

**SURVEY REPORT**

# Referral Challenges and Opportunities in Home-Based Care

**BROUGHT TO YOU BY**





## **SURVEY REPORT:**

# Referral Challenges and Opportunities in Home-Based Care

The referral rejection rate in home-based care surged in 2022. Today, approximately 64% of industry participants say the decline rate remains unchanged or has worsened since last year.

From April 6 to April 26, 2023, Home Health Care News conducted a survey in partnership with health care workflow management company Forcura to learn how home-based care providers are navigating today's challenging referral landscape, and how technology can help.

Home Health Care News is pleased to share these survey results in hopes of providing some insight into referral growth and opportunity in the years ahead.



**Andrew Donlan**

Editor, Home Health Care News



Perhaps nothing is more meaningful nor personal than caring for people in the home, and Forcura has championed the role of home-based care providers since our inception in 2012. What is remarkable is that these providers have such a potent impact on patients, delivering positive outcomes while keeping the costs of care low, as they also bear the complexities of accepting those patients into care.

The data in this report tells that story, proving that staff must manage a myriad of referral channels, work to minimize negative consequences on patients throughout the care transition process and also remain profitable — all of this while staffing has not yet rebounded from pre-pandemic levels.

Clearly, there is a need for technology to offset these administrative burdens by streamlining referral workflows and equipping providers to make smarter, faster business decisions. As more patients seek care in the comfort of their home, providers deserve tools that create opportunities for them to focus on what they do best: deliver expert, compassionate care.



**Craig Mandeville**

Founder and CEO, Forcura

## KEY TAKEAWAYS



### **Patients and care recipients are impacted by referral challenges.**

More than 44% of respondents acknowledge that delayed/poorly managed care transitions have made a very negative or extremely negative impact on their organization's care recipients.



### **Payers are dominating the referral landscape.**

Payer source outranks all other referral criteria for home-based care providers, according to survey respondents. Providers also most want to see technology help them solve for better alignment of referrals with profitability goals.



### **Available staff must manage multiple referral delivery methods.**

More than 57% of respondents indicated that their organization's staff manage four or more referral methods, citing phone calls, referral portals and fax as the top three referral methods.



### **Rejections are the No.1 challenge providers face with referrals today.**

Sixty-four percent of respondents say the referral decline rate remains unchanged or has worsened since 2022.

## EXECUTIVE SUMMARY

One hundred and fifty-four professionals contributed to the insights in this survey report, all of whom identify as working in an organization that provides home-based care. Sixty-nine percent of these respondents serve as directors, VPs, C-suite executives and owners, and they shared their perspectives on how companies of all sizes are:

- Experiencing referral decline rates
- Sourcing referrals in 2023
- Viewing technology as a solution to improve challenges related to referral management

In 2021 and 2022, home health care providers reported historically high referral rejection rates.

