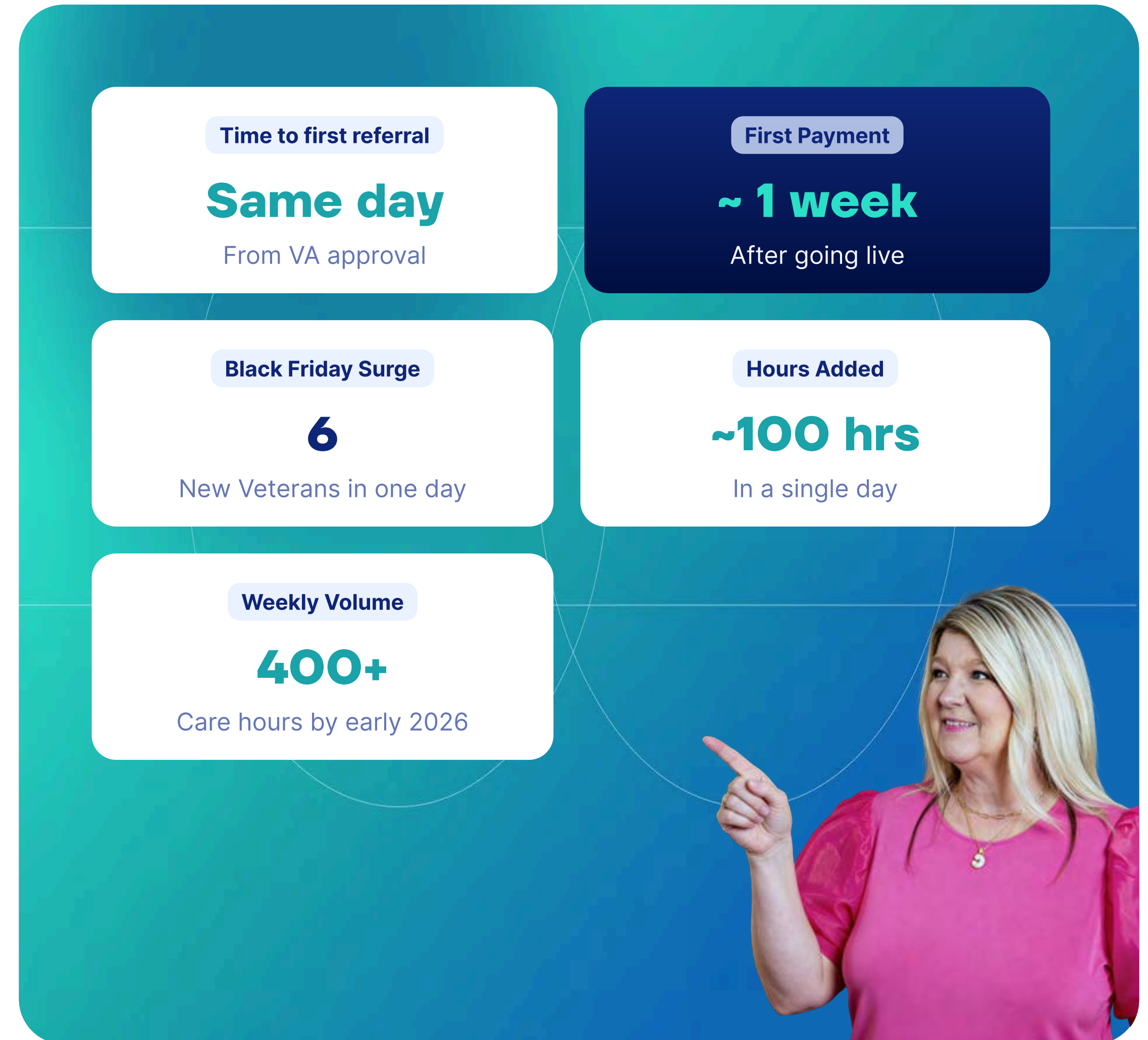
When HomeWell Care Services OKC, in Oklahoma City, opened in July 2025, Cheryl Hooper was not looking for inspiration. She was looking for a roadmap.

**“We didn’t want to guess our way through VA growth,”** Cheryl said. **“We wanted a system we could follow.”**

By October 1, 2025, they were approved with the VA. That same day, a single Facebook post brought in their first veteran referral. It was encouraging. But being encouraged doesn’t lead to exponential growth.

Just one week later, on October 9, Cheryl began participating in Paradigm’s Provider Coaching program. The timing could not have been better. She had secured her first referral, but now she needed a structured plan to build momentum.

