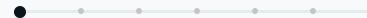

Twenty weeks at Champs Home Care.

Real engagements are confidential, so here is one told on a fictional agency — week by week, person by person, the way it actually goes.

FICTIONAL COMPOSITE — every person and figure invented. The desks are real.





Champs Home Care.

BUSINESS

Licensed home care agency — personal care, HHAs, some skilled visits

FOOTPRINT

Boro Park, Brooklyn HQ + Lakewood, NJ satellite

SCALE

\$24M revenue · 520 aides · 27 office staff

PAYERS

Five MLTC contracts · ~85% Medicaid managed care

CORE SYSTEM

HHaExchange — EVV, authorizations, MLTC billing

AROUND IT

Viventium · QuickBooks · fax + payer portals · ~30 Google Sheets · WhatsApp

THE CAST

Mendy Gross — CEO / owner

Ari Fleisher — administrator, the #2

Chana Schnell — intake

Rivky Stern — scheduling

Sarah Halpern — billing

Dovid Berkowitz — HR & compliance

Eli Mandel — office manager



The first meeting wasn't a pitch.

**"You worked with agencies before.
How do I know our playbook doesn't
end up in Williamsburg?"**

Ari Fleisher, administrator

- A mutual NDA **and a non-compete**, volunteered before seeing a single number
- An executive sponsor — Ari
- Working read-only access to HHAeXchange reporting and billing exports
- The clock didn't start until the logins actually worked — six days later.

Not the CEO. That's deliberate.

Mendy built the agency, but Ari runs Tuesday. So onboarding is three hours in the #2's office, learning the business like a new senior hire.

WHAT WE WROTE DOWN

- The language: MLTC, auth, EVV, split shift, "the portal" — which meant three different portals
- The metrics they live by: missed-visit rate, EVV compliance, days-to-bill, denial rate, aide churn
- The real team map — not what the org chart says

WHERE IT HURTS, IN ARI'S WORDS

"Intake is drowning, billing is a black box until the 15th, and I find out about missed visits from the plan before I find out from us."

Two weeks sitting next to each person while they worked — watching the actual clicks.

Chana Schnell

Intake · \$52K

Re-types referrals from five portals and the fax into HHAeXchange, then again into a tracking sheet. Her whiteboard note says it all: "CHECK PORTALS AGAIN 2PM."

Rivky Stern

Scheduling · \$58K

520 aides, a WhatsApp group per neighborhood, and the 7-9am coverage scramble living entirely in her head.

Sarah Halpern

Billing · \$75K

Bills five plans in HHAeXchange, then re-keys everything into QuickBooks line by line. Denials land in "the graveyard." Nobody has opened the aging report in a month.

. 60%

of her day is re-entry — ≈ \$31K/yr, while referrals wait. Referrals are revenue.

. 2.5 hrs

every morning on coverage — ≈ \$17K/yr, and it breaks completely when she's out.

• 60%

of her time is re-keying — ≈ \$45K/yr of a billing manager doing data entry.

Dovid Berkowitz

HR & compliance · \$60K

Keeps 520 aides compliant with a color-coded spreadsheet and patience. Around 14 documents come due every week, and each one is a phone chase.

. 14 chases a week

≈ 35% of his time, ≈ \$21K/yr. Every lapsed document is an aide who legally can't work tomorrow.

BY END OF WEEK 3 — SEVEN POINTS, PRICED

≈ \$126K/yr

of skilled labor in re-entry and chasing

Fictional composite · figures illustrative

Eli Mandel

Office manager, IT by default · \$54K

Owns the ~30 Google Sheets and assembles the Monday report by hand from three systems — a dashboard pretending to be a person.

. Half a day weekly

for one report — ≈ \$12K/yr.

AND THE BIGGER NUMBER IN SARAH'S GRAVEYARD

6.8%.

denial rate

Champs did not need new software to buy. It needed its software to talk.

HHaEXchange	\$34K/yr	KEEP + INTEGRATE	The required rail to the MLTC plans. The problem was never HHAX — it's everything typed into and out of it by hand.
Viventium	\$16K	KEEP + INTEGRATE	Payroll stays where it is.
QuickBooks	\$2K	KEEP + BRIDGE	Sarah's 60% is the swivel chair between HHAX and QBO.
Fax + payer portals	\$2K	BUILD INTAKE LAYER	Five portals and a fax machine feeding one person's keyboard.
~30 Google Sheets	\$0	REPLACE	One governed ops layer fed by the real systems.
WhatsApp	\$0	KEEP — FOR PEOPLE	Don't fight what works.

Verdicts and costs illustrative · keep what works, connect what doesn't talk, build only what's missing · software names real, no affiliation · fictional composite



The first time we sat with the CEO was week 6 — and that's why the meeting worked.

We walked in speaking MLTC and missed-visit rate, carrying a map his own people had already confirmed was true. No beginner questions on the owner's time.

PHASE 1 · 90 DAYS

Digital referral intake into HHAX, the HHAX ↔ QuickBooks bridge, denial-prevention checks

PHASE 2

Rivky's coverage engine and Dovid's compliance radar

PHASE 3

Retire the 30 sheets into one live ops view

What the Gameplan said it was worth.

CONSERVATIVE

\$180K

per year

EXPECTED

\$240K

per year

UPSIDE

\$310K

per year

Labor redirected (~\$126K), denials prevented and recovered, overtime trimmed — every line traced to the baseline, assumptions stated.

Illustrative — a real Gameplan cites the client's locked baseline · fictional composite



"And if I stop after this document?"

Then you keep the map, the audit, and the plan — and you've spent \$25K learning exactly where your \$24M operation leaks.

He signed the build twelve days later. Audit fee credited in full •

Fictional composite · figures illustrative

One Friday at a time.

Week 9

- **Digital intake live**

Chana reviews an exception queue instead of retyping. Portal checks per day: zero.

Week 14

- **The HHAX ↔ QuickBooks bridge ships**

After holding its gates two straight weeks — 96%+ clean match rate.

Week 18

- **Denial-prevention checks live**

Claims flagged before they go out, not thirty days after.

"Every Friday, working software on live data. Around week 12 Ari stopped attending. That's what trust looks like on a calendar."

With the re-keying gone, Sarah finally opened the aging report — and spent the quarter working the graveyard instead of feeding it.

DENIALS **6.8% → toward 4%**

**Nobody was replaced.
Everybody was promoted by their own job.**



The Pulse

Champs Home Care · month 3 · sample

Referrals processed automatically	311	92% untouched by hand
HHAX → QuickBooks entries bridged	100%	Sarah re-keyed nothing
Claims flagged before submission	41	would have been denials
Saved this month vs. baseline	+\$19K	
Cumulative since go-live	+\$52K	
Next Point Review	Phase 2	● Rivky's coverage engine

YOUR VERSION OF THIS STORY

You know a Chana. You probably know three.

The people here are invented; the desks are not. The audit writes this story about your operation — with your names, your systems, and your real numbers.

Book a Savings Audit · moe@nekudasolutions.com · nekudasolutions.com

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Nekuda.

Champs Home Care is a fictional composite · every person and figure invented · figures illustrative