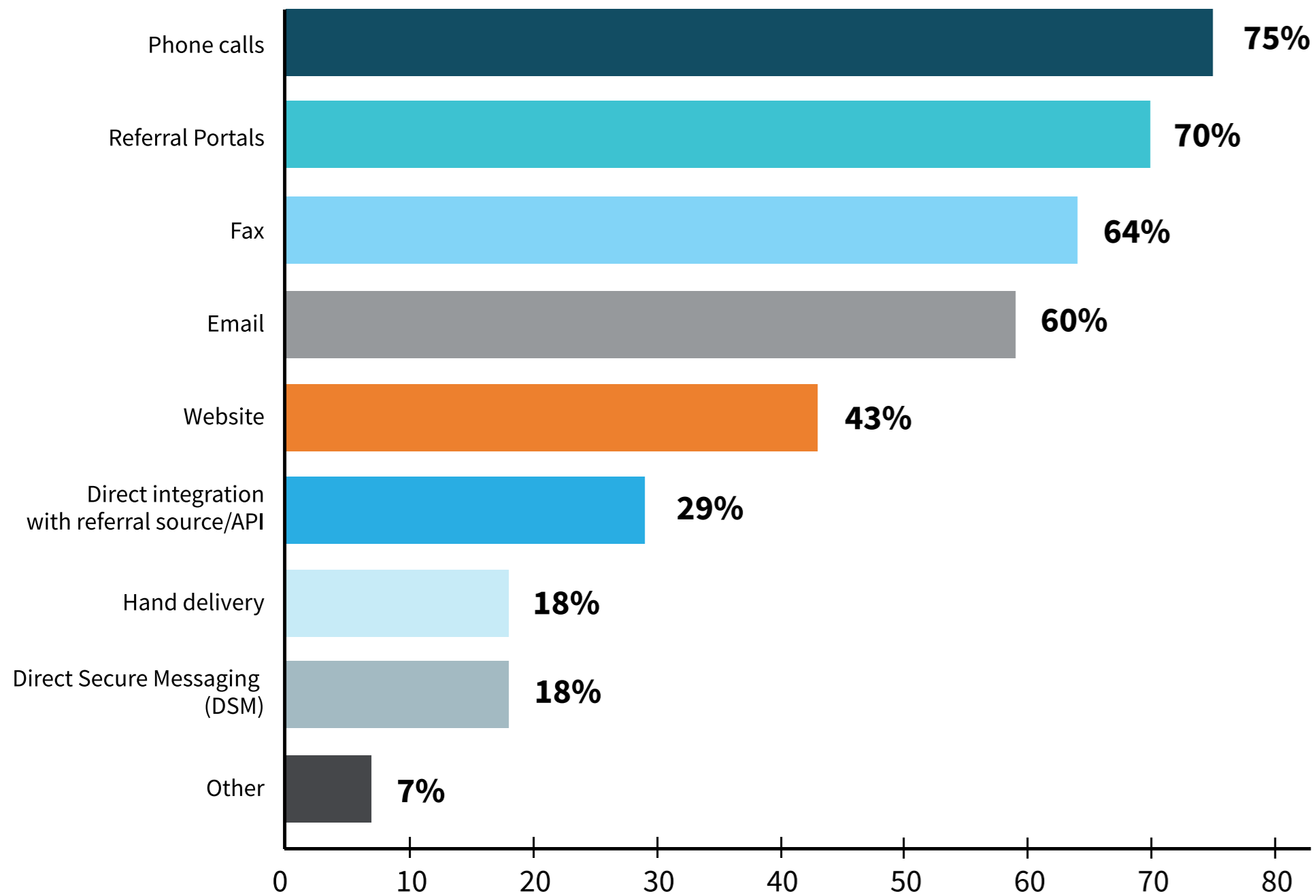
Approximately 64% say the decline rate remains unchanged or has worsened since 2022

What is the severity of your organization's referral loss rate in 2023 relative to 2022?



