

Partnering for Success

Verizon Wireless, CellTrak and Amerinet collaborate to help SouthernCare enhance patient care, reduce costs and streamline operations.

Challenge

SouthernCare, Inc., one of the nation's largest hospice organizations, specializes in providing care in non-metropolitan areas.

Being outside major urban areas, it was often difficult for SouthernCare's clinicians to get reliable wireless coverage in the homes and facilities where they deliver care. The company needed a wireless partner with a reliable network as well as a way to streamline its business processes, to free up time to see more patients and reduce operational expenses.

Solutions

First the Verizon Wireless team conducted an analysis to ensure coverage could be provided in all key SouthernCare locations. Next they evaluated SouthernCare's organizational challenges.

After a thorough review, SouthernCare's Verizon Wireless business specialist recommended the Droid Incredible by HTC, which runs on the flexible and customizable Android™ platform, and CellTrak, an end-to-end scheduling, clinical and billing application created specifically for the home health-care and hospice industry.

The Verizon Wireless team also engaged Amerinet, a health-care group purchasing organization (GPO), to help SouthernCare reduce costs and optimize its investment.

Verizon Wireless collaborates with Amerinet to create unique solutions for its members through its GPO tools, guidance and ongoing support.

Amerinet is a leading health-care GPO, that provides access to a large portfolio of vendor contracts, including one with Verizon Wireless. The agreement offers substantial cost savings to Amerinet members and their employees, allowing all to compete effectively.

Through the Verizon Wireless and Amerinet agreement, SouthernCare was able to realize an estimated savings of \$295,000 that may not have been available had the company purchased independently, including \$217,000 on equipment and up-front charges and \$78,000 in annual savings on monthly service.

Results

The Droid/CellTrak solution provides SouthernCare clinicians with access to detailed patient history to help personalize caregiving and improve consistency of care at a time when patients need it most. Automated billing and scheduling also affords clinicians more time to spend with patients, which improves caregiver and patient satisfaction alike.

Bryant Saxon, SouthernCare's director of IT, is pleased that all facets of the company's operations are supported, including scheduling, billing, reporting,

time keeping, navigation, mileage and task completion.

"With the enterprise management capabilities, multimedia services and mobile applications that the solution provides, it's become the single technology source for our employees, and the delivery platform for our core business," he says.

