

Home Care Pulse

Business Challenge

Home Care Pulse is an auxiliary resource to the home care industry. Home care agencies use Home Care Pulse as a resource for information on the industry as a whole such as benchmarking studies, satisfaction research, and training resources. Home Care Pulse has been growing quickly and is one of the few companies that has wide integration with different software vendors within the industry. The business challenge was its legacy code base, a homegrown solution built in PHP that had hit its scalability limit.

The solution was designed as a very simple foundation that couldn't support Home Care Pulse's expansion into other industries. Rewriting the main line of business software from scratch would have been cost-prohibitive because Home Care Pulse would have had to hire developers to not only try to maintain the existing system but also build a new one at the same time. Home Care Pulse needed a flexible software solution so it could scale and grow quickly.

Approach and Discovery

The frameworks Home Care Pulse initially looked into were not flexible enough to accommodate the company's growth and would have required Home Care Pulse to invest time and money into coding the solution themselves. Then, because the team felt that it didn't make sense based on its business model to program its own software, it started looking into low-code tools.

Home Care Pulse purchased Chargebee for accounting and HubSpot for marketing and started looking for a solution that could make those tools work together.

About the Client

Home Care Pulse is the home care industry's leading firm in satisfaction research and quality assurance, serving hundreds of home care businesses across North America. Home Care Pulse has become the top resource for business development, agency certification, Best of Home Care awards, and industry research, including the Annual Home Care Benchmarking Study.



\$200k savings in FTE developer headcount



Elimination of human error and repetitive tasks allowing senior management to focus on the actual business process



Time savings in implementing Decisions (3 months) vs. coding the solution themselves (1.5 years)

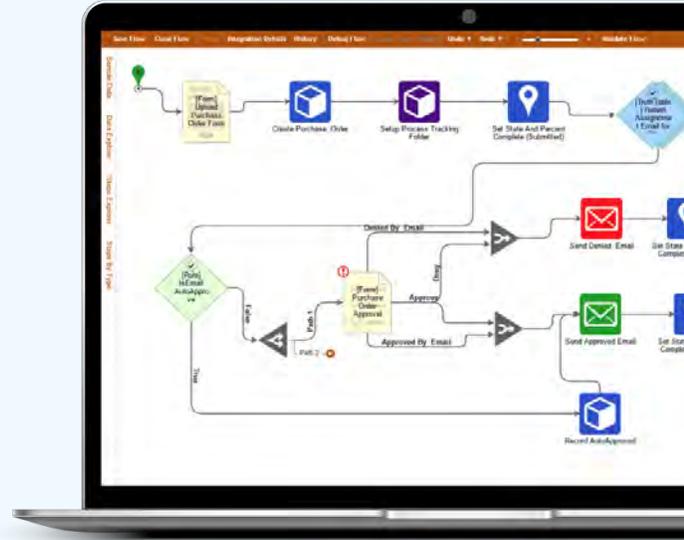
The team was looking for a solution that could manage the business rules between Chargebee and HubSpot because it used each tool in a particular way.

After considering multiple options over a couple of years, Home Care Pulse chose Decisions. Decisions offered good visual data pipelining with a debugger and visual flows to enable quick assessment of end-to-end data pipelines. Home Care Pulse was also drawn to Decisions' rules engine, which could help it wire together APIs and apply its own secret sauce in the middle.



I'm really impressed by what the system can do from a technical side. It fit our particular needs well where we have limited IT resources, sensitive data, and complex business and data rules that need to be centralized and integrated with other systems. The fact that it makes forms and API endpoints automatically is a HUGE time and complexity saver. The debugging, saved data samples, and unit testing are also big wins over other systems I've tested.

Jason Hamilton, Director of IT, Home Care Pulse



Results & Impact

Home Care Pulse built flows that integrate various cloud services via its APIs, and demand is only rising. The company's strategy was to use Decisions to glue together various cloud services, including HubSpot for CRM/marketing and Chargebee for billing. Automating the integration with Chargebee was a big undertaking, and Decisions was helpful with flow debugging and built-in unit tests. Home Care Pulse benefited from the flow debugger's ability to show the flow stack with data going in and out, which aided code comprehension. Non-developers can use spatial memory to remember application logic.

For the final project, Home Care Pulse was able to build more than 300 flows and data types in a month and a half with one developer and a complex billing process. In production, the billing process ran flawlessly with zero errors. Home Care Pulse was able to fix a years-old, complicated billing system and iron it out into a new system, integrate it with API-built flows, and test the flows thoroughly with the visual debugger and unit tests in Decisions. Home Care Pulse can set permissions around who can run the flows, both in the web interface and in the API, which adds up to a significant amount of time saved.

Future Efforts

Home Care Pulse plans to continue integrating with other third-party applications, such as a new survey platform. Also, as Home Care Pulse's IT department gains more experience with Decisions, it is starting to train its customer support department so that team can automate many of its manual processes.

DECISIONS

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