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CASE STUDY

How Incyte Dx Eliminated Data Silos and Streamlined Operations to Exceed Sales Growth Targets by 107%

The Challenge

Incyte Diagnostics is a leading clinical pathology laboratory running multiple systems to manage its sales process and payor information. The team used email and spreadsheets, which resulted in tedious workflows and disorganized information tracking. Incyte's leadership had little real-time insight into volume or revenue shifts, client account health, marketing campaigns or sales activities.

Incyte's Chief Marketing Officer tallied the number of emails he received over two years from his sales team: 35,000. By capturing an enormous number of important client interactions within email, issues were more prone to slip through the cracks and to create a disconnect between departments.

For Incyte Diagnostics to expand into new markets, the clinical pathology laboratory recognized it needed to eliminate data silos and streamline sales operations.



Incyte Diagnostics is a private company with more than 230 employees, including 43 pathologists. The lab prides itself on partnering with hospital administration to share new approaches to continuous quality improvement, cost effective diagnostic testing and improved outcomes for hospital staff and patients.

Mission: Provide the highest quality Pathology diagnostics, excellent service to our patients and clients, and a positive work environment.

Vision: Become the premier Pathology practice in the Northwest, recognized for diagnostic excellence, professionalism, and customer service.

KEY TAKEAWAYS:

- Incyte Dx exceeded its sales growth goal by **107%**.
- The independent lab is using data analytics to negotiate better **payor reimbursement rates**.
- hc1 helped the sales team better utilize their time and gain **32 additional days** worth of field time.

www.hc1.com

6100 Technology Center Drive
Indianapolis, IN 46278

317.219.4646

The Solution

Growth goals proved to be the pivotal moment for Incyte Chief Marketing Officer Nate Koenig. “We needed a better understanding of what was taking place within our clients’ hospitals,” he said. “To grow, we had to improve. That’s where our lab-specific CRM proved invaluable.”

Incyte selected a lab insights platform to:

- Help their sales reps gain more field time
- Centralize client information
- Track sales activities
- Properly store data
- Gain access to real-time analytics

With 17 sales reps using hc1, Incyte is now able to assess its performance in real-time and immediately make decisions to facilitate growth. The independent lab also built stronger partnerships with each of their clients by sharing client analytics alongside regional trends and benchmarks. Incyte’s clients are now requesting more data from the lab to help them shape internal practices and provide better care to patients without hiring or using more resources.

The Results

The impact of unifying data while providing a secure platform for their employees to log all client interactions and proactively manage client issues was profound.

In just one year, Incyte Dx:

1. Exceeded their sales growth goal **by 107%**
2. **Retained 99.51%** of current business
3. Reduced the overall workload of the Client Services team **by 6.25%**
4. **Gained 32 additional days-worth** of field time for sales reps

With the addition of hc1, the lab even began using data analytics to negotiate better payor reimbursement rates. Instead of being viewed as a cost-center, Incyte is known as a value-add healthcare organization. The lab equips payors with the data necessary to show clinician ordering behaviors and methods to influence test utilization and reduce unnecessary orders.
