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Generations Homecare System – Providing a Secure, All-In-One Solution for Homecare Providers Around the World



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Interview conducted by:
Lynn Fosse, Senior Editor
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CEOCFO: *Ms. Ferden, what is the focus behind Generations Homecare System, both the overall vision and today?*

Ms. Ferden: Two decades ago, I started this company with my husband and business partner Lance. We started this company to provide a secure platform for homecare agencies to use in order to deliver a critical service. Generations was created with ease of use, security, and documentation in mind, and our team is committed to that promise to this day.

CEOCFO: *According to your site, Generations Homecare System is the secure, joyful to use, agency management solution. Would you tell us how any solution can be joyful to use, but most of all your system?*

Ms. Ferden: I think we could all appreciate a little joy in our lives and in those that we interact with. The pandemic has taken its toll on all of us and providing services to those in need brings some joy. We, at Generations, feel the same way about providing technology. We provide this service with joy and pride, because we know the difference it makes for those providing and receiving care.

CEOCFO: *Where does the security piece come into play?*

Ms. Ferden: All data in Generations is in the cloud, which means all data is backed up and secure. That is part of our service and our commitment to our clients. Both privacy and security of data is top of mind in everything that we do.

CEOCFO: *When you are licensing out your software, is it one solution? Are there different modules? What is available to your customers?*

"We certainly have a great product and service, however; what I hope sets our company apart are the people that our clients encounter. There are many people that play a role in this organization, and I have really come to understand and believe how important it is to make sure that they are happy, are doing great work, and are really satisfied because that translates to the customers' experience."
Lisa Ferden



Lance & Lisa Ferden
Generations Co-CEOs

Ms. Ferden: Generations is licensed by user, by location. Additionally, for agencies that want the added value of real-time visit verification, we offer that as an add-on service.

CEOCFO: *What is the potential marketplace for you? How many providers are there?*

Ms. Ferden: We currently serve a global market, and the need for safe in-home care grows by the day, which means the number of providers grows by the day. We've enjoyed providing our service to homecare providers throughout North and South America and work with an agency in Ireland. Singapore is our first location in SE Asia, and we're currently exploring other regional opportunities in the area. It's exciting to see the industry evolve and expand.

CEOCFO: *Are most agencies using some form of electronics today?*

Ms. Ferden: Many agencies do have technology in place. What is happening now is that they are looking for a change, and that is when they would come to Generations or other providers in the space. That is an important reason why we focus on training during the implementation period of service to a new client.

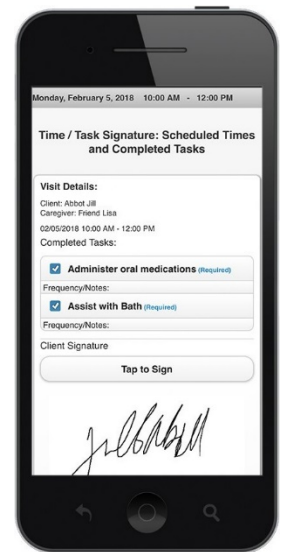
CEOCFO: *Would you tell us about the interface to the HHAExchange for Alabama? Is that a typical engagement for you?*

Ms. Ferden: Yes, this is a typical engagement for us and an area where we've seen a lot of success. We are thrilled to be helping providers across the country meet requirements for their state's Medicaid programs. Alabama, for example, is a state where providers can utilize the Generations interface to HHAExchange and meet the criteria set by the 21st Century Cures Act. Agencies that use Generations for numerous facets of their business, including HR, patient management, billing, CRM, reporting, secure messaging, real-time visit verification, and more appreciate the ease of sending visit data to HHAExchange for processing.

CEOCFO: *What are some of the challenges in the electronic visit verification and how do you make that easier?*

Ms. Ferden: That is a good question. I would say, for us as a company; the challenge has been that every state has treated data requirements a little differently. Sometimes, different payers need data processed a little differently. We are committed to making Electronic Visit Verification processes easier for the providers and their care teams. Generations makes it easy to document a visit. Caregivers can easily pick up the telephone and document visit details via a secure toll-free number, or they open the mobile app on their smartphone and document the visit on the app.

There may be a challenge for some caregivers who are reluctant to embrace technology, however, there are solutions to this. They could just simply call an 800 number, and that acts as a testament to the fact that certain tasks were completed during their visit, so there is an electronic visit verification.



CEOCFO: *What has changed for you over COVID? What has changed in how you interact with your clients, how your clients are interacting with the people that are providing care for, and what if anything have you developed to help work around some of the challenges?*

Ms. Ferden: One of the things we implemented early on when the pandemic first unfolded was caregiver screening. This is a way for agencies to screen the caregivers for symptoms before they reported for work, and that was being done every before the start of a shift. If the caregiver did not pass the screening process, their supervisor was notified.

CEOCFO: *Would you tell us about all the various items you are able to incorporate in your all-in-one homecare management? Do companies typically make use of most of your features?*

Ms. Ferden: It certainly depends on the customer. Generations has been around for 20 years, and we have many features and tools available for our clients to use. Generations handles scheduling, onboarding, billing and payroll, applications, reports, and much more. It eliminates the need for paper and instead offers a secure, HIPAA-compliant solution. It provides the innovative technology and critical services needed in today's digital environment. We continue to listen to the needs of our clients and are committed to giving them the tools they need to succeed.

CEOCFO: *Is it hard to keep up with the changing regulations?*

Ms. Ferden: Though we do not assume to know everything about the law, we are committed to investigating inquiries that may indicate a change in state or federal law.

CEOCFO: *Would you tell us about your customer service? I get the feeling it is very supportive.*

Ms. Ferden: We pride ourselves on having an excellent team that gives our clients support while also giving our clients the resources they need to succeed independently. We happily provide our users with onboarding and training and additionally provide them with the resources they need to feel confident in using Generations. If our users have a question, they may visit live chat, to get connected to our support team members in real-time.

CEOCFO: *What is the competitive landscape?*

Ms. Ferden: It has been a healthy environment, and there are other organizations, like us, that have been around for many, many years that also have a loyal customer base. We are looking forward to continuing to grow and further providing our clients with the best technology.

CEOCFO: *How do you reach out to potential clients?*

Ms. Ferden: Telephone, email, text, chat, video, social media, face-to-face. Any way we possibly can.

CEOCFO: *Why choose Generations Homecare System? What sets the company apart?*

Ms. Ferden: We certainly have a great product and service, however; what I hope sets our company apart are the people that our clients

encounter. There are many people that play a role in this organization, and I have really come to understand and believe how important it is to make sure that they are happy, are doing great work, and are really satisfied because that translates to the customers' experience.