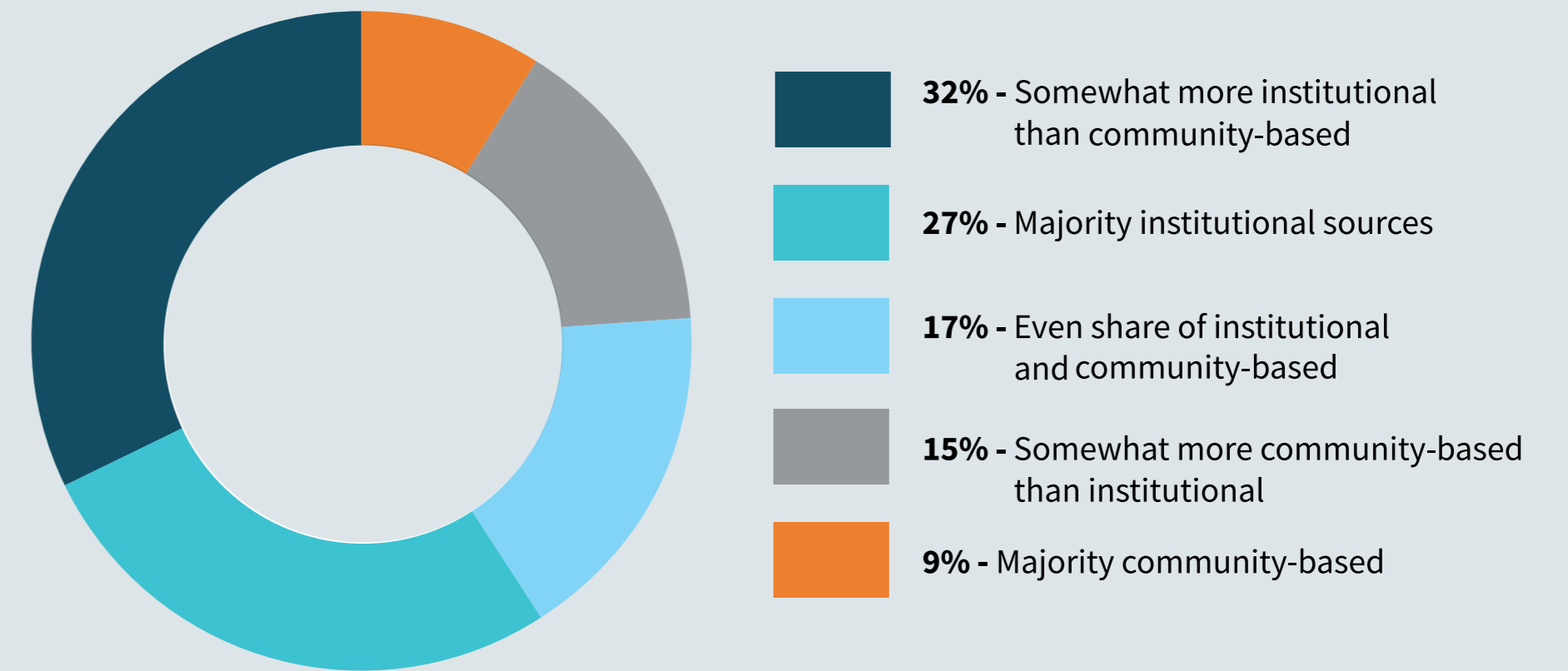
- 41%** - The decline rate has remained unchanged
- 36%** - The decline rate has improved (more referral capacity)
- 23%** - The decline rate has worsened

**Through which of the following channels does your organization receive referrals? (Select all that apply)**



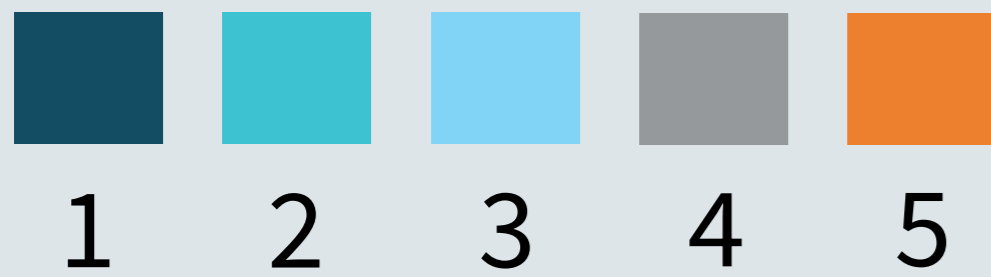
**More than 70% of survey participants reported their staff utilizes between three and five referral channels, with phone calls, referral portals and fax as the top three methods**

