

Home Health Agency Pivots For Future With New Tech-enabled Efficiencies

Simplification of orders management is hailed as a 'Game Changer'

As a technology company that supports post-acute care providers, Forcura never tires of hearing from satisfied customers. One ringing endorsement came not long ago from Wendy Thome, Executive Director of Central Plains Home Health & Hospice:

"I can't even begin to tell you how much I appreciate Forcura! ... The orders manager piece is a GAME CHANGER! And the nurses LOVE the mobile app. ... I just want to let you know how thankful I am for this technology! We should have done it long ago! We all need to know that our 'work' makes a difference and it's more than just a job! Your work has been a blessing!"

"It strengthens our relationships with existing providers because the more intertwined they are with us, the harder it is for them to go to another agency, or for another agency to sell their services to them."



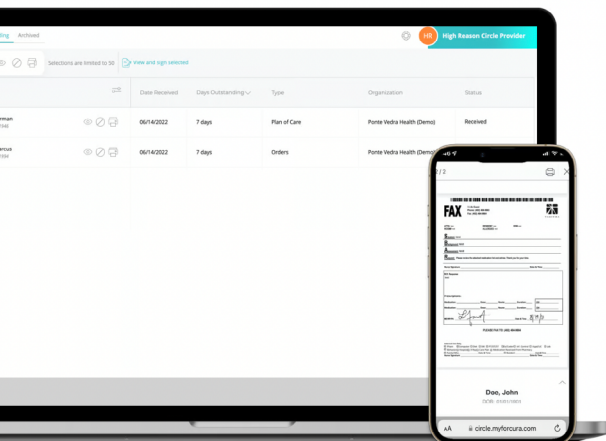
Sergio Lopez
Director Of Marketing, Capitol Home Health

Forcura Circle Gives Capitol Home Health a Superior Market Position

Sergio Lopez is helping his home health agency accelerate cash streams, solidify relationships with existing provider partners, and increase its attractiveness to new referral sources – all through one e-signature platform offered by his agency's technology partner, Forcura.

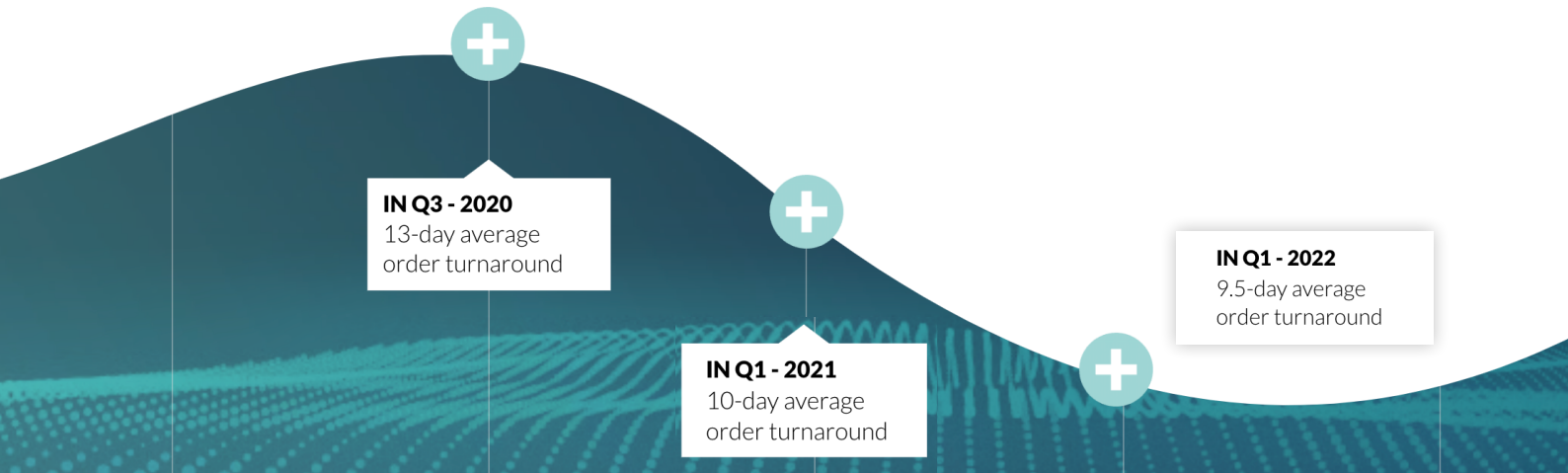
Sergio is director of marketing at Capitol Home Health, a regional, approximately 100-employee organization based in Austin, TX. He was first introduced to Forcura's digital and network-building solution, Circle, during a demo in August 2021.

Circle delivers a better way for post-acute care agencies to get signing providers' reviews and approvals of care plans by creating a quick and easy experience that doesn't require an app download or juggling multiple passwords.



Capitol Home Health had been benefitting from several of Forcura's care coordination tools for about a year. Sergio was intrigued by Circle because other e-signing tools the agency either used or researched were not as practical.

"I started pushing for Circle because I could see, first of all, that set-up [for both his agency and their providers] was very easy compared to what I had been trying to use before," said Sergio, whose previous job marketing EHRs helped qualify him to drive e-signature adoption at Capitol. "Within any industry, if you make it turnkey for the consumer, they will use it."



A Positive Glow

By November 2021, Circle was Capitol Home Health's official e-signature platform, and Sergio was ready to begin recruiting providers from Capitol's network. Forcura equipped Sergio with training and marketing materials and a dedicated provider relations specialist to support his efforts.

"It all boils down to the relationships we have with these providers, and I think Forcura did a good job of letting me take over when appropriate and build those relationships, versus [Forcura] coming in as a third party [providers] might not be familiar with." said Sergio, who has made it a near-term goal to have roughly half of his agency's more than 100 provider partners signed up on the platform in 2022.

Through mostly face-to-face outreach – the most effective method, Sergio quickly learned – Sergio is well on his way to that goal. He explains to signing providers that, along with easy set-up, Circle offers benefits to them as well. The solution saves clinicians and their staff considerable money, time and effort manually collecting and tracking care plans from post-acute agencies. With a single password, they can also:



Access a portal that displays any or all of their pending care plans



Review, approve, deny, or e-sign care plans in batches of 50 with one click



Receive reminders about pending signatures at any interval they choose



Access their pending care plans with ANY post-acute agency that has Circle and has invited them to participate.

Before and After Snapshot

Three providers signing care plans for Capitol Home Health had an exceptional improvement in their sent-to-signed cycle times once they started using Circle.

19.5 Days | average turnaround before using Circle

5 Days | average turnaround after using Circle

76% | faster return of signed orders

Sergio said his early adopters have been using the platform effectively and some have openly expressed satisfaction during conversations.

“Forcura Circle has helped my team with consistency, reduction in faxes, and overall efficiency,” said Rosa Mendoza, a clinical and surgical coordinator for Richard Ursone, MD, an orthopedic surgeon in San Antonio, TX.

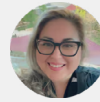
28 Days

Cumulative time shaved off Capitol's accounts receivable during their Circle experience

Beyond the cost savings and accelerated cash flows, Sergio sees Circle as a tool that optimizes Capitol's competitive position in the market. “It strengthens our relationships with existing providers because the more intertwined they are with us, the harder it is for them to go to another agency, or for another agency to sell their services to them,” said Sergio.

“It also helps Capitol grow when, as another differentiator, we can tell prospective partners that in addition to all the things we can do for them, we can also get them signed up easily on a convenient and growing e-signature network.”

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[Learn More About Circle](#)