

SALESFORCE CASE STUDY

PROJECT DETAILS

The Midwest Institute for Minimally Invasive Therapies (MIMIT)'s use of Salesforce Health Cloud to increase operational efficiency and enable more thorough connections with patients to drive successful outcomes in patient care. Seeking what Dr. Chopra refers to as 'Amazonification', MIMIT's use of Health Cloud is in pursuit of achieving the Triple Aim - reducing costs while improving patient experience and delivering care across populations.

CUSTOMER DETAILS

Based in Chicago, MIMIT Health is a group of physicians, surgeons, and midlevel providers focused on providing care and assistance to patients who are dealing with acute and chronic illnesses. In addition to seeking minimally invasive treatments, MIMIT also focuses on connecting with patients to educate and empower them in their journey to health.

"Your Salesforce implementation partner is the most critical factor to a successful implementation. As a vendor and a customer, you have to be aligned. As good as Salesforce is, without that alignment, it won't work!"



-Dr. Romi Chopra, CEO, MIMIT Health

Challenges

- A system that had grown with the business was quickly becoming cumbersome and unscalable, leading to full days of data entry and manual client processing
- Informational silos created disconnects between patients, providers, insurance and payers
- Partial visibility into patient habits and lifestyles created disadvantages in diagnosing and treating patients
- Action items for patients and payments were being missed
- Inability to track referrals and focus provider relationship building opportunities

Solutions

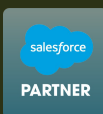
- Evidence-based care plans create customized, guided journeys for patient interactions
- Automatic action items ensure follow-ups
- Einstein analytics applies predictive modeling for scheduling concerns directly affecting profitability
- Integrations with EHR and DocuSign remove informational silos, create 360-degree patient view, and drive scalability
- Tracking referring physicians and patients provides a full view of pipeline

Outcomes

- Time **savings of two hours** of data entry per patient per day by integrating Salesforce with MIMIT's EHR
- Rapid and accurate analytics enabling **improved efficiency** and **better clinical care/patient outcomes**
- As meaningful patient interactions have increased due to 360-degree patient view, patient **satisfaction scores are higher**



NuAgeExperts



- Alexandra Basso, Salesforce AE
Currently BDR Manager (Chicago)