

GREENWAY MEDICAL

EnablePath Migrates Greenway Health to Sales Cloud and Service Cloud

Greenway's innovative software and service solutions have been shown to coordinate and improve the operations of healthcare enterprises such as integrated health systems, hospitals and community health centers (including federally qualified health centers and rural health clinics); physician practices and ambulatory clinics across primary care and more than 30 specialties and subspecialties; independent practice associations; worksite-based and retail health sites such as Take Care and its Walgreens parent organization respectively; and other alternate care sites.

Challenge

Greenway was using antiquated server side applications that were not integrated and could not share across departments. Sales, Support and Client Services were using spreadsheets to communicate and share data. Data was not accessible via mobile or tablet devices and made it difficult to access business information in the field.

Solution

Customer Support: Implemented Service Cloud® including Salesforce Knowledge and Knowledge Centered Service (KCS) methodologies, email to case and a Self Service Portal.

Sales: Implemented Sales Cloud®, developed custom configurator to handle over 2,000 products and bundles, customized forecasts, enabled mobile access for sales in the field, facilitated incentives, quotas and quota attainment tracking.

Client Services: Implemented FinancialForce PSA with custom development of Apex Triggers and VisualForce pages.

Value

Greenway Health now has a single integrated platform, flexible enough to meet the requirements of each department, while providing needed data and insights, at the right time, place and manner — enabling "coordinated, efficient and effective care that improves health in a value-driven environment."