Lincare

COMPANY PROFILE

LOCATION	*Clearwater, USA*
EMPLOYEES	*2500 Employees*
INDUSTRY	*Healthcare*
COMPETITOR	*Salesforce Professional Services*
SOLUTION(S)	*Sales Cloud, Wave Analytics, Chatter*
GO LIVE DATE:	*2/28/2016*

COMPANY OVERVIEW

Lincare Holdings Inc., based in Clearwater, Florida, is a major provider of oxygen and other respiratory equipment and services to home-care customers in 42 states. In its area of coverage, the company maintains approximately 430 offices, and it continues to expand despite the fact that the 1997 Balanced Budget Act put a cap on Medicare and Medicaid reimbursements on the services it provides, payments which had accounted for approximately 60% of the company's revenue. In addition to providing oxygen, Lincare provides infusion therapy, including palliative care, hydration therapy, chemotherapy, AIDS-related therapies, inhalation therapy, and enteral and parenteral nutritional care; and some home-use medical equipment, including ventilators, wheelchairs, walkers, and hospital beds. The company has established specific programs, with education components as well as therapeutic equipment, including AIM (Asthma Intervention & Management); Pulmonary Rehabilitation; PRO (Positive Respiratory Outcomes); and The HeartSteps Program, primarily designed for patients suffering from CHF (congestive heart failure).

CHALLENGE

- The system that the sales team was using was outdates and incapable of tracking activity and reporting
- The sales team did not have the ability to log sales activity while on site client visits
- There was no in-depth reporting that management had in regards to sales activity and revenue
- The data that they had in their current system was full of duplicates and inaccurate

SOLUTION

- Automate the sales lifecycle
- Create auto generated tasks for sales representatives based on call cycle
- Have robust reporting and dashboards
- Integrate competitor data to tie to the account object for a good glimpse into potential future revenue
- Utilizing salesforce mobile, open up the ability for the sales representatives to log activity when they are onsite.

RESULTS

- Data was clean and no duplicates "one source of truth"
- Management could see sales activities
- Time spent on determining sales activities were cut in half.

More Detailed Info and Quantitative Results

Color Commentary and Notes About Details of Deal or Implementation

NOTES

- Mobility – Implement the Salesforce1 mobile app for Sales Reps
- Give real-time updates
- Real-time reminders for appointments/follow-up
- Ability to voice enter notes and referral details on the spot
- Sales Activity
- Real-time updates to Sales Reps and Managers on Sales Calls
- Functional and up-to-date reporting and dashboards on sign in
- Increased Sales Results
- Track move through Sales Stages up to Held Sales
- Identify needs to improve Sales
- Phase 2 considerations:
- Communities
- Order Types
- Checklist
- HSM Data integration
- Track effectiveness of orders

- Increase Sales Revenue by 25%
- Increase visibility into activities

Solution Detail

MORE DETAILS	
Competitors of Salesforce engaged in sales cycle:	*Microsoft Dynamics, Oracle*
Previous technology replaced by Salesforce:	*AS400*
Salesforce products deployed:	*Sales Cloud, Chatter, Wave Analytics*
Customer Business Model (B2B, B2C, or Both)	*B2C*
Salesforce Product features:	*Mobile, case management*
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc)	*Call center, Field service*
Integrations:	*AS400*
AppExchange Apps/Partners	*DocuSign,*
Solution 'Go Live' date:	*2/28/2016*

salesforce

Screenshots of app (if available)

▼ HMS Information

Oxygen Decile	2		HMS Specialty 1	Family Practice
COPD Decile	4		HMS Specialty 2	

Competitor Utilization %
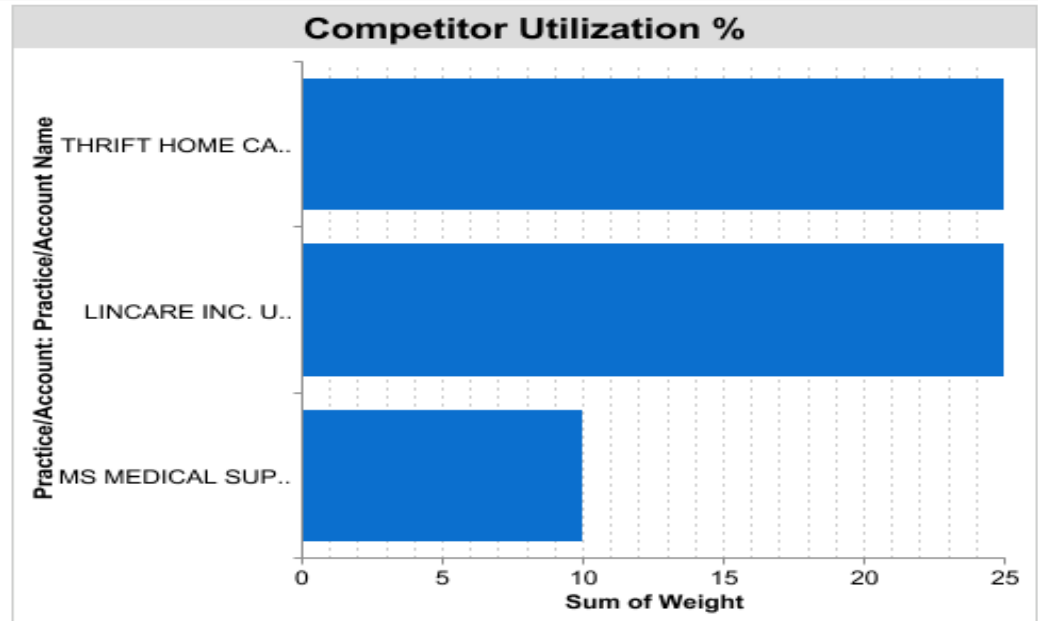
As of Today at 2:26 PM

Refresh

Edit | Delete | Clone | Request Update

Competitor Utilization   New Competitor Utilization   Competitor Utilization Help ?

Action	Practice/Account Name	Rank	Workload	Competitor Utilization: Competitor Utilization Name	Competitor Utilization: Last Modified Date
Edit	Del	MS MEDICAL SUPPLIES, INC.	3	10%-25%	CU-32445	6/11/2016
Edit	Del	THRIFT HOME CARE, INC	2	25%-50%	CU-235426	6/11/2016
Edit	Del	LINCARE INC. UNITED MEDICAL	1	25%-50%	CU-677799	6/11/2016

Sharing Guidelines

These questions are required in order for your story submission to be accepted. Please answer these questions to the best of your ability.

We will not contact the customer without reaching out to you first.

SHARING USE CASE/SCENARIO:	
Can salesforce.com AEs share this story and overview slide in sales settings?	Y
Can salesforce.com AEs mention the customer name in sales settings?	Y
Is this customer willing to act as a reference customer for prospects?	Y
Would the customer be willing to speak at Dreamforce or other events?	Y

PARTNER INFORMATION	
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