Hospice of the Western Reserve Streamlines Scheduling and Simplifies Operations with Integrated Technologies

Hospice of the Western Reserve (HWR) provides palliative end-of-life care, caregiver support, and bereavement services throughout Northeast Ohio. Their mission is to relieve suffering, enhance comfort, promote quality of life, foster choice in end-of-life care, and support effective grieving.

Above all else, offering compassionate, professional services to patients and families is paramount to their success. With efficient and effective internal processes in place, HWR's staff can focus on patients and deliver the finest quality care.

FROM COMPLEXITY TO EFFORTLESS

HWR identified several areas where technology and automation could significantly improve their current processes. Their ideal solution would:

- Automate and unify scheduling across HWR by eliminating the use of whiteboards, spreadsheets and varied manual processes.

- Minimize data entry and manual data management processes from patient intake through dispatch, assessment and ongoing follow-up.

- Optimize field efficiency by matching patients to mobile personnel, by location, and pushing appointments via cell phone.

- Revamp and automate communications to patients, families and doctors as triggered by specific events.

Vizion Solutions and InfoGrow Corporation joined forces to help HWR overcome these challenges. With their combined experience in data warehousing, Dynamics CRM, application development and mobile technology, they provided industry-leading solutions for improving accuracy, efficiency and the patient experience.

PROJECT RESULTS

- Improved productivity via streamlined scheduling and follow-up processes.

- Simplified patient access to visitation resources and social and medical services.

- Automated generation of accurate and timely communications for triggered events.

- Improved accuracy of billing and patient care documents via integration to patient records.

- Instituted compliance with all regulatory requirements and adherence to organizational standards.

- Increased efficiency and productivity results in reduced labor expenses.

- Enhanced, more accurate data analysis from a single platform and data source.

DATABASE INTEGRATION FOR COMMUNICATIONS AND BILLING

Together, Vizion Solutions and InfoGrow have developed a data warehouse consolidating information from HWR's CRM and patient record and billing systems. Centralizing this data improved customer service and made it easy to bill patients completely, accurately and promptly.

A custom application was also jointly developed to strengthen required record keeping and streamline communications with families and physicians. By interfacing with CRM and identifying "trigger events," letters and notifications are now automatically generated, allowing staff to focus on patients instead of paperwork.

Future integrations include linking to a development and fund raising tracking application, and to a volunteer system that uses CRM to manage provider relationships.

DYNAMICS CRM: A FLEXIBLE FOUNDATION FOR FIELD PRODUCTIVITY

The robust functionality of Microsoft Dynamics CRM allowed InfoGrow to implement a user friendly scheduling system that eliminated the need for white boards, spreadsheets and other manual processes. The system matches patients to assessment personnel in the field and provides complete tracking from initiation through closure of each appointment.
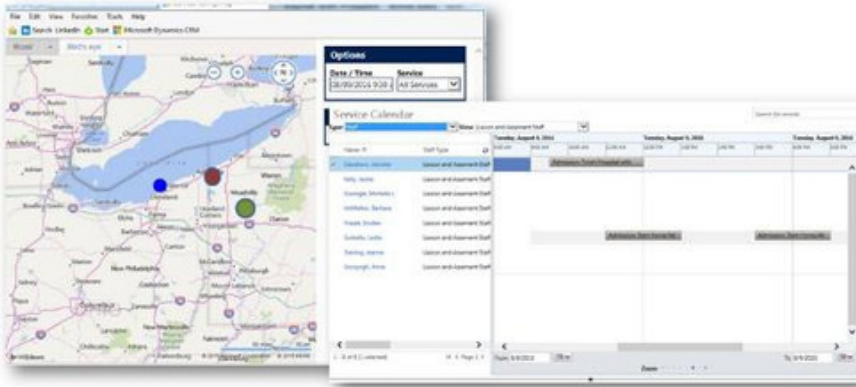
Using detailed maps, schedulers can easily identify which assessment personnel are nearest the patient needing assistance.

Especially helpful is the system's ability to match patients and HWR personnel by location. This level of precision ensures staff can visit as many patients as possible while minimizing travel time. For added productivity, Dynamics CRM uses a mobile platform that pushes personalized schedules and patient/appointment information to appropriate field personnel via cell phone.

Vizion Solutions

Vizion Solutions is a leading IT solutions and professional services provider headquartered in Cleveland, Ohio. We are data management experts that partner with our clients to help them effectively manage their transactional information with a focus on profit improvement solutions. Our strength stems from our combined decades of experience in Business Intelligence, Custom Application Development, IT Strategy, Infrastructure, ERP, and Web Design and Development. Our goal is client success and helping companies understand and get the most out of their data.

866-407-5541
Info@VizionSolutions.com
www.VizionSolutions.com

InfoGrow

InfoGrow has a 25+ year track record helping companies accelerate their sales and marketing effectiveness through better decision making. We help our clients identify their best prospects, discover missed opportunities, focus on the most profitable accounts and reduce marketing waste. Our only focus is supporting your efforts to find more customers and keep the ones you want.

Contact us today to learn how our CRM, marketing automation, customer mapping, and membership and event management solutions can boost productivity, improve processes, and close more deals.

330-929-1353 • Ext. 224
Info@InfoGrowCorp.com
www.InfoGrowCorp.com