

Elara Caring Enables Caregivers to Spend More Time on Delivering Patient Care

As one of the largest home health providers in the United States, Elara Caring supports about 75,000 patients each day, completing nearly one million patient visits a month across 18 states. With a workforce of 26,000 caregivers, the organization faces the same challenge seen across the industry: studies show caregivers spend less than half their day on direct patient care, with the rest taken up by administrative work and clinical documentation.

Elara's Big Hairy Audacious Goal is to shift the balance to 80% direct care and 20% other tasks. They see this as both patient-focused and a powerful retention driver. To make it happen, they launched a transformation that delivered new experiences across HR services and people processes:

- Payroll and benefits
- Employee relations
- Talent management
- Enterprise onboarding and transitions
- Learning management system
- Employee recognition through INRY CELEBRATE®,
- AI-enabled self-service



Right from the outset, Cprime | INRY worked with Elara Caring to define a clear three-release roadmap. This upfront structure gave the team a clear view of what would be delivered and when, turning a complex transformation into a set of focused, achievable milestones.

Release 1: Building the Foundation and Tackling the Payroll Discrepancy Challenge

For an organization of Elara Caring's scale, payroll accuracy is non-negotiable. Delays or errors can disrupt pay checks, erode trust, and damage morale. Manual workflows, siloed coordination between payroll and timekeeping, and inconsistent data lead to slow resolutions and difficult tracking

With Cprime|INRY as their implementation partner, Elara leveraged ServiceNow HRSD Enterprise to automate case routing, enable caregiver self-service, establish role-based access, and track SLAs in real time, all while maintaining a complete audit history. The result:

- 100% Automation of the Payroll Discrepancy Service
- < 2 Hour Resolution for Caregivers for critical cases
- 2 SLAs established for the Payroll team and Timekeepers

Alongside payroll, Release 1 delivered the core platform capabilities that anchored Elara's entire transformation.

We integrated ServiceNow seamlessly with Workday, Provider Trust, Udemy, and Relias, eliminating redundant data entry and accelerating access to training, credentialing, and compliance checks. These integrations reduced manual handoffs, improved accuracy, and gave HR teams a single source of truth within ServiceNow.

At the front end, Cprime | INRY implemented ServiceNow Employee Center Pro, transforming caregiver experience with a unified self-service portal.

Instead of logging tickets for every query, caregivers could now use enterprise-wide search, knowledge articles, and personalized role-based content to resolve most needs instantly — a major step toward reducing administrative burden.

For leaders and HR teams, Manager Hub provided real-time visibility into their team's requests, approvals, and compliance tasks, while Agent Workspace enabled HR staff to handle cases more efficiently with guided actions, SLA tracking, and full audit trails. Together, these experiences not only streamlined case management but also improved accountability and transparency across the organization.

Finally, Release 1 marked the start of CloudCover, our managed services offering, ensuring continuous post-go-live support, proactive monitoring, and ongoing optimization from the very first go-live — positioning Elara for faster scaling in Releases 2 and 3.

Release 2: Expanding Services and Integrating Communication

Building on the new foundation, Release 2 focused on modernizing HR services beyond payroll. Manual intake and scattered email threads were replaced with structured digital workflows, giving caregivers ,

clear channels to submit requests and track progress. This phase introduced integrated communications, streamlined approvals, and extended ServiceNow's reach across additional HR processes.

To support this expansion, Cprime | INRY engineered critical integrations with Outlook, Microsoft Teams, Twilio, Adobe Sign, and CTI. These integrations reduced reliance on shared inboxes and email threads by enabling requests, communications, and approvals to be handled directly through ServiceNow.

Cprime | INRY also enabled ServiceNow Employee Center Pro to surface content from SharePoint and the LMS, making Tier 0 self-service a practical option for the first time. Caregivers gained a single, searchable entry point to policies, knowledge articles, and training material, eliminating the need to look through multiple systems or send repeated emails.

The Result: Elara saw a measurable reduction in email-driven HR requests, faster and more reliable approvals, and greater consistency in service delivery. By making HR interactions more direct, integrated, and transparent, Release 2 significantly

reduced the administrative burden on frontline caregivers, freeing HR teams to focus on higher-value work.

Release 3: Elevating the Employee Experience with Automation and Engagement

Building on the progress of the first two releases, the next phase centered on employee experience, engagement, and smarter ways of working. The goal was to ease administrative friction, strengthen compliance, and create new ways for caregivers to feel supported and recognized.

We implemented Enterprise Onboarding and Transitions and Employee Journey Management (EJM), giving Elara a structured way to coordinate activities across HR, managers, IT, and compliance teams. These capabilities reduced manual tracking and ensured employees experienced a smooth, consistent handoff at each stage of their lifecycle.

To reinforce compliance, Certificate Tracking was enabled, which centralized credential monitoring, and Survey Readiness provided a clear view of organizational preparedness ahead of audits.

Together, these improvements strengthened Elara's ability to manage regulatory requirements without

adding administrative burden to HR teams.

Elara's HR services were also expanded to include Talent Acquisition, Talent Management, Annual Onsite, and Annual Competency, ensuring workforce support across hiring, development, and ongoing credential maintenance. The launch of the Alumni Center extended this lifecycle beyond active employment, maintaining engagement with former employees.

For improving engagement, INRY CELEBRATE® was introduced, a comprehensive Employee Recognition Management solution built on the ServiceNow platform that fosters a culture of appreciation and visibility. It provides features like a Wall of Fame, peer-to-peer recognition, social tools (likes, comments, shares), redemption workflows, and insightful dashboards. These capabilities enable caregivers and managers to acknowledge contributions directly within the platform, enhancing morale and reinforcing a culture of recognition.

Release 3 also brought AI to the forefront:

- Predictive Intelligence improved case categorization and routing
- Issue Auto Resolution reduced repetitive workload

through automation

- Virtual Agent enabled caregivers to get immediate answers on demand, 24/7

The Result: Onboarding and transitions became smoother and more consistent, compliance tracking was strengthened, recognition became easier and more visible, and AI-driven tools accelerated case resolution.

With three releases delivered and Cprime|INRY's CloudCover (managed services) ensuring continuous support, Elara has reimagined how HR services empower its caregivers. From payroll automation to AI-driven self-service, the transformation is reducing friction, strengthening compliance, and fuelling recognition, all while driving Elara a step closer to its Big Hair Audacious Goal of freeing caregivers to spend more time on patient care.



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