

*Case Study*

**Uncovering Growth Opportunities Using New BI Platform**



*A single BI tool, plus multi-source data integrations, helps Healthcare organization have the insights to drive continued growth.*

**Company:**

Fast growing US healthcare company

**Challenge:**

- Large quantities of data in multiple locations and disparate systems
- Current databases lacked cross compatibility
- Unable to effectively and efficiently analyze data to make company-wide decisions

**Solution:**

- Unified BI system integrating multiple data-sources
- Implemented ETL process and generated high-value reports
- Maintained entire data infrastructure in one solution

**Results:**

- Informative sales and marketing analytics helped shift focus to more profitable initiatives
- Better negotiated insurance contracts due to data
- Time savings on complex calculations to forecast AR and Revenue

As a fast growing healthcare business in the US, our Client was faced with the challenge of having large amounts of data located in disparate sources. The isolated databases had no cross compatibility, preventing our Client from utilizing this data when making key business decisions. While this did not pose a huge challenge for department specific needs, it turned into a major hurdle when it came to serving organization-wide informational requirements.

**How RTS Has Helped**

RTS Labs implemented a unified Business Intelligence system, integrating multiple data-sources into a single platform. With our end-to-end BI solution, we took care of every stack in the data pile, including implementing the ETL process, churning out high-value reports, and maintaining the entire data infrastructure. The reports we created off this merged platform powered the kind of multi-dimensional analysis of the business that is imperative to making decisions that impact the whole organization.

Below is a snapshot of reporting insights generated through our BI solution that helped every department stay on the same page about what demands the most immediate attention and what needs reprioritizing.

**Results: Improving organizational strategy**

- Armed with knowledge of which tests sell better, sales representatives were able to refine their strategy. With insights

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into which tests or clients may score in order volume but not generate as much revenue, they were also able to shift their attention towards the most profitable products and accounts.

- The Billing Department was able to negotiate contracts with insurance companies from a much more informed standpoint.
- With automated reporting that performed complex calculations to forecast AR and Revenue, the Finance department could save valuable time that would otherwise have been spent generating cash flow projections.
- The Marketing team gained much better visibility into what campaigns were generating the greatest ROI. They could develop value-based marketing strategies so that more expensive offers were diverted to the more valuable customers.