

# NJRA's Cure for Growing Pains

How a family-owned healthcare provider deployed Skedulo's scheduling software to break free from back office constraints and grow the company.

## About NJRA

New Jersey Respiratory Associates (NJRA) is a respected leader in the healthcare service industry, based in rolling hills of upstate New Jersey just 30 miles from New York City. Their customers are skilled nursing facilities (SNFs) with a 24/7 need for respiratory therapy on demand. Even though NJRA now supports more than 100 SNFs in the region, they have remained a family-owned business since their founding 35 years ago.

## Challenge

NJRA needed to reduce the time and complexity of back office processes in creating optimal therapist schedules. They also needed a better way to make schedule adjustments on the fly to meet unexpected same-day requests for therapy services as patients arrived at the SNFs. Schedule updates were emailed to the therapists, filling up their inboxes and increasing the risk of errors.

## Solution

After a series of meetings with staff to pinpoint roadblocks and identify solutions, NJRA implemented new mobile workforce scheduling software to optimize therapist routing and communications. At the same time, they implemented software to streamline management of customer data.

## Results

Automation and smarter data management allowed NJRA to reduce back office expenses and take on more accounts, growing 20% for 3 years in a row. It also brought in new sources of data and insights for more intelligent business decision-making.

## Challenge: Accelerating to the new speed of business

A point of pride for NJRA is the promise of same day service by a team of four respiratory therapists. As their client list grew to 100 SNF accounts, the logistics of optimal scheduling and routing for their therapists began to strain NJRA's resources.

Therapists would often need to visit 5 – 8 different locations in a day. In addition to manually setting up pre-arranged therapist schedules every week using Excel, NJRA would also frequently need to reroute therapists as new patients arrived in various facilities throughout the day.

NJRA knew that to be competitive, they needed a platform for reliable, real-time interactions with their mobile workforce. Meanwhile back in the home office, they needed data-driven oversight to enable better customer service and faster invoicing.

There were bottlenecks with information flow in the other direction, as well. Therapists would fax a sheet of patient info to the home office once a month. NJRA needed feedback more frequently than that. The lag in data collection limited their learning opportunities and stifled business flexibility.

Growing their team would be out of the question until they could find a more efficient way to manage therapists scheduling, routing, and communications.

## Solution: Skedulo eliminates back office complexity

Change can be hard, even when the old system is painful to work with on a daily basis. NJRA realized that they needed full staff buy-in if they wanted to make lasting changes.

To get everyone on board, NJRA held a series of weekly meetings discussing the company's challenges, mapping out business processes, identifying weaknesses, and coming up with solutions. With team agreement on what changes needed to happen, managers moved to the next step.

In NJRA's search for smarter tech to organize interactions with customers and patients, they concluded that the best way forward was a combined implementation of Skedulo and Salesforce. Skedulo is a cloud-based platform for automating scheduling and communicating with the mobile workforce. Salesforce is customer relationship management (CRM) software for better organization and management of customer data.

The NJRA staff was thrilled to see the elimination of repetitive processes and the automation of their most difficult tasks. When it came time to go live, NJRA made sure everyone had plenty of support in learning the system so they could make mistakes without concern over affecting customers or patients.

Skedulo's integration with Salesforce provided a way for NJRA to automate scheduling and seamlessly interact with workers in the field, while remaining 100% HIPAA compliant. Productivity improvements extended beyond just better interactions with their mobile workforce into smarter back-office operations, faster invoicing, and higher sales revenues.



*"Our ability to schedule efficiently is necessary to provide high-quality care and service ... We were shocked to see the effect Skedulo had in enabling us to do more with less. These benefits extended beyond just our mobile workforce. We saw greater efficiency in our back-office operations, invoicing, and sales."*

*Greg Pino, VP Operations and Sales, NJRA*

## About Skedulo

Skedulo is the leading mobile workforce scheduling and management application integrated with the Salesforce platform. This beautiful, easy-to-use application has helped companies around the world transform the way they manage and schedule their mobile workforce teams.

Thanks to Skedulo, thousands of workers in the healthcare, hospitality, manufacturing and field service industries are scheduled at the right place at the right time, with all the information they need to complete their tasks right at their fingertips.

Founded in 2013 with offices in Australia, North America and Asia, Skedulo has helped companies schedule over 2.3 million appointments worldwide.

For more information, please visit [www.skedulo.com](http://www.skedulo.com).

## Results: Unexpected efficiencies and new growth

While improvements to scheduling and automation delivered huge efficiency gains, two more areas brought back surprising gains in ROI: service and invoicing. The number of accounts each therapist could handle grew from 15 to 20 and invoicing processes were streamlined for faster revenue recognition.

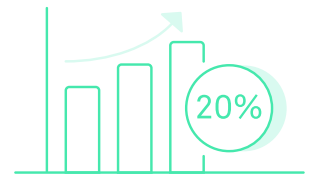
NJRA was able to expand their business while reducing the work required for back-office scheduling and invoicing.

Life became easier for the therapists, as well. Automation allowed accounts to be scheduled six months in advance. Therapists no longer had a confusing series of schedule updates in their inboxes. Their schedule changes were updated in real-time within the Skedulo app. Through a combination of Salesforce and Skedulo, NJRA posted a growth rate of 20% for three years in a row.

In addition, the new technology offers NJRA new sources of data collection and analytics to help them make better business decisions across all business segments. In the end, NJRA can now provide better service for more nursing facilities. That's a winning formula for healthcare owners, managers, therapists, and patients.



**Number of accounts each therapist could handle increased 33%**



**20% growth rate for three years in a row**