



## Success Story: Lifematters

### Leveraging AlayaSphere and open APIs

Founded in 2004, **Lifematters** has grown to become one of the largest providers of home care, skilled nursing and personal companionship services to clients in the Washington, D.C. metropolitan area. The company prides itself on creating customized care plans for clients and places a priority on employing highly trained, skilled caregivers and care managers.

As part of Lifematters' efforts to expand its service offerings, enter new geographic markets and improve operational efficiencies, the company **turned to AlayaCare** to help improve all aspects of its client lifecycle management. In addition, Lifematters sought to expand its relationships with Medicare Advantage plans, ACOs and other payment models.

*"With the industry moving towards value-based purchasing, we knew we needed to place a larger emphasis on better outcomes and data collection to meet our expansion goals. Home care is seeing greater participation in Medicare Advantage Plans and Transitional Care programs for healthcare systems and skilled nursing facilities, which are also important programs for Lifematters. AlayaCare offered a robust platform that delivered the flexibility and interoperability we required."*



**Daniel Gold, COO**  
**Lifematters**

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To get the most out of its new software platform, Lifematters also partnered with **Rubi Works**, a tech-focused business solutions firm, to help them build custom workflows from AlayaCare via its AlayaSphere ecosystem, which partners with third parties to offer specialized services to home care agencies.

## AN ADVANCED INVOICING SOLUTION



**Lifematters' most pressing concern laid in invoicing and billing.** They had, for ages, been using a legacy system to perform financial transactions such as processing credit cards and emailing invoices. But its outdated functionality was not providing an ideal customer experience, as it lacked certain capabilities such as viewing invoices online and controlling payment methods.

While AlayaCare itself currently doesn't support such elements, it does support third-party integrations that specialize in a variety of functions, offering a roster of apps and web services within its AlayaSphere that help **ensure clients can meet every foreseeable need they might have.**



In fact, the AlayaSphere is the closest thing to a true platform in home care today, providing a trifecta of functionality, flexibility and efficiency.



For Lifematters customers, the invoicing piece proved one of the biggest transformations, as they were now able to view and pay invoices easily online. This new ability came via AlayaCare's application programming interfaces (APIs), which permit different software applications to talk to, and connect data points between one another. In this case, it was the APIs' ability to sync clients and contacts seamlessly and provide simple ways to export data into third-party solutions.

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**“AlayaCare’s ability to effectively communicate with different software applications has been a huge plus, our clients have the ability to manage their accounts online giving them the freedom to view and pay invoices when it’s convenient.”**

**Rich Willis, Executive Director of Client Services  
Lifematters**

## A NEW WAY TO COMMUNICATE WITH CAREGIVERS



Upon deploying the AlayaCare platform, Lifematters also turned to Rubi Works to help develop a text message notification system for caregivers. Rubi Works leveraged AlayaCare’s APIs to support the flow of information from AlayaCare into automated messages, increasing communication and helping keep visits on schedule.

The system analyzes all in-home client visits set to occur in the next 10 minutes and passes them through a filter that ascertains what service field it falls within. It then delivers a text message reminder to the assigned caregiver that a shift is about to begin. The system does this throughout the day, sending reminders 15 minutes prior to each visit, and also sends reminders to clock out at the end of the day.



*“Real-time communication is key in our industry, when you are responsible for someone’s loved one having accurate and up to date information is a must. Knowing what’s happening in real time allows us to get in front of any potential issues.”*

**Rich Willis, Executive Director of Client Services  
Lifematters**



With this in place, the same concept can be modified for communicating with family members of clients, if they elect to subscribe. Lifematters will be able to issue reminders to them as well about the upcoming visit, keeping them in the loop on the ins and outs of their loved one’s care plan.

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**"The AlayaSphere, better than anything else we've seen in the industry, ensures all possible endpoints are created for information flowing from AlayaCare so agencies like Lifematters can get creative and use it in new ways to solve specific problems facing agencies"**

**Luka Bajic, Principal & Advisor**  
**Rubi Works**

## A PLATFORM CAPABLE OF SOLVING AGENCY NEEDS



We live in an increasingly focused business world where companies concentrate on perfecting specific products to solve specific problems. Technology is very much part of this world, and that means opportunities are aplenty to design solutions that integrate seamlessly with others.

No single piece of software – and no single company – is able to give an agency the complete freedom, **flexibility** and speed it requires to keep pace with innovation. Nor is it necessary. Instead, agencies can erect an ecosystem of care with partners such as hospitals, health networks, software vendors, application providers, and novel start-up companies to achieve what they need to grow.



AlayaCare's AlayaSphere does just that, **allowing agencies to integrate all the resources they need into one platform.** End users can now focus on their needs, with AlayaCare's core functionality in the middle, and myriad partners at arm's reach.



From learning management systems to specialized medical billing, the options are there to help any agency evolve as its needs evolve through an open platform communicating with other systems.

"What AlayaCare has developed so far is very flexible and provides the information that's needed in order to design a solution,"

**Luka Bajic, Principal & Advisor**  
**Rubi Works**

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