**Describe the proportion of your organization's institutional referral sources.**

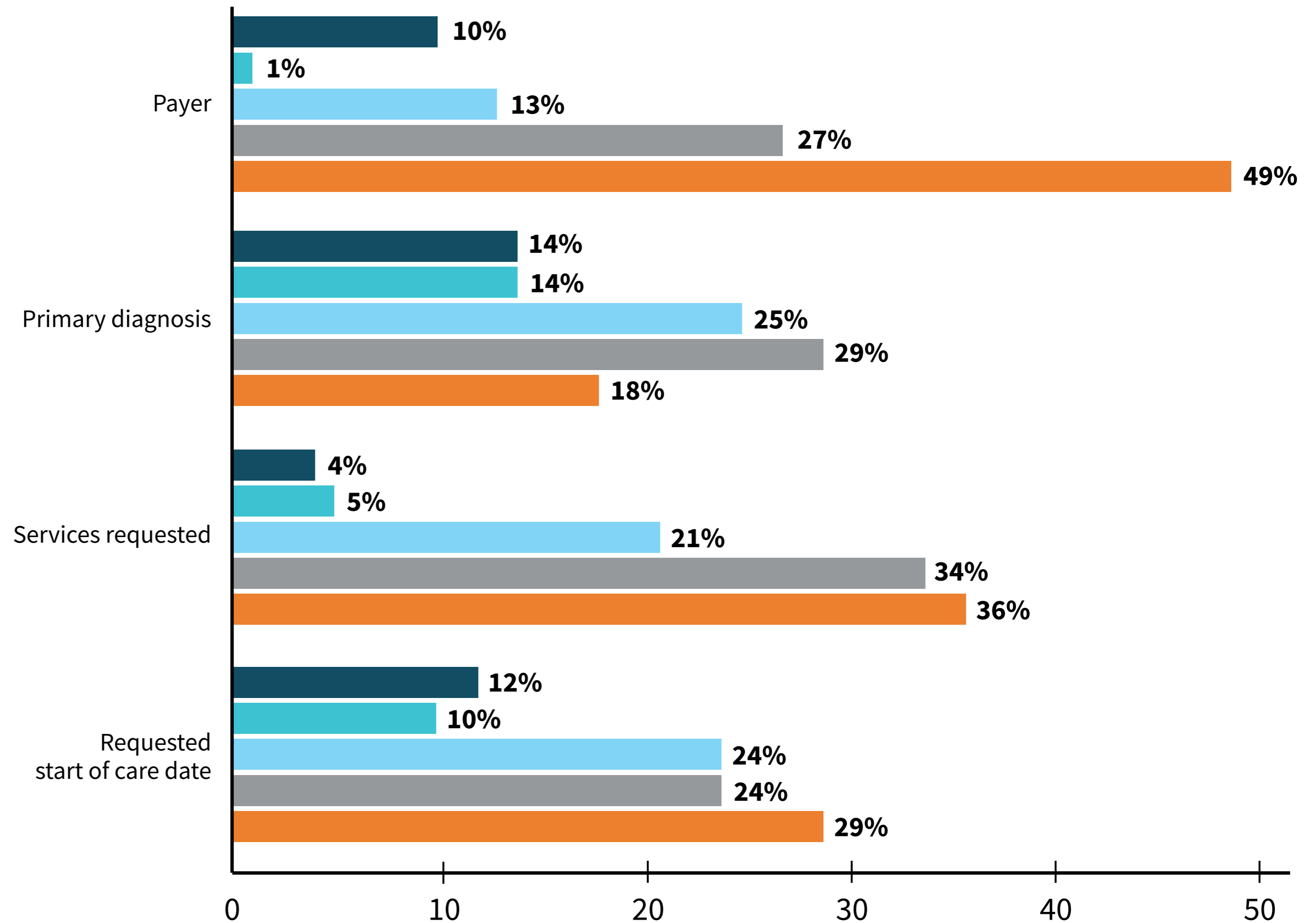


**Respondents indicated that a vast majority of their referrals come from institutional referral sources**

With 1 being the lowest and 5 being the highest, rank the importance of the following referral criteria for your organization.

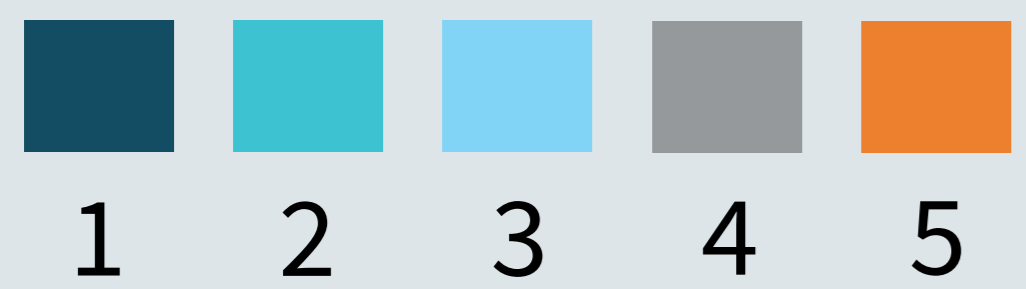


The payer is the most important referral criterion for home-based care providers, according to survey respondents

