

EARLY INTERVENTION CASE STUDY

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365 Kids Grows Stronger
with ProviderSoft



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Meet the leader who built success by mastering every role in Early Intervention. Himanshu Markan's vision and discipline turned 365 Kids into one of New York's strongest agencies.

04 REMARKABLE GROWTH

What once took hours of re-entry and endless spreadsheets now runs seamlessly. With ProviderSoft, 365 Kids reduced denials, stabilized cash flow, and scaled nearly eightfold.

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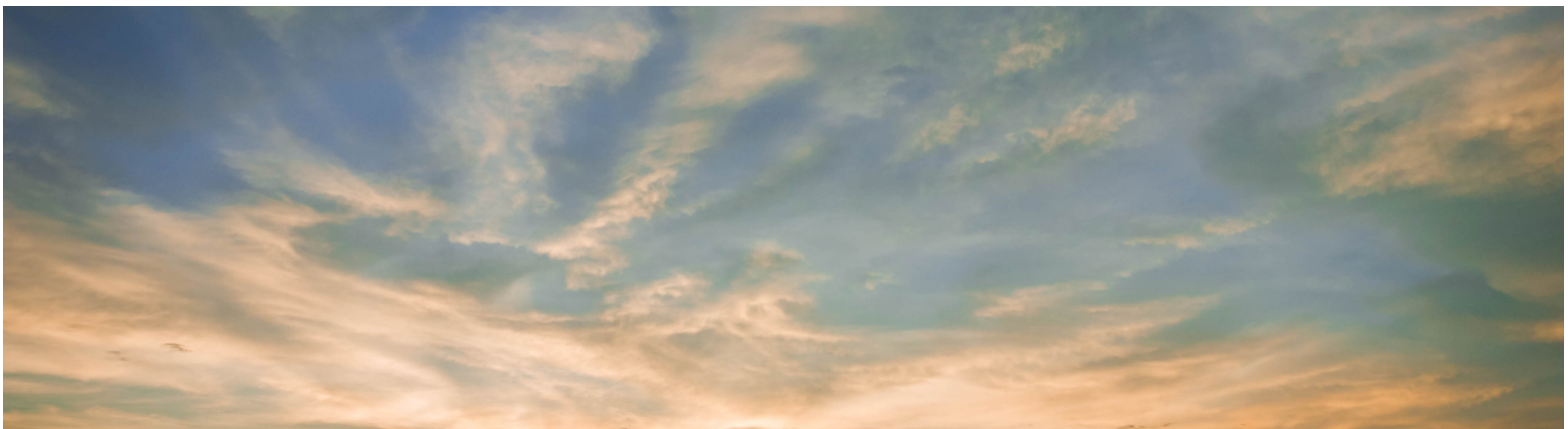
Every hour saved in administration became an hour invested in families. ProviderSoft gave 365 Kids the efficiency to expand without adding overhead.

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THE HEART BEHIND 365 KIDS:

HIMANSHU MARKAN

Every growing agency has spreadsheets, session notes, and the ever-present weight of compliance. What most do not have is a leader who has walked in every pair of shoes in the building. That is the secret behind 365 Kids and its steady rise under Himanshu Markan.

Himanshu started as a lawyer in India. When he entered the Early Intervention (EI) world in 2006, he did not just manage billing and finances; he learned them the hard way, line by line, claim by claim. He later left management roles to spend a year as a service coordinator, deliberately absorbing the perspective of frontline staff before launching his own agency. That decision shows in the way 365 Kids runs today.

Ask his team, and they will describe a leader who demands weekly compliance checks but also reviews random charts himself. Ask his peers, and they will tell you about his direct advocacy with state EI officials, pushing back when the system buckles under the weight of EI-Hub. Ask Himanshu, and he will wave off the praise and say it is simply blessings.



But the results are undeniable. In just 18 months, the agency jumped from 499 monthly claims to 3,887. While many agencies were struggling during the EI-Hub transition, 365 Kids stayed financially sound, never once needing outside loans to cover payroll. That is not just good fortune; it is the byproduct of leadership that refuses to let inefficiency or error creep in.

The heart behind 365 Kids is not only compassion, but also discipline. Himanshu proves that the most effective leaders are the ones who know the work, understand the pain points, and build systems that allow staff to succeed. His agency is not only bigger, it is stronger because of him.

REMARKABLE GROWTH: FROM MANUAL STRUGGLES TO SCALABLE SUCCESS



- ✓ From 499 to 3,887 monthly claims in just 18 months.
- ✓ Three billing staff now manage thousands of claims with ease.
- ✓ Turned hours of manual work into scalable growth.

Picture this: a billing team juggling Excel spreadsheets, re-entering the same information into state systems, and spending up to three hours per child each month. That was life at 365 Kids before ProviderSoft. It was tedious, error-prone, and unsustainable for an agency with ambition.

Then came January 2024. ProviderSoft stepped in with a system built specifically for EI agencies. Suddenly, providers were entering their own session notes. Claims that would have been re-keyed by hand could now be validated, corrected, and resubmitted in minutes. Denials dropped, cash flow steadied, and the agency avoided the financial headaches that crippled so many of their peers when EI-Hub went live.

The numbers tell the story: growth from 499 claims per month to nearly 3,900 in just 18 months. But the story behind those numbers is even more compelling. Staff time once lost to redundant data entry was redirected toward monitoring quality of care and supporting providers. The agency did not just grow in volume; it grew in capability.

