

FOR IMMEDIATE RELEASE

Graystone Eye Launches Chronic Care Management Program for Medicare Patients

[Hickory, NC] – [2/17/2025] – Graystone Eye is pleased to announce the launch of its new Chronic Care Management (CCM) program, designed to provide comprehensive support to Medicare-enrolled patients with multiple chronic conditions. This program aims to improve patient health outcomes, enhance care coordination, and empower patients to actively manage their health.

The CCM program will assist patients with two or more chronic conditions by providing personalized care plans, medication management support, coordination of care between providers, and full access to a dedicated care team. The program focuses on proactive care, aiming to prevent health crises and improve overall quality of life.

Leading this initiative is Brandi Poplin, MHA, BSN, RN, a seasoned healthcare professional with extensive experience in care management. "We are committed to providing our patients with the highest quality of care," said Poplin. "The CCM program is a significant step towards a more holistic approach to healthcare, addressing not just individual conditions but the interconnectedness of multiple health issues. We believe this program will make a real difference in the lives of our patients."

"At Graystone Eye, we understand that eye health is often interconnected with other chronic conditions," said Andrew Tate, CEO of Graystone Eye. "This new CCM program allows us to provide more comprehensive care, addressing the whole patient and improving their overall well-being. We are proud to offer this valuable resource to our Medicare patients."

The CCM program will offer a range of benefits, including:

- **Personalized Care Plans:** Tailored to each patient's unique needs and health goals.
- **Medication Management:** Support with medication adherence and potential interactions.
- **Care Coordination:** Seamless communication and collaboration between all healthcare providers, including primary care physicians, specialists, and other healthcare professionals involved in the patient's care.
- **Connection to Local Resources:** Assistance in accessing local resources, such as support groups, community health programs, and other services that can benefit patients with chronic conditions.

- **Full Access to Care Team:** Patients can connect with the care team for support and guidance.
- **Improved Health Outcomes:** Proactive care management aims to prevent complications and improve overall health.

Graystone Eye is dedicated to providing comprehensive and compassionate eye care. The addition of the CCM program reinforces this commitment by addressing the broader health needs of its Medicare patients. The program emphasizes collaboration with other healthcare providers and connection to local resources to ensure patients receive well-rounded and comprehensive care.

Medicare patients who believe they may be eligible for the Chronic Care Management program are encouraged to contact Graystone Eye at 888-626-2020 or visit www.graystone-eye.com for more information.