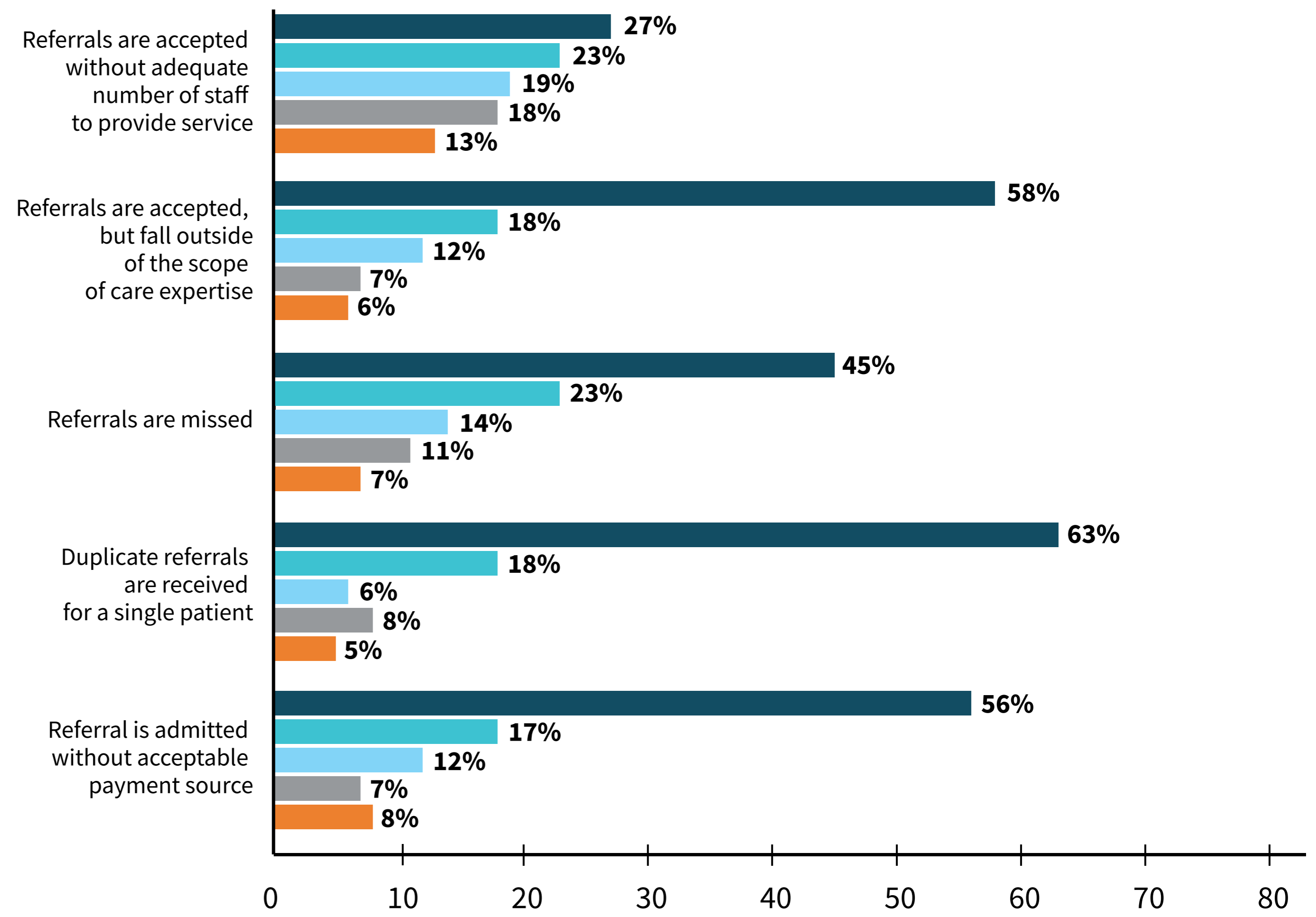




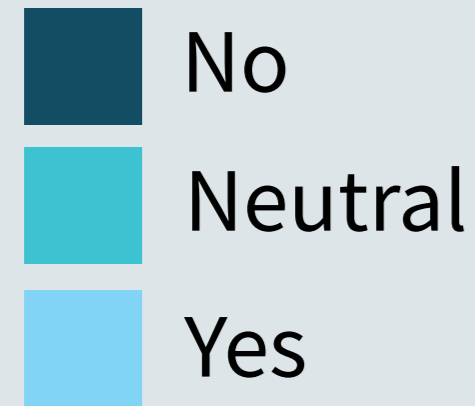
Which of the following communication challenges does your organization face relative to referrals and care recipients? Rank in terms of level of importance (1 = no challenge, 5 = greatest challenge)