**“It wasn’t luck,”** Cheryl said. **“We followed the framework exactly the way it was laid out.”** That framework was revealed by Paradigm’s Provider Coaching program.



# From Effort to Execution.

Like many new agencies, early outreach felt like busywork. Meetings were happening. Conversations were happening. But there was little structure tying it all together. Paradigm's Provider Coaching program changed that immediately.



"This wasn't a one-and-done coaching call," Cheryl said.  
**"It was weekly accountability. We knew we had to show up and report on what we did."**

At the core of the Provider Coaching program was the Paradigm Target Account Model, a structured field methodology designed to eliminate scattered outreach and replace it with disciplined execution.

**"That accountability alone changed how we worked,"** Cheryl said.

**"You can't just say you're going to follow up. You actually do it."**

Instead of trying to cover every possible referral source, they implemented the Target Account Model exactly as designed.

## Every week had structure:



**Who did you visit?**



**What value did you bring?**



**What is the next step?**



**What is blocking progress?**



**“We stopped trying to be everywhere,”** Cheryl said. “We focused on the right accounts and worked them the right way.”

Each active account had a defined next step. Lower-yield accounts moved to quarterly touches. Nothing was left to chance.

**“It stopped feeling random,”** Cheryl said. **“It started feeling intentional.”**

# Messaging That Builds Trust.

The Provider Coaching program also helped them to refine their messaging.

**“We were trying to say too much at first,”** Cheryl admitted. The Provider Coaching program helped them “narrow down [their] story.”

Their outreach discussions started with VA Community Care. Discussing the Aid and Attendance benefit with veterans became an add-on, not the opener.

**“We learned to solve the immediate problem first,”** Cheryl said. **“That built trust faster.”**

They customized Paradigm leave-behinds with their NPI and contact information and created simple 4×6” cards that veterans could keep. “Those simple cards worked better than glossy brochures,” Cheryl said.



**“Veterans don’t want fluff. They want clarity.”**

The messaging was consistent. The cadence was structured. The follow-through was disciplined.



# The Compounding Effect.

The Provider Coaching program concluded on November 13, 2025. Less than two weeks later, the compounding effect became undeniable. The Monday before Thanksgiving, Cheryl called a VA case manager simply to restate their mission.

**“I just wanted to remind them why we’re here and what we’re willing to do,”** she said.

Two days later, on Black Friday, the phone rang off the hook. Six new veterans. **Roughly 100 hours added in a single day.** “One coordinator told us, ‘I’m just going to call you all day,’” Cheryl recalled.

That moment did not come from a single call.



**“It was weeks of consistent visits,”** Cheryl said. **“It was the cadence. It was the follow-through. It was doing exactly what [the Provider Coaches] told us to do.”**

When they look back at the timeline, the connection is clear. “When we look at when our Provider Coaching started and when the growth really took off, it lines up,” Cheryl said. “That’s not a coincidence.”



# Corporate Alignment Amplified Results.



HomeWell's corporate leadership supported participation in Paradigm's Provider Coaching program from the beginning. "That buy-in mattered," Cheryl said. **"When the brand believes in the framework, you take it seriously."**

The Provider Coaching program's Target Account Model was not optional. It was implemented fully.

"If you roll this out across a franchise network and actually hold people accountable to it, you're going to see results," Cheryl said. **"It works if you work it."**

What happened in Oklahoma City was not dependent on personality. It was dependent on structure.

**"The Provider Coaching program's tenets are teachable,"** Cheryl said.



"It's not personality-based. It's process-based."



# Growth That Gets Paid.

Rapid census growth is only sustainable if cash flow keeps pace.

From the beginning, Paradigm's revenue cycle platform managed authorizations, eligibility, documentation review, clean claims, and follow-up.

**"Our first payment hit in about a week,"** Cheryl said. **"That gave us confidence and reassurance immediately."**

As volume increased, payments stabilized into a steady rhythm.



"We weren't chasing money," Cheryl said. **"We could focus on growth** because billing was handled."

Instead of building an internal VA billing department and hoping for the best, they gained a specialized team focused on accuracy and compliance.

"Knowing that part was handled allowed us to stay in the field," Cheryl said.



# A Repeatable Model.

HomeWell OKC's growth is not a one-off story.



They followed Paradigm's Target Account Model.



They executed a weekly accountability cadence.



They followed through every single time.



"When you follow this framework, you get results," Cheryl said. "It's that simple."

