

Fixing Referral Leakage:

A Maturity Model for Home Health Leaders

A referral sits unnoticed in a fax queue for 11 hours, by the time it's opened, the patient (and revenue) is already gone.

This isn't rare. It happens daily, often without leadership even realizing it.

The real issue isn't referrals or talent, **it's intake maturity: how fast and effectively you capture and convert demand.**

At an average home health episode revenue of \$2,500 to \$3,500, that is \$150,000 to \$210,000 in monthly revenue walking out the door before a single nurse visits a patient.

The 4 Most Common Referral Intake Failure Models



Fragmented Multichannel Intake



Business Hours Only Operations



Manual Eligibility Verification



No Referral Triage or Prioritization

75%

Around **75% of US hospice institution** still rely on fax to share medical information.

30-40%

Estimates indicate that **30-40% of after-hours referrals** are either lost or captured by agencies that respond quickly.

54%

Only **54% of faxed referrals** result in a completed appointment, and providers take an average of **21 days from referral** to appointment scheduling.

AutomationEdge Home Health & Hospice Referral Intake Maturity Model

<p>Level 1 Fragmented</p> <ul style="list-style-type: none"> Manual intake across email, fax, portals Business-hours only High referral leakage Slow response times 	<p>Risk: Missed admissions, staff burnout</p>	<p>Agencies lose 20-35% revenue.</p>
<p>Level 2 Reactive</p> <ul style="list-style-type: none"> Intake team monitors multiple systems Some after-hours coverage Manual eligibility checks Limited intake visibility 	<p>Risk: Inconsistent outcomes, delayed decisions</p>	
<p>Level 3 Centralized</p> <ul style="list-style-type: none"> Single intake team Defined workflows and SLAs Standard referral review process Improved response times 	<p>Opportunity: Build the foundation, readiness for AI</p>	
<p>Level 4 AI-Assisted</p> <ul style="list-style-type: none"> Centralized intake dashboard Automated triage and prioritization AI-generated referral summaries Early eligibility & auth checks 	<p>Opportunity: Faster decisions, higher conversions</p>	
<p>Level 5 Predictive</p> <ul style="list-style-type: none"> Always-on intake operations Proactive alerts and escalation Minimal after-hours staffing burden Continuous performance optimization 	<p>Opportunity: High reliability, competitive advantage</p>	

Discover where your intake stands, and how much you're leaving on the table.

Explore More Here

