

**FOR IMMEDIATE RELEASE**

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## Homecare Homebase Helps GrandCare Overcome COVID-19 Challenges with Data-Driven Operational Strength

*Real-time data access and expert guidance helped GrandCare prevent layoffs and enhance care efficiency.*

**DALLAS, Texas – March 18, 2025** – [Homecare Homebase](#)<sup>SM</sup> (HCHB), the leading software provider for home-based care, today shares the impact its data resources, workflow automation, and clinical expertise had on GrandCare Health Services during the COVID-19 pandemic, helping it not only survive but emerge stronger than before.

When the pandemic hit, GrandCare’s 5-star agencies—serving over 500 patients and recognized as Southern California’s leading post-acute provider— found themselves with limited access to crucial data and only basic reporting capabilities due to limitations of the software provider they were using at that time. The organization struggled to access mission-critical data and perform analysis, operating on the edge of survival as it attempted to navigate the rapid changes in the COVID-era market. Homecare Homebase (HCHB) stepped in as GrandCare’s new software partner, providing real-time data access and critical analytical support, giving GrandCare the financial visibility needed to secure and forgive PPP and EIDL loans, avoid layoffs, and re-position for long term growth.

“We have strong analytical capabilities, but without good data we were flying blind. Having reliable data is essential—without it, you're risking both patient care and business stability,” said Dr. David Bell, CEO of GrandCare. “Looking back at where we were in 2019 versus where we are now, I can confidently say that HCHB’s data capabilities played a crucial role in our survival and success.”

Despite the challenges of the pandemic, GrandCare was able to deliver high-quality care more cost-effectively per visit than before, due to continuous improvements in efficiency. In an industry where survival depends on high single-digit gains in operational performance each year, this level of progress is only possible with access to reliable data. Without the ability to track and optimize key metrics, operating under 2019 conditions would have resulted in a -25% profit margin today.

“HCHB believes that we are here to do more than provide software, we want to be true partners with our clients, rising to unexpected challenges like COVID and delivering the innovative solutions they need to adapt and thrive” said Luke Rutledge, President of HCHB.

“HCHB has always been ahead of the curve when it comes to providing critical information, alerts, and updates,” said David Bell, CEO of GrandCare. “Their commitment to overdelivering is evident in how

they respond to challenges—while no one can predict every obstacle, HCHB will move mountains to address issues and find solutions as quickly as possible.”

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### **About Homecare Homebase, LLC**

Founded by industry veterans in 1999, Homecare Homebase<sup>SM</sup> (HCHB) is a Dallas-based software leader empowering exceptional home-based care through hosted, cloud-based technology solutions and administrative services. HCHB’s customized mobile solutions enable real-time, wireless data exchange and communication between field clinicians, physicians and office staff for better care, more accurate reporting and improved revenue cycle management. HCHB’s products and services streamline operations, simplify compliance and boost clinical and financial outcomes for home-based care agencies. Each year, over 300,000 HCHB users serve approximately one million patients daily, resulting in over 121 million annual visits. Homecare Homebase is a Hearst Health company. For more information, visit [hchb.com](http://hchb.com) or call us toll-free at 1-866-535-HCHB (4242).

### **About Hearst Health**

The mission of Hearst Health is to guide healthcare organizations by delivering essential intelligence and software that improve the quality, safety and efficiency of care. Hearst Health has been innovating with care for more than 40 years, with a commitment to making a lasting positive impact on health. The Hearst Health companies — [FDB](#), [Homecare Homebase](#), [MCG](#), [MHK](#), [QGenda](#) and [Zynx Health](#) — elevate care by informing and empowering participants across the health journey. To learn more, visit [www.hearst.com/hearst-health](http://www.hearst.com/hearst-health) and follow @Hearst Health on [LinkedIn](#).

### **About GrandCare Health Services**

GrandCare Health Services is a 5-STAR provider of in-home medical care, specializing in post-surgical orthopedic and cardiac rehabilitation. Serving the Southern California region since 2003, GrandCare has established itself as a trusted partner for patients, healthcare organizations, and surgeons, delivering exceptional care to over 6,000 patients annually. Fueled by an unwavering commitment to the fundamental values of quality and trust, GrandCare consistently places patients at the forefront of its operations, ensuring their utmost priority and well-being. For more information, please visit [grandcarehealth.com](http://grandcarehealth.com).