



Elevating the Customer Experience

IT Consulting | CRM Solutions | Application Development | Managed Support

Case Study

Client: Medical Devices Manufacturer



**CUSTOMER
CONTEXT**



Solution



**KEY
TAKEAWAYS**



CUSTOMER CONTEXT

- Med Device
- SFDC user since 2012
- User base: 160+users, mostly in NA, Europe

Background

Patient Reimbursement Intake Process; Pain Points

- Manual process to gather information for creating reimbursement intake cases
- High risks with potential to lose or miss documentation, HIPAA Compliance issues
- Time to complete process takes months and delays revenue recognition
- Increased risks for claims being denied due to incomplete documentation
- Sales Reps do not have visibility, delays in receiving commissions

Tools & Technologies:

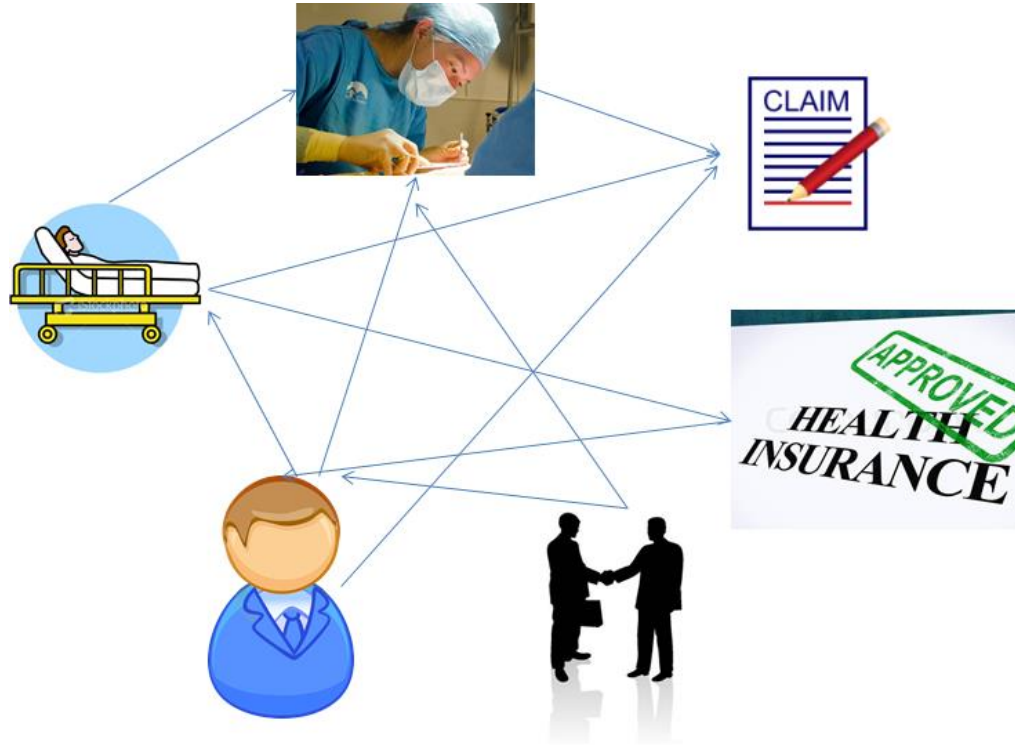
- Sales Cloud
- Marketing Cloud (ExactTarget)
- Communities
- QAD (ERP)
- DBAmp (Integration)



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Highly Complex Process





KEY TAKEAWAYS

- Gaps identified
- Ease of visibility to both patient and reps
- Successful program led to further process improvements

Solution/Benefits

Solution Implemented:

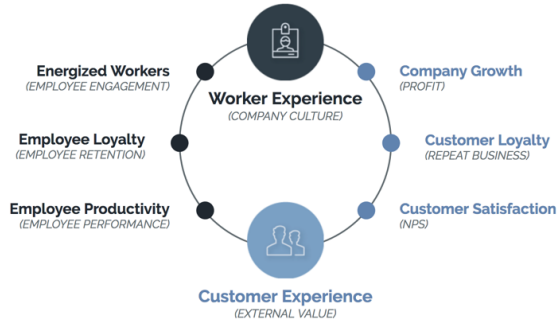
- Leveraged DocuSign integration to capture authorization and information from patients and directly create case in SFDC with form attached
- Removed manual data entry steps for gathering required documentation
- Provided Sales Rep with realtime visibility to case status and progress
- Community solution for Physicians to gather supporting document for cases

Benefits:

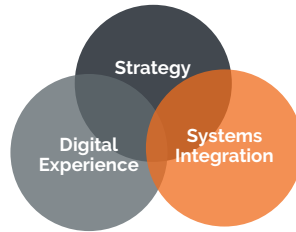
- Case information collection & review process reduced from weeks to days
- Helps patients with severe pain receive treatments without delays by reducing overall time to process cases
- Ensured the cases and attachments are only visible to authorized users to implement HIPAA Compliance
- Increased revenues due to increase in approvals for insurance claims

Why Clients Choose SPAR

360 Consumer Cycle



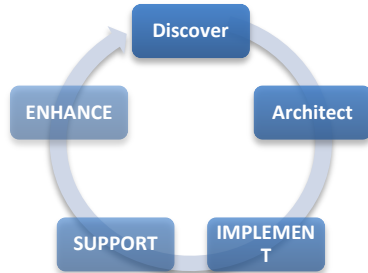
One Hand to Shake



Unmatched Cloud Experience



Delivery Excellence Platform



Legacy Enterprise Expertise (Build, Run, Outsource)



Unique Industry IP & Innovation