Survey participants indicated that their organizations do not face significant communication challenges with respect to referrals and care recipients. However, 31% reported challenges with accepting referrals without having sufficient staff to provide care

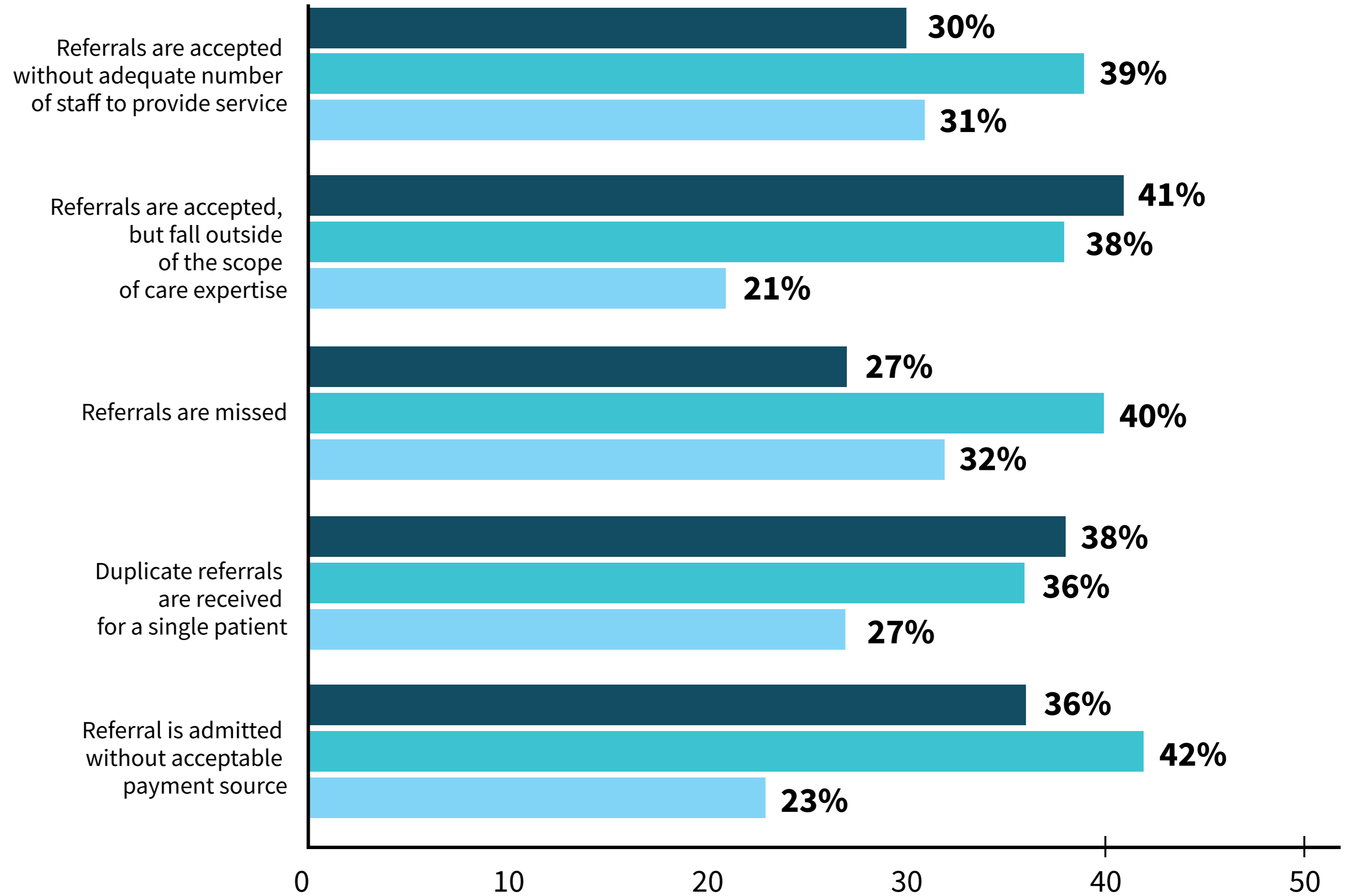


