

Flexibility, A More Cohesive Organization, One Source of Truth:

Goodwill of the Heartland

INDUSTRIES SERVED: Supported Community Living, Veteran Services, Workforce Development



The Challenge

Before adopting CaseWorthy, Goodwill of the Heartland faced a familiar challenge: too many systems and not enough consistency. Staff managed participant information across paper files, Microsoft Office documents, and a separate client database used mostly for billing and reporting.

This fragmented approach meant entering the same data multiple times, which created errors and made reporting difficult. When funders or auditors requested information, teams spent hours reconciling overlapping records. Even minor system updates required submitting a vendor request. Something as simple as adding a field or adjusting a workflow often led to delays and lost time.

In 2017, Goodwill of the Heartland selected CaseWorthy for one clear reason: it offered a platform they could truly make their own.

Why CaseWorthy?

It was CaseWorthy's flexibility that changed the way Patricia Diaz, Admission Services Specialist, and her colleagues work. Today, she serves as Goodwill's in-house CaseWorthy administrator, overseeing everything from custom report creation to workflow design.

Instead of submitting support tickets and waiting on vendor updates, Patricia can now build and adjust the tools staff need directly within the system. When a program manager requests a new field or a funder requires a different report format, she can make it happen quickly.

“ We love the ability to make CaseWorthy our own. That's one of the best features.

— Patricia Diaz
Admission Services Specialist

Patricia's role has grown alongside the organization's use of CaseWorthy. "My position has evolved because of CaseWorthy," Patricia shared, reflecting on how the platform has empowered her to become a vital resource across all six programs. She now supports staff in configuring the platform, troubleshooting issues, and ensuring the system continues to adapt to Goodwill's growing needs.

Implementation: Building Momentum Across All Programs

Implementation began in late 2018, and by the end of 2019, all six programs had completed their transition to CaseWorthy. A phased rollout brought one program online at a time, allowing staff to adjust without disrupting ongoing work. The next stage, integrating medical billing through CaseWorthy ClaimExchange, is currently in progress. Once complete, all participant data from intake to billing will flow through one system, reducing duplication and streamlining operations even further. Throughout the rollout, Patricia played a central role in training staff and configuring the system to match each program's processes.

Results: A More Connected Organization

Bringing all programs together under CaseWorthy has helped Goodwill of the Heartland strengthen internal collaboration and improve data accuracy.

Unified System

Paper files, Microsoft Office tools, and a separate billing database consolidated into one platform.

Accurate Reporting

Duplicate client records eliminated, giving leaders and funders a reliable view of participant numbers.

Increased Access

More walk-in visits and expanded reach through the Virtual Career Center portal, connecting participants in rural areas.

Improved Data Quality

A 2024 initiative used CaseWorthy reporting to identify and correct record discrepancies across all staff inputs.

Program Growth

Four new career centers added, supported by centralized data management.

Grant Support

Clear, consistent reporting strengthens funding applications and compliance documentation.

Simplified Audits

Reports now generated directly for auditors, removing the need for external database access.