# For franchise brands, the opportunity is even bigger.



"If corporate drives participation and accountability across locations, you're not just helping one office," Cheryl said. **"You're lifting the whole network."**



# The Bottom Line.

HomeWell Care Services OKC did not grow because they worked harder than everyone else.

They grew because they followed a proven structure as laid out in the Provider Coaching program.

**“It gave us clarity,”** Cheryl said. **“It gave us discipline. And it gave us results.”**

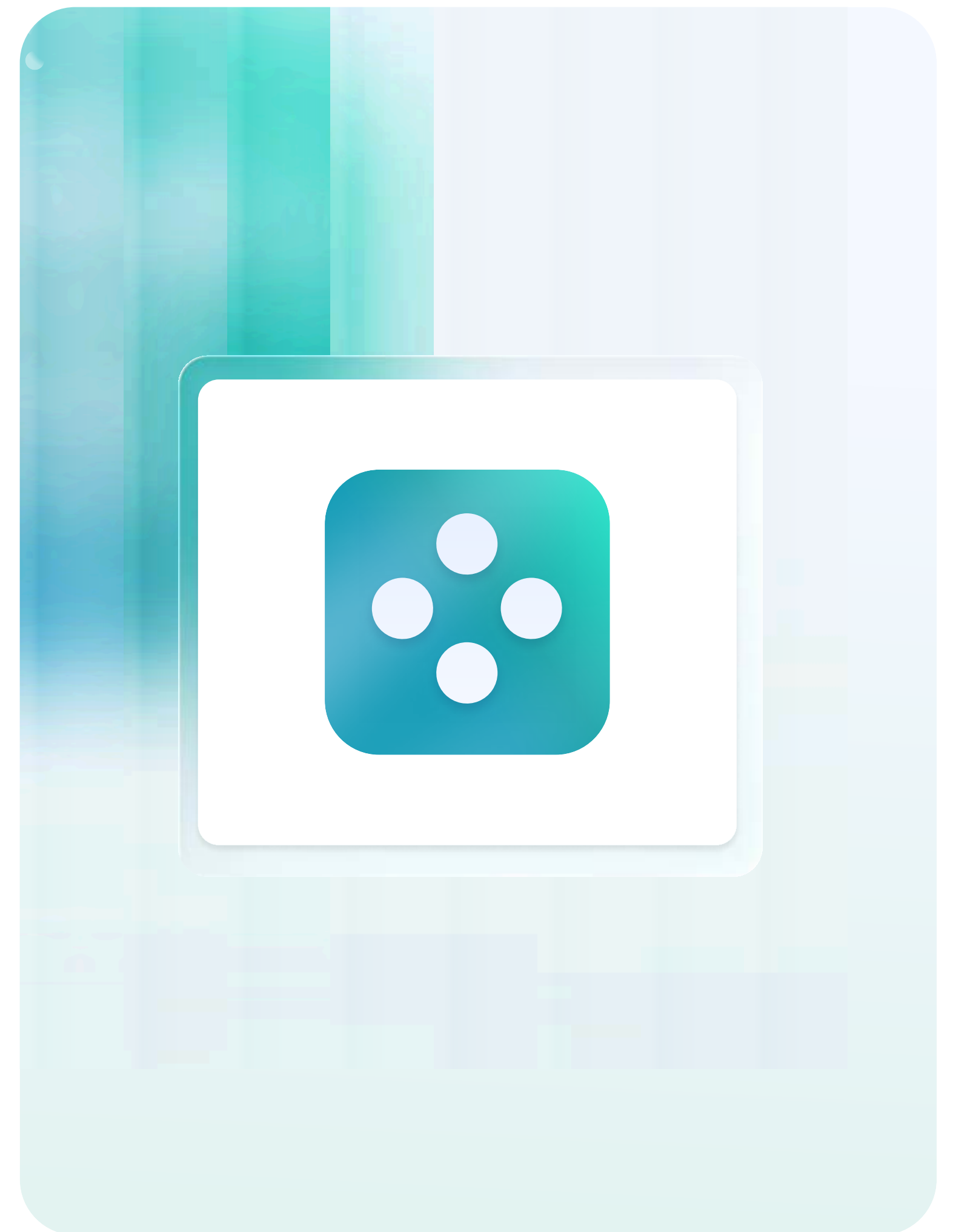


**Provider Coaching provides the playbook.**



**Paradigm provides the billing infrastructure.**

When agencies commit to the system, growth becomes predictable.  
And when franchise brands scale the system, performance scales with it.



 Paradigm.

# Ready to see results like this?

We'll walk through your current setup and show you what's possible.

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