

NextHealth

Achieves 20% Productivity Gains with hc1.com®
Healthcare Relationship Cloud®

Need

NextHealth is a premier provider of comprehensive clinical qualitative and quantitative urine drug testing, medication monitoring and support services. With 12 lab locations and plans to continue adding several new locations each year, NextHealth faced reporting and communication challenges that made it difficult for the organization to assess overall performance in addition to the status of specific clients.

“As a data-focused laboratory, we knew it was critical to track our interactions and outcomes with each client,” says NextHealth Data Analyst Coordinator Marisa Manley. “But manual processes proved to be extremely inefficient from a productivity and quality standpoint and didn’t give us the real-time, granular insight our team needed.” In order to stay a step ahead of their clients, NextHealth needed to access a real-time, 360-degree view of each client relationship—without relying on cumbersome spreadsheets or one-off communications.

Solution

Since activating the hc1.com® Healthcare Relationship Cloud®, NextHealth has virtually transformed their reporting and communication processes. “Building strong relationships and providing superior customer service to our customers has always been a top priority,” adds Manley. “Now, utilizing hc1.com, we are able to track detailed interactions with our clients instantly, creating a great communication portal between NextHealth operations and our sales team.” Reports that previously took nearly 40 hours each week to compile are now immediately available at the click of a button to anyone



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Marisa Manley
Data Analyst Coordinator
NextHealth

Case Study

About NextHealth

Headquarters:
Dallas, TX

Type of Laboratory:
Toxicology

- Services:**
- Toxicology
 - Pathology
 - NCV Studies
 - Physical Medicine
 - Metal Implants and Biologics

within the organization who needs the intelligence. Gone are the days of late night phone calls and endless email strings in an attempt to “hunt down” information.

Today, departments spanning the entire NextHealth organization utilize hc1.com as a real-time actionable communication solution. Client managers across the country who spend most of their time out of the office visiting clients are able to provide proactive, tailored service by quickly looking up a clinic and identifying whether they should discuss any recent issues or concerns during their onsite visit. Additionally, hc1.com guides these client managers on exactly how and where to spend their time. Using a dashboard configured by Manley, each client manager is able to see its various groups of clients (for example, Group A receives one visit per week, Group B receives a bi-weekly visit, and Group C receives a monthly visit) and actual visits versus targets at both a roll-up and account level, creating instant accountability.

Manley, the VP of Sales, VP of Marketing, and other key stakeholders are able to view results on-demand. From a sales standpoint, hc1.com also enables NextHealth to quickly view progress towards goals and which opportunities are within various sales stages.

Results

hc1.com has made an immediate impact upon NextHealth’s productivity. Manley estimates that the solution has freed up nearly **80%** of her time for other initiatives, while other users are achieving **15-20%** productivity gains with a real-time view of all clients, activities, outcomes, and communications.

“The visibility we’ve gained throughout our laboratory has given us confidence that everyone is focused on the right actions, which in turn leads to better internal alignment and a consistent client experience.”



About hc1.com

The hc1® Healthcare Relationship Cloud® personalizes the healthcare experience for providers and patients by optimizing the way health systems and diagnostic service providers manage the journey across the continuum of care. A winner of the Red Herring Top 100 Global Award, hc1.com is in use across 500+ healthcare locations around the globe.