

Background

Ballad Health is an integrated health improvement organization serving 29 counties of the Appalachian Highlands in Northeast Tennessee, Southwest Virginia, Northwest North Carolina, and Southeast Kentucky. Their system of 21 hospitals, post-acute care, and behavioral health services, and a large multi-specialty group physician practice works closely with an independent medical community and community stakeholders to improve the health and well-being of close to one million people. By leading in the adoption of value-based payments, addressing health-related social needs, funding clinical and health systems research, and committing to long-term investments in strong children and families in their region, Ballad Health is striving to become a national model for rural health and healthcare.

Challenge

Before partnering with Virsys12, Ballad Health was struggling to collect all their data in one central source. Many of their teams were relying on combining spreadsheets to keep their records in order which caused their processes to become very siloed. Having to spend hours and hours working with up to five data sources made it a very time-consuming and complicated task to compile all the reports they were working with on a day-to-day basis.

Solution

Virsys12 helped Ballad Health consolidate their legacy systems and spreadsheets into a single source of truth by implementing Salesforce Health Cloud. From discovery to implementation, Virsys12 was able to support Ballad Health's ongoing mission with Salesforce by scoping out opportunities, internal goals, operational goals, and the smaller details throughout. Ballad Health also relied on Virsys12 for ongoing maintenance of their Salesforce environment.

Results

Ballad Health has experienced improvement in their call center response time. Their chat response time has been reduced to approximately five seconds for someone to be connected with an agent. Ballad Health has also seen an increase in the overall volume of business development activity that they have been able to track. By utilizing Salesforce to automate taking record of calls and meetings, they have given their employees back the time to build relationships with their physicians, community members, and community providers. According to Emily Whitehead, MarTech Manager for Ballad Health, "We are extremely satisfied with Virsys12's partnership and the implementation across our customer experience teams. It has truly transformed not only our operations but also improved patient experience."



About Virsys12

Virsys12 is a Salesforce ISV and Consulting Partner focused on healthcare innovation nationwide. With success providing transformative technology for midmarket to enterprise, public and private organizations, the team maintains top customer satisfaction ratings and user adoption. A recipient of the Salesforce Partner Innovation Award for Healthcare & Life Sciences, we guarantee our services for implementations, integrations, applications, and technology strategy.

Provider Lifecycle Management

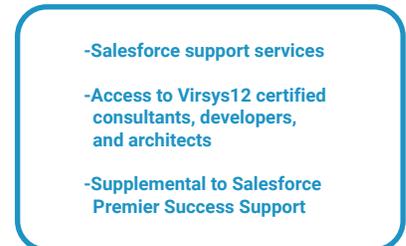


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