

CASE STUDY

LexisNexis® Health Care data delivered within PlayMaker CRM® sales platform

Market intelligence data offers care providers in the post-acute setting an accurate view of the competitive landscape.

“For any market segment we want to explore, we need data to gain insights into competitive activity. We want to see referral trends and determine where we fit in the mix. The PlayMaker platform and LexisNexis data delivered that information and more. Now not only do we know which doctors are referring to us; we know which ones aren't. We're able to be strategic and precise in directing our sales people.”

Director of Business Development,
Northeast-based infusion therapy provider

Infusion therapy providers seek sales growth strategy

Infusion therapy is the means to administer medication through an IV or a catheter when oral medications are not a treatment option. Today, by using the services of an infusion provider, many patients can choose to receive their infusion therapy at home rather than in a hospital or doctor's office. As the use of home infusion therapy has grown, so has the number of service providers, resulting in stiff competition in the industry.

The Challenge

Increased competition forces infusion therapy providers to up their sales game

Patients who need home infusion therapy rarely research service providers. They look to their doctor to recommend one. The sales challenge for infusion therapy providers lies in identifying the physicians and medical professionals who are referring patients and becoming their preferred provider. Getting those referrals, as opposed to promoting their services directly to patients, is the key to increasing sales.

Infusion therapy provider looks to PlayMaker for insight

A Northeast-based healthcare organization provides home infusion therapy throughout several states. Increased competition and a complicated market structure have forced them to become more proactive in their sales and marketing efforts. They recently chose to invest in PlayMaker CRM® largely because of the insights it could gain.

One of the infusion therapy provider's first priorities was to obtain data related to IVIG and antibiotics therapy referrals, two vertical niches the company had prioritized for future growth. Fueled with LexisNexis® claims data, PlayMaker delivered the names of the physicians and facilities with the most patient referrals for those segments of their market.

The sales team was then able to direct its efforts to the best prospects. But what was even more exciting for them was the big picture potential. The ability to search data by infusion therapy, for example, opened up endless possibilities for expansion.

The Solution

LexisNexis data and PlayMaker's TargetWatch

PlayMaker CRM, fueled with LexisNexis® MarketView™ data, has helped home health and hospice companies revolutionize their sales efforts by providing a data-driven approach to referral source relationships and sales team management.

PlayMaker recognized the unique challenges care providers in the post-acute setting were facing. Those service providers needed a way to identify which physicians and medical groups were referring patients. Without that information, they didn't know where to focus their sales efforts.

PlayMaker turned to LexisNexis to help enhance their sales platform designed specifically for post-acute care providers.

“When we looked into extending our CRM capabilities in the home infusion therapy market, we knew our success—as well as our clients’—would hinge on the quality of the market intelligence data we could provide. The accuracy and breadth of the LexisNexis health insurance claims data was a critical component in making our sales platform invaluable for transforming the way home infusion providers grew their business.”

Seth West, Director of Marketing & Communications, PlayMaker CRM

A data-driven approach to selling

As the infusion therapy provider learned, inaccurate or incomplete provider data can lead to wasted resources, misinformed sales strategies, poor sales execution and the inability to integrate and manage provider datasets. For many providers, claims data offers the ability to pinpoint the best prospects in their market. Once they can identify the top referring physicians, they know precisely where to put their time and resources to drive sales.

LexisNexis incorporates more than 2,000 data feeds to maintain robust and industry-leading data on more than 8.5 million healthcare practitioners and 1 million organizations.

High quality data is the foundation of successful decision making.

The Result

Better data leads to better strategic planning and sales

PlayMaker CRM fueled by LexisNexis data enables providers to gain market intelligence previously unobtainable. It gives them the ability to:

- Identify, target and monitor the highest-referring physicians and facilities in their market
- Recognize healthcare professionals who influence physician referrals (i.e. physician assistants, nurses, clinicians, dietitians, therapists, etc.)
- Obtain insights related to diagnoses, geography, medical specialty, etc.

- Customize data to match the infusion therapies they offer
- Discover new or untapped niches that offer referral opportunities
- Prioritize prospects and allocate resources accordingly
- Assign high-value referral sources to sales reps and track the ROI of their efforts with PlayMaker's CRM functionality

What this means for healthcare companies

For post-acute care providers, PlayMaker and LexisNexis offer the means to revolutionize their sales efforts. But it's not limited to that one segment. The breadth and depth of the LexisNexis data can be mined for actionable insights that help a wide range of healthcare companies seeking a competitive edge.

Post-acute healthcare providers no longer need to rely on industry contacts and guesswork to determine where to direct their sales efforts. Instead, they can take the actionable data insights from LexisNexis and the strength of the PlayMaker platform to find referral opportunities and allocate their resources where they will see the greatest ROI.

“Our sales team feels empowered! Instead of following breadcrumbs to determine who they should be pursuing, they’re maximizing their time by focusing on the best leads. And we believe, thanks to the LexisNexis data, we’ve only scratched the surface for mining what we can do with the insights we have gained.”

Director of Business Development, Northeast-based infusion therapy provider



To schedule your demo, call 866.930.6847 or visit playmakercrm.com
To learn more about LexisNexis Health Care solutions, call 866.396.7703
or visit lexisnexis.com/risk/healthcare



Health Care



About LexisNexis® Risk Solutions

LexisNexis Risk Solutions (www.lexisnexis.com/risk) is a leader in providing essential information that helps customers across all industries and government assess, predict and manage risk. Combining cutting-edge technology, unique data and advanced analytics, LexisNexis Risk Solutions provides products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

Our healthcare solutions combine proprietary analytics, science and technology with the industry's leading sources of provider, member, claims and public records information to improve cost savings, health outcomes, data quality, compliance and exposure to fraud, waste and abuse.

About PlayMaker CRM®

PlayMaker CRM is the leading sales platform for post-acute care. Our industry-specific solution helps to drive business growth, increase sales productivity and gain total visibility into your sales efforts. PlayMaker CRM is used by hundreds of companies large and small that realize the benefits of using innovative technology to grow their business.

For more information, please visit playmakercrm.com.

All content copyright © 2017 PlayMaker CRM, Inc. All rights reserved.

MarketView provided by LexisNexis is not provided by "consumer reporting agencies" as that term is defined in the Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) ("FCRA") and does not constitute a "consumer report" as that term is defined in the FCRA. MarketView may not be used in whole or in part as a factor in determining eligibility for credit, insurance, or employment or for any other eligibility purpose that would qualify it as a consumer report under the FCRA. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified.

LexisNexis and the Knowledge Burst logo are registered trademarks of RELX Inc. Copyright © 2017 LexisNexis. All rights reserved. NXR11564-00-0217-EN-US