

**SUCCESS STORY****Advanced Care Partners**

## Advanced Care Partners Leverages Flawless Execution methodology to become the fastest growing provider in its market

### Competitive Advantage through Flawless Execution

In 2010, three business partners decided to enter the home healthcare services market. Their vision was to change the lives of under-served medically fragile families, caseworkers and caregivers, and they felt like a fresh approach to the business could become a competitive advantage with the right strategies and focus.

Immediately upon founding the company, Greice Murphy, the Co-Founder and CEO of Advanced Care Partners (ACP), engaged the strategy execution experts at Afterburner, with its proprietary Flawless Execution methodology, to create a clear vision of success and disciplined approach to fulfilling their dream.

Today ACP is a leader in pediatric and adult home-based care in the state of Georgia and for the last seven years has been the fastest growing provider in this market. Recently ACP partnered with an outside investment firm to fund further expansion via M&A opportunities. Murphy declared that

**ADVANCED CARE PARTNERS****ADVANCED CARE PARTNERS****SITUATION**

New business launch in highly competitive market

**RESULTS**

Fastest growing provider  
Reached 40% market share  
Attracted outside investment to enable future growth

“the Flawless Execution model gave us clarity and focused us on the critical leverage points necessary to achieve our vision.”



### Critical Leverage Points for Success

Using the Afterburner Flawless Execution Methodology to launch a startup was unheard of before ACP, and the disciplined process differentiated ACP from the established competitors. With Afterburner’s help, the three partners created a High Definition Destination (HDD) around four critical leverage points

- Highest quality of care, demonstrated by being the preferred provider for high acuity patients
- Top caliber nursing talent, sourced through word of mouth referrals instead of job boards
- Culture of family and care committed to going above and beyond in every encounter
- Philosophy of always prioritizing patients and caregivers first rather than the bottom line

Strategic missions around these critical leverage points were created to ensure alignment, accountability, and focus on the company's vision of success. The inclusive process secured input from all leadership and supervisory staff, including nurse supervisors, who valued the discipline and organization provided to ensure proper training and a high level of regulatory compliance.

These missions were transparently communicated to every employee to ensure a high level of alignment to the goal. "Everyone has bought in. We don't need to constantly restate our vision because our entire company knows it and lives it every day" says Murphy. ACP, with Afterburner guidance, conducts a regular cadence of planning, execution, debriefs and lessons learned that allow the company to add new missions and act with agility to ensure continued growth and a high level of care for its patients.

### Extraordinary Results

ACP significant annual growth rate has culminated in a market leading 40% share in the region. The company employs over 1200 clinicians and administrative staff in the state of Georgia. A full 60% of ACP growth comes via transfers from other providers because of its reputation and the results ACP demonstrates. Turnover is 1/3 of industry average and patient retention rate is 60% higher than average.

"The Flawless Execution methodology has created a culture of trust and accountability that has led to our superior performance versus the market," Murphy noted,

"Afterburner takes the complexity out, and helps us execute without the noise because we are aligned to a common vision which is compelling and achievable."



### Flawless Execution Enhances Enterprise Value

Recently ACP received its first outside investment to accelerate its expansion through M&A activity. Murphy explains that in addition to the company's reputation and tremendous growth story, the investor saw enterprise value in the Flawless Execution methodology because it creates certainty around the company's strategic direction and confidence that leadership can execute.

ACP now uses the Afterburner process to enable tight alignment with its investment partner around a common vision of success, and to drive accountability for both organizations as the company pursues new acquisitions. "Maintaining the Flawless Execution culture will be fundamental as we acquire and integrate businesses," says Murphy, "it will eliminate misunderstandings, and help us align moving forward."

Murphy attributes much of the ACP success to the Flawless Execution methodology. With a strong executional track record, new capital infusion and a newly assembled management team that has embraced the Afterburner methodology, the company is well positioned to continue its success and reach its High Definition Destination.



**ACP would not be where we are today if it was not for the Afterburner Flawless Execution framework, which has focused our expanding organization on a clear vision and instilled a disciplined approach to executing on that vision.**



GREICE MURPHY, CO-FOUNDER AND CEO

**For more information about how we make your success our mission, contact Afterburner at 404.835.3500 or [team@afterburner.com](mailto:team@afterburner.com).**



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