**Do you feel that technology has helped you address these challenges in the last 12 months?**

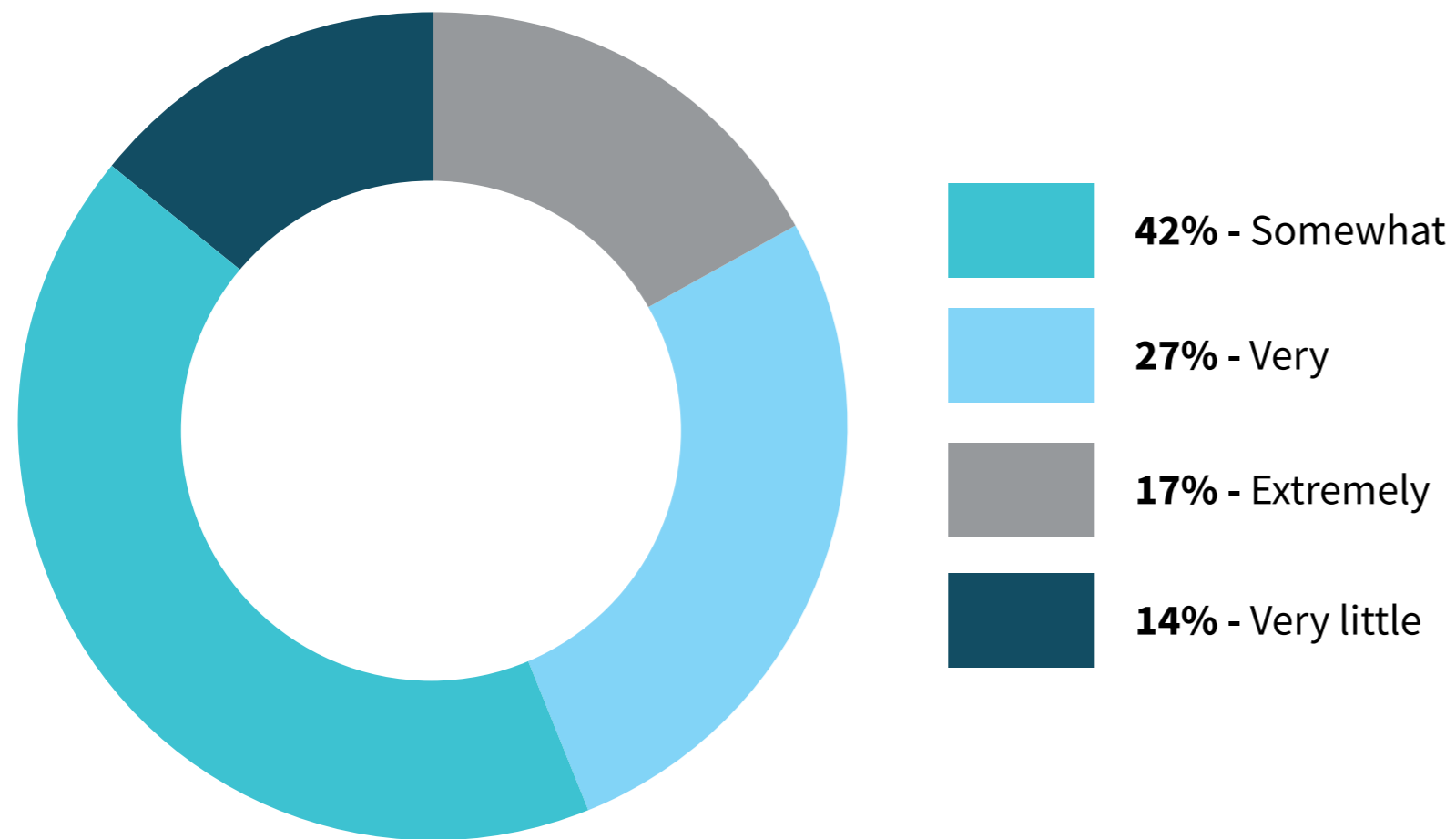


**More than 56% of survey participants feel that technology has not helped them address the top home-based care challenges in the last 12 months**

