



About the Client

Homestead Hospice & Palliative Care was founded in 2006 to serve greater Metropolitan Atlanta, Georgia. Their focus is to uncover and meet the specific, personalized needs of each patient and his or her family. Headquartered in Roswell, Georgia, Homestead Hospice now serves patients in Alabama, Arizona, Georgia and South Carolina. It is Medicare and Medicaid-certified.

The Challenge

As Homestead Hospice & Palliative Care grew, so did its need to find effective ways to manage its strategic planning and daily operations. Managing and tracking business development efforts was a difficult task that consumed far too many hours of every day.

“Everything was manual,” Marty Benson, senior vice president of operations, said. “Our reps were submitting their weekly calendars in Excel format.”

The paper-based approach hindered their ability to experience continuous growth in a highly competitive market. Homestead Hospice and Palliative Care recognized a significant amount of growth relies on the ability to identify and grow the right referral sources and align the right activity.

Solution

Starting in 2014, Homestead deployed PlayMaker Health’s Spark, a purpose-built post-acute platform. Virtually overnight, the leadership of Homestead Hospice & Palliative Care had in-depth, multi-market visibility into the entire organization’s referral activity. With the integration of Market Data, the administration now had a comprehensive data set to benchmark against the competition and accurately identify where referral sources were sending patients for hospice care and at what time, increasing earlier referrals and optimizing hospice utilization.

Impact

Today, Homestead Hospice & Palliative Care continues to realize the benefits of PlayMaker Health comprehensive growth intelligence.

“I would say that PlayMaker Health is the best product available that is specific to home care and hospice,” Benson said. “I like that we didn’t have to do much customization, and the Market Data is amazing. It’s helped us improve our plans for how we approach our market by targeting the top physicians.”



Industry

Hospice



Platform

PlayMaker Health



Locations

Southern U.S.

In its first two years with PlayMaker Health, Homestead Hospice & Palliative Care has experienced:

- **Revenue ROI:** Accurate growth planning driving focused sales opportunities and time spent on high-value referrals
- **Referral ROI:** Data-Driven reporting and decision making informing strategic growth and expansion plans
- **Relationship ROI:** Higher retention rates by utilizing the mobile app to capture activity in the field and robust analytics to drive activity effectiveness

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— Marty Benson

Senior Vice President of Operations