



For Immediate Release

For More Information

Julie Konieczka

815.560.1495

jkonieczka@excelhealthgroup.com

Tricia Collom

214.239.6726

tcollom@hchb.com

Homecare Homebase Aligns with Excel Health to Bring More Timely and Complete Market Intelligence Data to its Home Health & Hospice Customers

New strategic alliance enables Homecare Homebase customers to build higher performing referral networks and more effectively utilize sales resources

October 17, 2018 DALLAS, TX - Homecare Homebase, the leader in enterprise software solutions for the home health and hospice market, and Excel Health, the leading source for current and complete post-acute outcomes data and performance analytics for the healthcare industry, announced today a strategic alliance that will enable the two companies to combine real time referral data from the Homecare Homebase (HCHB) system with the most recent market data and analytics from Excel Health. The new partnership will revolutionize business development for HCHB customers.

“Our customers are the largest and highest performing agencies in the country, and we constantly strive to bring them the tools and insights they need to profitably grow their businesses in today’s value-based care economy,” said Scott Pattillo, Chief Strategy Officer at Homecare Homebase. “By aligning with Excel Health, we are pleased to provide our customers with the most current and precise market data. Now, they can

accurately evaluate the potential of referral partner opportunities and gain insight into their own performance metrics to facilitate data-driven, comparative conversations with physicians, healthcare facilities and health plans.”

Now that Excel Health is a Homecare Homebase Preferred Vendor, the two companies will collaborate to offer joint customers several game-changing advancements. Most notably, HCHB Referral Source Link (RSL) and HCHB Analytics customers will be able to access the most recent and accurate facility and physician referral share data from within their existing workflow. The physician data not only includes clinicians tied to institutional claims, but also all professional claims across all care settings. This level of visibility will allow agencies to better target office-based referrals and better understand those physicians who could influence referral decisions further upstream.

According to Ian Juliano, CEO of Excel Health, “We are redefining the way agencies develop relationships with referral partners and build high-performing networks. By partnering with the industry’s most advanced and successful EMR solutions, we believe we can not only reach more care providers, but also make a positive impact on how hospitals and physicians view and utilize post-acute care services to improve patient care while containing unnecessary care delivery costs.”

In addition, the two companies will collaborate on several new automated products that match real time referral data from HCHB customers with the Excel Health solution that captures and analyzes the more than 1.2 billion Medicare claims annually. These new products will help joint customers more efficiently and precisely target referral sources that have the highest potential to benefit from their services and create a competitive advantage in the market.

Unlike other market data providers that use complex formulas to estimate physician volumes, referral behavior and performance metrics, the Excel Health solution provides the actual physician office-based claims from the Medicare Part B data set in addition to the Part A data, which in turn allows sales and business leaders to more easily engage referral sources in evidence- and performance-based conversations and overall growth strategies.

Homecare Homebase customers who are interested in learning more about the Excel Health solutions and the integration process with the RSL solution can learn more by visiting www.excelhealthgroup.com. Contact the Excel team at info@excelhealthgroup.com.

About Excel Health

Excel Health provides growth solutions that drive critical workflows to dramatically improve performance. Our performance analytics, quality metrics and targeting tools are derived from complete 100% Medicare Part A & B data to produce high value to hospitals and home health and hospice agencies. In a recent study, our customers outpaced their competition and have experienced an ROI of over 600%. Excel Health customers are the only agencies in the market that can position themselves as an invaluable resource to their referral partners because they have exclusive visibility into the full continuum of care. For more information, please visit: www.excelhealthgroup.com; or, to see a demonstration, email us at sales@excelhealthgroup.com.

About Homecare Homebase

Homecare Homebase (HCHB) is a Dallas--based software leader offering hosted, cloud--based solutions to streamline operations, simplify compliance and boost clinical and financial outcomes for homecare and hospice agencies. Our 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 faster payment. Founded by industry veterans in 1999, the company is now part of the Hearst Health Network. For more information visit hchb.com or call us toll--free at 1--866-535-HCHB (4242).

About Hearst Health

The Hearst Health network includes [FDB](#) (First Databank), [Zynx Health](#), [MCG](#), [Homecare Homebase](#), [MedHOK](#), [Hearst Health Ventures](#) and the [Hearst Health Innovation Lab](#) (www.hearsthealth.com). Hearst also holds a minority interest in the precision medicine and oncology analytics company [M2Gen](#). The mission of Hearst Health is to help guide the most important care moments by delivering vital information into the hands of everyone who touches a person's health journey. Each year in the U.S., care guidance from Hearst Health reaches 85 percent of discharged patients, 205 million insured individuals, 70 million home health visits and 3.2 billion dispensed prescriptions.