



CASE STUDY

How Cordant Health Solutions Achieved 100% Visibility Across Every Location



KEY TAKEAWAYS:

- The Cordant team went from zero to 100% visibility across every location and department.
- They streamlined client information and opportunities, putting critical information at their fingertips to provide top-tier customer service.
- Cordant activated a healthcare-specific CRM that was scalable across every department.

THE CHALLENGE

Cordant Health Solutions is one of the only toxicology laboratories that includes a full-service, high-touch pharmacy that specializes in complex management and dispensing of controlled substances. All Cordant laboratories operated independently and had their own various IT systems -- including separate LIS, CRM, and billing. None of these systems communicated between locations or departments.

The Cordant leadership team had no visibility into real-time data or trends, with little insight as to what was happening at each location. Leadership also lacked reliable information around client account health, revenue shifts, or sales activities. The team was forced to manually pull reports and decisions were based on anecdotes, rather than data.

For Cordant to expand their toxicology services and become a reliable industry leader in toxicology and pharmacy services, the lab needed all locations under the same IT umbrella. This meant integrating all data to make decisions at an enterprise level. Determining which system was an especially difficult decision for Cordant, because it needed support for lab services, as well as a system to support its additional business segments: medication monitoring; treatment; worker compensation; criminal justice; health plans; hospitals; and pharmacy.

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SOLUTION

Cordant's leadership sought a solution that would create a true partnership to support and accomplish its goals. Cordant selected hc1, a healthcare-specific CRM, because of its focus on healthcare and agility in meeting ever-changing needs across Cordant's locations.

The hc1 platform integrated real-time data from each separate location and provided complete operational transparency into each area of the business. Departments and individuals are added to the platform at any time and instantly derive value. With hc1, the Cordant leadership team can segment results by internal departments and pull specific lab reports.

RESULTS

After activating hc1 across multiple departments – billing, sales, IT, customer service, marketing, field ops, account setup, and logistics departments – Cordant's team now has critical information at their fingertips to proactively address client needs.

With a healthcare-specific CRM now in place, managers can have honest conversations about lab behaviors and Cordant has visibility into a wealth of data-backed insight that fosters immediate, confident decisions.

Additionally, Cordant is:

- Enabling their team to use email messages to instantly build cases, improving time management by not having to type information from email into case files.
- More proactive by analyzing clients who have not ordered supplies in the last 30-days and cutting out unnecessary shipping costs on overnighting shipping.
- Gaining insight into what causes volume variance and capitalizing on the spikes, allowing the team to get in front of issues before it becomes a larger problem.

The leadership team of Cordant now has the real-time knowledge necessary to anticipate client challenges and better prepare their team to provide top-tier customer service that further differentiates its laboratories.



CORDANT HEALTH SOLUTIONS

Cordant Health Solutions is at the forefront of combating today's opioid epidemic through its network of toxicology laboratories and pharmacies. It is one of the only toxicology laboratories that includes a full-service, high-touch pharmacy that specializes in complex management and dispensing of controlled substances. Cordant is committed to providing cutting-edge solutions for payers, clinicians and agencies involved with addiction, criminal justice and pain management.

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