



SmartBran

A Smart Way to Care

Building the operational backbone for home healthcare providers into one scalable infrastructure.

Home Healthcare Is Growing Faster Than It's Infrastructure

The home healthcare market is expanding rapidly — yet most agencies still run on fragmented systems, spreadsheets, and disconnected billing workflows. This gap between demand and operational readiness creates a massive opportunity for a unified platform.



Population Types

Between the aging population, mental & behavioral health, driving sustained demand for home-based care services across the country.



Medicaid Waiver Growth

State Medicaid waivers are expanding to home and community-based services, funneling billions into a market that struggles with modern infrastructure.



Rising Compliance

HIPAA, EVV, audit trails, and permissions management are creating administrative overhead that most legacy tools cannot handle.



Workforce Shortages

Caregiver turnover and staffing gaps are at record highs, forcing agencies to operate with unstable, underresourced teams.

Four Sources of Concern'-

Agencies are not losing money because of bad intentions they're losing it because their systems are broken. Four structural problems are quietly eroding margins across the industry.

Operational Fragmentation

Scheduling, documentation, billing, payroll, transportation, and compliance live in separate, disconnected systems. No single source of truth.

Revenue Leakage & Fraud

Missed clock-ins, billing errors, incomplete notes, and claim denials silently reduce cash flow, increase fraud — often going undetected for weeks.

Workforce Inefficiency

Caregiver turnover, shift gaps, poor communication, and coverage issues create instability that is costly to manage and hard to predict.

Compliance Burden

HIPAA, EVV, audit trails, and permissions management create high administrative overhead that pulls staff away from care delivery.

Strategic. Innovative. Smart.

SmartBran is a SaaS-based platform purpose-built for healthcare agencies, who work with DODD providers, elderly care, STA & nurse care, mental & behavioral support, Alzheimer's & Dementia, urgent care, and non-medical transporters. It replaces fragmented toolchains with a unified infrastructure layer.



Care Operations

EVV tracking, scheduling with calendar view, mobile access, realtime notifications, and full Electronic Health Records (EHR) all in one place.

Compliance & Security

HIPAA-registered accounts, Single Sign-On (SSO), API access, rolebased access controls, secure audit trails, and granular user permissions built in from day one.

Agency Management

User and client management, visual dashboards, advanced filtering, owner analytics, and revenue and workforce reporting giving leadership full operational visibility.

Transportation & Expansion

Non-medical transportation module, custom form builder, and concierge tech support for agencies ready to scale.

We Eliminate Complexity'-

What SmartBran Reduces

- Missed visits and uncovered shifts
- Compliance failures and audit risk
- Payroll confusion and processing errors
- Billing delays and claim denials
- Staffing inefficiencies and turnover
- Documentation errors and incomplete notes

The Measure ROI

- Faster reimbursements clean claims and accurate EVV reducing payment cycles
- Higher caregiver accountability real-time tracking and mobile documentation
- Lower admin labor automated workflows replace manual data entry
- Better audit readiness complete, timestamped records on demand
- Improved operational visibility dashboard
- Higher retention, less friction means happier staff and clients

Over **80%** of medical data is unstructured, making it difficult to analyze or share with care team professionals and clients.

Simpler systems make onboarding easier, increasing job satisfaction by **56%** and improves retention by **82%**.

In 2023, **40%** of schedulers faced burnout, while nurses with inconsistent schedules were 50% more likely to quit.

Sustainability Monetized¹

SmartBran is designed to streamline documentation processes, reducing administrative burdens so caregivers can spend more time engaging directly with patients. By simplifying workflows and automating routine tasks, the platform allows your team to focus on delivering personalized, high-quality care rather than getting bogged down in paperwork.

Our model is designed for predictable recurring revenue with strong expansion upside. As agencies grow, their platform usage and spend grows with them.



Core SaaS

Per-agency, per-user monthly subscription an All-a-Cart tier model, recurring revenue will have high retention and low churn.



Implementation

Onboarding and data migration fees create upfront revenue while ensuring a successful platform adoption from day one.



Premium Add-Ons

Payroll integrations (Gusto), advanced analytics, white-label deployment, and API licensing drives expansion revenue.



Transportation & Expansion

Ai-driven documentation support, billing intelligence, compliance automation, and a staffing marketplace represent the next revenue component.



SmartBran is building the operational backbone for home healthcare combining compliance, workforce management, billing, transportation, and care documentation into one scalable infrastructure layer for an underserved and rapidly growing market.

A Smart Choice'-



HIPAA Compliant platform.



Mobile App Intregation.



US-based onboarding support.



Secure data migration (*at rest/in transit*).

"Being able to create our own custom forms and pull secure reports has helped us stay in compliance with state requirements. Having clean records and forms makes it easy for our caregivers to document in a timely fashion."

"Scheduling has been an issue with our old system. SmartBran has helped us document and notify our staff in a timely fashion to better support or clients."



SmartBran

Spend more time caring'-

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