

CASE STUDY

Background

Hemophilia of Georgia is a nationally recognized nonprofit organization and a premier provider of programs and support services for people with hemophilia, von Willebrand Disease, and other bleeding disorders. They are dedicated to state-of-the-art healthcare with outreach, education, and better access to care. As the only agency of its kind in the state, HoG is dedicated to enhancing the health and wellness of the bleeding disorders community by providing excellence in comprehensive healthcare, education, advocacy, and the support of research to transform lives.

Challenge

Serving the bleeding disorders community is challenging for many reasons. Patients need lifesaving drugs immediately, and with no room for error. Additionally, as a nonprofit, Hemophilia of Georgia is a leader in funding efforts to help find a cure. Prior to working with Virsys12, HoG was predominantly documenting patients encounters manually and on paper. Tracking donations was also difficult due to HoG using outdated systems.

Solution

With the problem statements identified, Hemophilia of Georgia turned their sights upon the logical starting point: the patient experience. They selected Salesforce Health Cloud to manage a complex patient care continuum across intertwined pharmacy, nursery, and social workflow processes. Custom workflow automation was configured to ensure that patients stayed informed and that downstream team members could anticipate next steps in the care journey. HoG also utilized specific Salesforce reporting and dashboards per URAC Accreditation requirements which further increased operational efficiencies across the various departments.

HoG also understood that optimizing this process would rely heavily upon tighter integration with their pharmacy and medication inventory management system. Together with the Virsys12 team, HoG set out to integrate their medication order system to distribute life-saving drugs from the pharmacy service. The result: a bi-directional integration from Salesforce Health Cloud to the HoG pharmacy operation SQL database featuring a separate ongoing integration of order refills processed directly from the client website.

As a non-profit, HoG also works with donors via an internal fundraising division to continue their cause. The end goal being to find a cure for the blood disease community that they serve. The Salesforce Non-Profit Success Package was implemented by Virsys12 to assist with this line of business. Ultimately, Salesforce allows HoG to track donor profiles, activities and events, as well as historical donations via an automated workflow, which made an immediate positive impact on its patients.

Results

By partnering with Virsys12, HoG has migrated completely away from paper documentation to an electronic system that allows for fast and efficient data access and reporting. Additionally, cross-departmental communication is much simpler now that information is on one centralized platform. With Virsys12, HoG's fundraising efforts and volunteer tracking are also enhanced.

Hemophilia of Georgia has experienced a 100% increase in efficiencies, 50% increase in delivery time to patients, 40% decrease in manual fundraising efforts, and better patients outcomes than those patients treated in generalized hospital settings.

What's Next

Hemophilia of Georgia will continue to automate and create rich analytics to support their organization through growth. HoG also intends to implement AI to assure that clean data and information about their members can be relied upon with 100% accuracy. By using a personalized approach to communication and outreach, they also guarantee that member satisfaction will increase.

About Virsys12

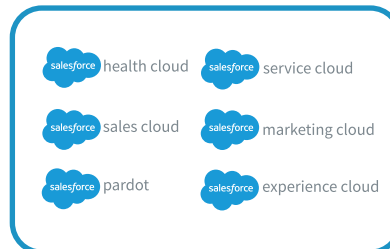
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Provider Lifecycle Management

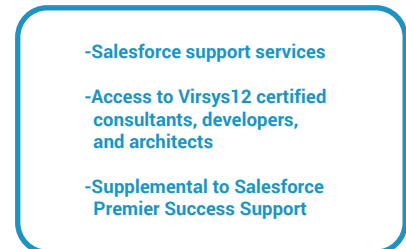


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