ProviderSoft’s real value was not only in automating billing. It was in creating resilience. When EI-Hub authorizations shifted suddenly, 365 Kids could correct claims without voiding or restarting them. When new compliance requirements came down, ProviderSoft updated faster than the state could announce them. Growth was not the product of luck; it was the result of equipping an agency with tools that let it adapt quickly and confidently.

The lesson is simple: manual systems may keep an agency afloat in calm waters, but only purpose-built technology allows you to scale in the storm.

MOMENTUM IN MOTION: REDUCING HOURS FOR IMPACT



In Early Intervention, every hour matters. An hour lost to chasing spreadsheets is an hour not spent helping a child reach a milestone. For 365 Kids, implementing ProviderSoft meant reclaiming those hours and reinvesting them where they count. Before ProviderSoft, billing was a grind. Providers submitted paper notes, staff tracked everything in Excel, and duplicate entry into state systems consumed entire workdays. One case could mean hours of billing work. Multiply that across dozens of children, and the math became impossible for a team that wanted to grow.

ProviderSoft shifted that equation. Providers now enter notes directly, while staff verify and correct instead of rebuilding. Time overlaps, CPT code errors, or authorization changes are resolved inside the system rather than by starting over. Himanshu no longer needed to maintain massive tracking sheets; his team could fix issues in real time.

The impact was dramatic. ***A small billing staff of three now manages nearly eight times more claims than before, without adding overhead.*** Compliance alerts flag expired insurance or overdue progress reports automatically, eliminating the scramble before audits. And the ripple effect extends beyond billing: service coordinators and providers now spend more time with families and less time chasing paperwork.

The deeper insight is this: efficiency is not about shaving minutes off a task; it is about redirecting human energy. By cutting out redundant hours, 365 Kids gained the freedom to grow and the capacity to serve more children without compromising quality. The agency's momentum is not only measured in claims or dollars, but in the hundreds of families now receiving timely, consistent support.

That is what reducing hours for impact looks like. Not only efficiency, but empowerment.



PURPOSE-BUILT FOR EARLY INTERVENTION



PURPOSE-BUILT



Built for Early Intervention by a Pediatric Physical Therapist who understands the workflows, regulations, and daily realities of the field, ProviderSoft was created to meet the specific needs of EI agencies.

For agency leaders, the difference is immediate. Instead of forcing EI staff to adapt to rigid, clinical templates, ProviderSoft mirrors the actual processes of service coordination, billing, and service delivery by providers. Session notes, child files, authorizations, and compliance tracking form the foundation of the system.

When providers log into the app, they see goals and progress in terms that align with EI programs. When administrators run reports, they see data sliced exactly the way agencies need to meet state and local mandates.

The value extends across the entire organization. ProviderSoft is a true operations management platform:

- **Practice Management:** From referrals to service delivery, agencies gain visibility into every child's journey.
- **Billing:** Built-in validation reduces denials, speeds up reimbursement, and simplifies corrections.
- **Fee-for-Service Payroll:** Providers are paid accurately and on time, with payroll tied directly to logged services.
- **Business Health Reports:** Leadership teams can track revenue, identify service gaps, and stay audit-ready.
- **Centralized Documentation:** One system, easily accessible to your team, houses all child documentation and case information. No more duplicate storage or time wasted searching through shared drives.

PURPOSE-BUILT



The result is a one-stop shop for running an agency, without juggling multiple disconnected tools.

Equally important is the human side of ProviderSoft. The support team is made up of industry veterans who know Early Intervention inside and out. Their expertise ensures that agencies receive guidance rooted in real-world experience, not generic advice.

In practice, this combination of purpose-built functionality and expert support translates to real-world impact. Agencies that once spent hours on redundant data entry now focus on growing their programs.

Leaders who used to worry about compliance gaps now trust the system to flag them before they become issues. Staff who once dreaded audits now see them as routine checks they are prepared to pass.

ProviderSoft is not simply software. It is infrastructure for agencies that want to thrive in the complex, high-stakes world of Early Intervention. And for leaders like Himanshu Markan at 365 Kids, it has proven to be the engine behind remarkable growth.



PURPOSE-BUILT



PURPOSE BUILT FOR EARLY INTERVENTION

Designed by a pediatric physical therapist with deep knowledge of Early Intervention workflows.



CENTRALIZED DOCUMENTATION

One system to house all child files and case information. No more duplicate storage or wasted time searching shared drives.



FULL PRACTICE MANAGEMENT

Track every step of a child's journey, from referral to service delivery.



FEE FOR SERVICE PAYROLL

Accurate, automated payroll tied directly to provider session logs.



BUSINESS HEALTH REPORTING

Real-time insights into revenue, service gaps, and compliance readiness.



EXPERT SUPPORT

A team of EI industry veterans ready to guide agencies through challenges.



Meet Our Team

Discover the dedicated professionals behind ProviderSoft, bringing expertise and insight from across the Early Intervention field.



Tony Quarella

Chief Executive Officer



Ali Harkness

Chief Customer Officer



Angela Landry

Director of Sales and Marketing



Brian Stone

Director of Software Engineering



Contact Us!

For more information on how we can help, please reach out to our team to schedule a conversation.



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