Bridge Connector

Addiction Treatment Integrates Data to Save 8 Hours a Week, Deliver World-Class Care

Systems Integrated	ROI
KIPU salesforce	**8 hours** saved per week

In an industry where one missed phone call can make the difference between a patient coming to Ambrosia Treatment Center, going elsewhere, or not seeking treatment at all, Bridge Connector provides addiction treatment data integration to ensure no patient falls through the cracks.

EHR to CRM Integration Means Never Having to Miss a Patient Phone Call

With five locations around the country and over 10,000 success stories, Ambrosia Treatment Center knows that quality care in addiction treatment has to include both family involvement as well as customized addiction treatment plans. Their first interaction with potential patients is a pivotal one — conversations via Ambrosia's free, 24/7 helpline, where patients and their families are provided education about recovery options and facilities, while Ambrosia staff learns valuable information about each patient's unique needs.

This is information that goes beyond remembering a patient's name from their helpline experience, and it helps allay fears when they're actually admitted to a facility: "We know where you're coming from, and we've been expecting you. Even though this is going to be a difficult process, you've got this."

Creating a feeling of comfort when patients walk in the door is a big part of Kelsey Cianciulli's job as Director of Admissions. Admissions is one of the most critical junctures there is in addiction treatment, because it draws upon historical patient data gathered during calls then must follow the patient's journey as they move into medical detox, followed by residential treatment facilities or outpatient services.

All of this valuable patient data was being entered into two separate platforms by Ambrosia staff, into KIPU, their electronic health record (EHR), as well as Salesforce, their customer relationship management (CRM) tool. Not only was this inefficient from a business workflow perspective, but it provided room for error and took away from the patient experience during a time where patient data — and connection to Ambrosia staff — cannot afford to be siloed.

"Admission to an addiction treatment facility marks the beginning of a very different life for most patients," Kelsey said. "It signals different choices that may affect where they live or work, and it may completely change their social circle as well."

Knowing how important the admissions process is to the success of their patients, Ambrosia implemented a CRM to develop a more holistic, 360-degree view of their patients. However, the burden of their staff having to manage two completely siloed systems negatively impacted the value of that platform.

Salesforce to Kipu integration was prioritized for Ambrosia Treatment Center to eliminate dual entry for staff while freeing them up for more focused patient care, particularly during the admissions process.

"Bridge Connector's full-service approach was absolutely the best integration strategy for us, because the whole point is to free up our teams to provide the best care," said Kelsey. "Our staff did not need to be in the business of having to manage an integration every time there is an update with either of our systems."

Being Available to Patients When They Need It Most

Addiction treatment can be a turbulent world where patients may repeat treatment, necessitating alumni marketing outreach for the organizations that serve them. By virtue of a seamless integration where patient data flows freely back and forth, Ambrosia was able to establish a central source of truth for patient data with Salesforce — not unlike the role that Ambrosia sees themselves serving for their patients, which is that of "lifetime partner," providing constant support, medically and emotionally to their patients.

"If we do have to step back in to support our alumni in a more active role, having access to all of the patient data in one place is critical to giving our patients their best chance at sobriety," said Kelsey. "Otherwise, you're treating each person like a brand new patient at each interaction and starting from zero, which is a disadvantage to both the organization and your patients."

Once the Bridge Connector-managed integrations went live, Ambrosia *immediately saved around 10 minutes per patient, per day,* by removing the manual entry burden from its staff. With their average number of admissions a week across all facilities, this equates to around eight hours a week, or 52 full workdays a year saved for care staff, that can be reallocated to improving the patient experience. Ambrosia also uses the integrations to automate certain functions of alumni management and marketing, such as emails and text messages, creating a steady flow of communication options for their patients.

"We're really utilizing our technology and tools to their fullest extent," said Kelsey. "So we're confident that we're better able to reach each of our patients and their families *where they are* in their unique journeys, which is so important to achieving and maintaining sobriety."

In an industry where one missed phone call can make the difference between a patient coming to an Ambrosia facility, going elsewhere, or not seeking treatment at all, Kelsey says she is most proud of her team's commitment to help a patient during their quest for a better life.