

# BioSpine Institute

The BioSpine Institute, an orthopedic spine surgery practice and ASC optimized revenue and delivered an exceptional patient experience through a streamlined, automated patient onboarding and surgical procedure booking process done entirely on the Salesforce platform.

## Pain Points:

- + Highly in need of integrating NextGen with Salesforce in order to facilitate a paperless clinical and back office environment
- + Many of the processes which supported the patient path from onboarding to the operating room were very manual
- + Struggling with complex workflows, which included many administrative steps across multiple functional areas
- + Dealing with processes which were driven by printed forms, spreadsheets, and lots of email
- + Needing to upgrade from the confusing and disorganized system which made it easy to miss crucial steps leading to canceled procedures and a patient experience that was at best inconsistent, and at worst, very poor

## Goals:

- + Integrate the entire patient process into Salesforce from NextGen to gain upgraded functionality and remove the use of paper processes
- + Customize interfaces and build powerful automations for each functional area
- + Eliminate the ability to miss crucial process steps through built in workflows
- + Gain the ability to track all steps of a process through Salesforce without excessive use of emails and outside spreadsheets

## Key Integrations: NextGen



## Results:

- + **Fully integrated Salesforce instance with NextGen** to provide a paperless patient process
- + **Year over year procedures increased by 56%** the first full year that the patient workflow was moved onto Salesforce.
- + BioSpine now had **total visibility into the entire process**, enabling them to **quickly identify bottlenecks and constantly optimize across all functional areas.**
- + Reports and data that used to take days to compile using CSV exports were now available in **realtime with dashboards that refreshed at the push of a button.**
- + **BioSpine found more and more areas of the practice that Salesforce was able to support** including tasks such as managing patients on hold to meet conservative care or BMI requirements.
- + The improved efficiency and internal coordination created by the new Salesforce workflow led to a **vastly improved patient experience.**