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Industry

Healthcare

Project Overview

Architect and manage the implementation of Field Service Lightning to improve utilization and retention of Glucose Monitors.

Project Developed

- Field Service
- Sales Cloud
- Salesforce Maps
- Service Cloud

Time Frame

24 Weeks

salesforce registered consulting partner

Case Study

Enhancing Diabetes Patient Management with Salesforce

The Challenge:

A Global Healthcare organization started a new product line of glucose monitors for Diabetes patients. However, the patients were not coming into the hospital to pick up and receive the necessary education and training on the everyday use of their monitoring system. The retention rates were low, revenue was down, and the initial pilot study was at a breaking point.

The Auxano Solution:

Prior to the implementation of Salesforce, the organization was working with a disjointed system of outdated tools. These included manual spreadsheets, disparate mapping solutions, documents, handwritten notes, and communication via email.

Auxano stepped in to provide a solution to the organization's predicament. They proposed implementing Salesforce as the central platform to streamline various aspects of the glucose monitor program. The core components of the solution included:

1. Centralized Operations: Auxano configured Salesforce to act as the single source of truth for managing various aspects of the program. This encompassed both the scheduling and operations of travel nurses responsible for patient visits, as well as the monitoring of the glucose monitor themselves.

2. Optimized Nurse Routes: Salesforce Maps integration was utilized to optimize the routes taken by travel nurses during their patient visits. This optimization aimed to maximize the number of patients seen by each nurse in a day, enhancing the efficiency of the program.

3. Service Cloud Integration: Service Cloud, a Salesforce tool, played a pivotal role in tracking the entire lifecycle of the pilot program. This allowed for the monitoring of various metrics such as activity, success rates, and instances of failure. Through this integration, the organization gained comprehensive insights into the program's performance.

Conclusion:

This case study illustrates the power of leveraging technology to centralize operations, enhance efficiency, and achieve tangible success in a healthcare setting.