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CONTACT: Liz LeGrande

Homecare Homebase, LLC

(214) 498-9524

llegrande@hchb.com

Homecare Homebase Launches Agency Welcome Notification to Improve Patient Engagement and Referral Retention

DALLAS, Texas – March 25, 2025 – [Homecare Homebase](#)SM (HCHB), the leading software provider for home-based care, announced the launch of its Agency Welcome Notification automated text type, part of HCHB's Patient Engagement product suite, designed to create strong patient relationships while optimizing operational efficiency.

Home health agencies struggle to secure referrals, engage patients, and maintain clear communication. Competing providers disrupt care continuity, so patients often remain unaware of when their care begins. Communication gaps prevent the delivery of essential information, reducing confidence and lowering referral conversion rates.

As soon as a referral is saved, patients receive a "welcome to the agency" text message with a customizable URL linking to key information about services. This proactive outreach aims to enhance referral conversions, reduces non-admits, and builds immediate brand trust.

"By automating initial patient engagement, agencies can streamline operations, minimize redundant data entry, and deliver a frictionless onboarding experience," said Brandy Sparkman Beierle, chief clinical officer at Homecare Homebase. "With Agency Welcome Notification, patients feel informed, supported, and connected from the very start—building trust and confidence in their care provider from day one."

Other notable solutions in HCHB's Patient Engagement suite include Clinician ETA Notification, which sends a pre-filled text to patients or caregivers with an estimated arrival window and Patient Visit Reminder, which keeps clinicians and patients connected with automated visit reminders the day before. These solutions are designed to improve communication and save time. The Agency Welcome Notification is specifically aimed at creating:

- **Stronger Patient Connections:** Enhances referral conversions and ensures patients recognize your agency's role in their care journey from the start.
- **Operational Efficiency:** Automate initial engagement to eliminate unnecessary data entry for non-admitted patients, saving valuable time and resources for your team.
- **Seamless Integration:** HCHB's Patient Engagement text products are fully embedded within HCHB's EHR, requiring no additional integrations for a smooth, hassle-free implementation.

“The referral process comes with challenges,” Lynn Carroll, vice president - product management at Homecare Homebase. “The Agency Welcome Notification helps agencies connect with patients sooner, reinforce their care plan, and improve referral retention, ultimately enhancing both patient and operational outcomes.”

By providing timely communication, the Agency Welcome Notification ensures patients are aware that their care has begun and strengthens confidence in their provider. Agencies can use this tool to bridge communication gaps and streamline the onboarding process, ultimately improving patient engagement, enhancing satisfaction and creating a smoother care transition.

To learn more about the Agency Welcome Notification or the Patient Engagement product suite, [contact our team online](#).

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About Homecare Homebase, LLC

Founded by industry veterans in 1999, Homecare HomebaseSM (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 www.hchb.com or call us toll-free at 1-866-535-HCHB (4242).

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