

NEWS RELEASE

## WellSky® Introduces Centralized Referral Management Solution to Expedite Patient Intake in Home-Based Care

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The purpose-built referral management solution will help agencies increase staff efficiency, expand referral sources, and improve the timeliness of care

OVERLAND PARK, Kan.--(BUSINESS WIRE)-- **WellSky**, a leading health and community care technology company, today announced the release of **WellSky Enterprise Referral Manager**, a new software solution that transforms referral, intake, and customer relationship management (CRM) processes for home health, hospice, and other home-based care agencies. The solution centralizes referral-related activities between staff members, allowing agencies to streamline and consolidate workflows, expand referral relationships, and accelerate the start of care for patients.

"The methods for handling new patient referrals are often cumbersome and antiquated – leading to data silos and missed opportunities to quickly assess patient service needs and agency resources to meet those needs," said Sharon Harder, president of C3 Advisors, LLC, and expert consultant to home-based care providers. "WellSky's resolve to address this major challenge has resulted in a unified solution that will knock down many of the referral management barriers that care providers face on a daily basis."

With the WellSky Enterprise Referral Manager solution, agencies will be digitally connected to multiple electronic health record (EHR) systems and referral networks, widening the pool of referral sources. Intake coordinators can efficiently work within a single inbox, which consolidates all referrals received from digital fax, direct secure messaging, standalone referral tools, and more. Further, patient data within referrals is automatically used to create or update patient records within the WellSky EHR, expediting intake and maintaining one source of truth for

enterprise patient data.

"Previously, we were using multiple portals for referral activities and had a slow process for entering new patients," said David Kerns, chief executive officer of The LTM Group, a home health organization based in Ohio. "With WellSky Enterprise Referral Manager, we have revolutionized our entire intake process. All of our referrals now come into a centralized workflow, enabling us to achieve a new level of efficiency and care coordination across our organization. We've been able to respond to referral sources faster and expand our capacity to input referrals, which will ultimately lead to improved timeliness of care and patient outcomes."

Transparency and coordination between intake and marketing roles is critical to an agency's intake process. The solution's CRM capabilities enable marketing liaisons to document relationship activities directly within the referral management system, rather than within spreadsheets or disparate CRM systems not purpose-built for referral workflows. Intake and marketing roles stay synchronized through referral task assignment and tracking, helping ensure pre-care requirements are met and patient care can begin without delay.

"We understand the complexities involved with transitions between care settings and are thrilled to offer this innovation that creates value for agencies and helps address the care coordination challenges faced by multi-service line organizations," said Bill Miller, chief executive officer of WellSky. "WellSky Enterprise Referral Manager is a great example of the enterprise-level solutions we are creating to deliver smarter, more connected models of care at scale."

As healthcare organizations focus on growth and diversification of services, the technology systems they rely on to deliver care must scale. The WellSky Enterprise Referral Manager solution was built to easily transition patients within an agency's own service lines, ensuring the most timely and appropriate level of care is provided. This enterprise-level care coordination helps patients receive the right care at the right time and gives agencies better support in their trusted relationships with the patients and families under their care.

To learn more about the WellSky Enterprise Referral Manager solution, visit [wellsky.com](http://wellsky.com).

## About WellSky®

WellSky is one of America's largest and most innovative healthcare technology companies leading the movement for intelligent, coordinated care. Our proven software, analytics, and services power better outcomes and lower costs for stakeholders across the health and community care continuum. In today's value-based care environment, WellSky helps providers, payers, health systems, and community organizations scale processes, improve collaboration for growth, harness the power of data analytics, and achieve better outcomes by further connecting clinical and social care. WellSky serves more than 20,000 client sites — including the largest hospital systems, blood

banks, cell therapy labs, home health, and hospice franchises, post-acute providers, government agencies, and human services organizations. Informed by more than 40 years of providing software and expertise, WellSky anticipates clients' needs and innovates relentlessly to build healthy, thriving communities. For more information, visit [wellsky.com](http://wellsky.com).

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