

# INGENIOUS MED

## EnablePath Helps Medical Software Company Migrate from Underperforming CRM Platform

Ingenious Med develops useful, useable solutions to increase the quality of care, protect and bolster revenue, and most importantly of all, put physicians' time where it is needed most: with their patients.

*One by Ingenious Med* is the leading patient encounter platform, a cloud based, Web and mobile point-of-care application that automates the workflow of care teams in the areas of care coordination, charge capture, and advanced analytics.

### Challenge

Ingenious Med needed to leverage additional sales and support processes that could not be accommodated by their original CRM. They had limited time to change CRM platforms before their contract expired, and they were facing a significant data migration challenge associated with the move.

### Solution

EnablePath worked with Ingenious Med to define and build multiple new processes with Salesforce. Sales Cloud was implemented first, followed by Service Cloud including new support processes, as well as an email to case solution. Data mapping and migration was organized and completed.

### Results

Ingenious Med reported early double digit improvement in productivity for their sales and support organizations. EnablePath conducted training on the new tool and all new processes for 40 users who reported dramatic improvement in satisfaction with the functionality and ease of use of the new application. The project was completed within 6 weeks and met the client's timing and budget expectations.