



The \$300M Growth Playbook: How to Build, Launch, and Scale in Home Care

Live Webinar

29th April, 2026



Before we get started

- This webinar is being recorded
- Link to recording and slide deck will be shared after the webinar
- All attendees will be muted during the session
- Handling Q&A at the end



Agenda

What we're learning today



Introduction



Panelists



Panel Discussion



Q&A

Moderator



Ruby Mehta

VP of Sales



Guest Speaker



Kristen Duell

Founder & CEO





The 3 Phases of Growth:

Which phase are you in?

1. Build

- 0–\$10M per location
- Everything depends on hustle

2. Launch

- \$10M–\$100M per location
- Complexity quietly creeps in

3. Scale

- \$100M–\$300M+ per location
- Visibility becomes survival



The 5 Core Growth Levers

1. Intake to Conversion Engine
2. Workforce Recruiting & Retention
3. Go-to-Market: Referrals, Sales & Partnerships
4. Technology, Data & AI Visibility
5. Market Expansion Strategy





The Hidden Killers of Growth

- Over-reliance on the owner
- No true sales function
- Poor caregiver experience
- Technology without adoption
- Confusing activity with outcomes
- Lack of compliance infrastructure



The Required Leadership Shift

If the business only works because you're holding it together, it's not scalable.



Practical Takeaways

- What to measure immediately
- What to fix first
- What breaks next if you don't



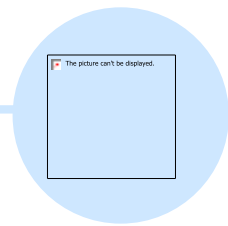
Any Questions?

Questions / comments can also be emailed to:
kristenduell@momentumhtconsulting.com

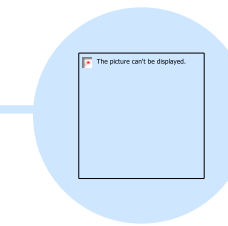




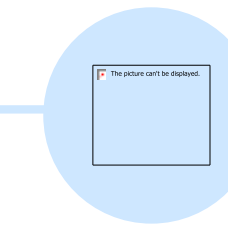
Resources & Industry Impact



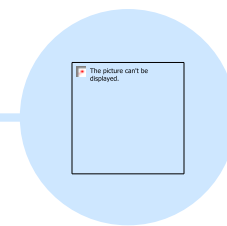
[Statewise EVV](#)



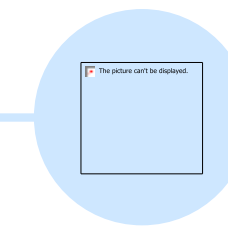
[Software Updates](#)



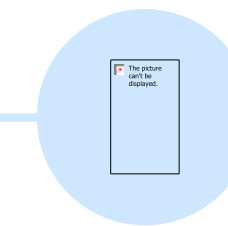
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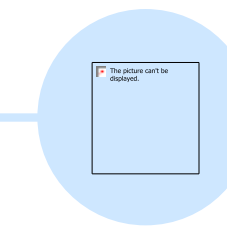
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Thank You!

- This webinar was recorded
- Recording will be shared within 1–2 business days with registered attendees.

 www.caresmartz360.com |  sales@caresmartz360.com |  844-588-2771

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