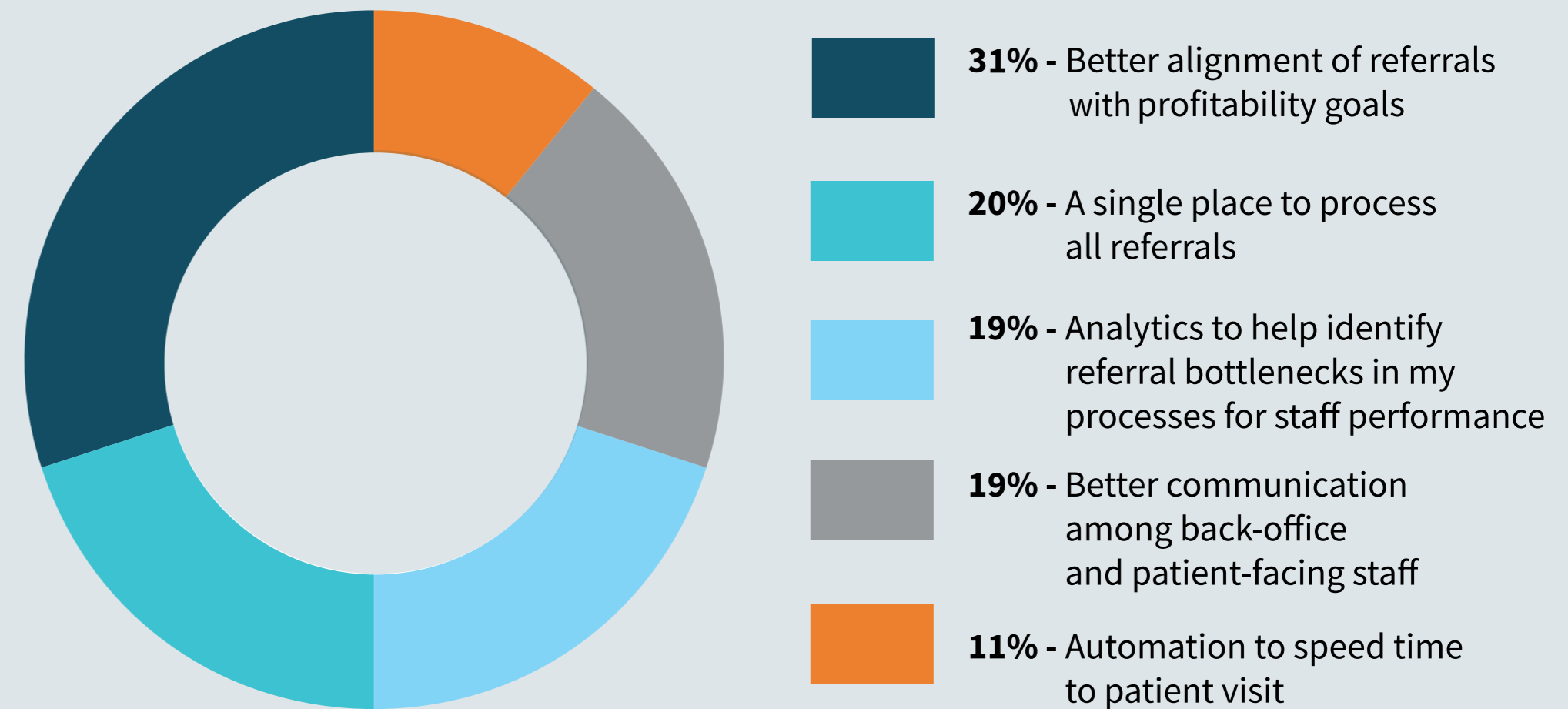
*Percentage calculated excluding neutral responses.*



To what degree have you seen delayed/poorly managed care transition of patients negatively impact patients/care recipients?



Which of the following technology-based outcomes is most important to your business?



More than 44% of respondents acknowledge that delayed/poorly managed care transitions have made a very negative or extremely negative impact on their organization's care recipients

Nearly 33% of all respondents want technology to help them align referrals with profitability goals, according to the survey



CONTACT US AT



800-378-0596



Sales@forcura.com



Forcura.com

BROUGHT TO YOU BY

