Quality and excellence separates Tea Leaves Health from the competition

Q&A with Anthony Gardner, Vice President, Marketing and Communications – CentraCare Health

When and why did your organization decide to implement a CRM/PRM solution?

I came to CentraCare Health six months ago and saw an immediate opportunity to enhance our strategic growth initiatives by better understanding our patients, consumers and physicians. An integrated and seamless CRM/PRM platform seemed like a clear choice to address this opportunity.

Why did you choose Tea Leaves and how long did the process take, from deciding you needed a vendor, to contract signing?

Our evaluation process took four months. We considered many factors in our decision, but the most critical factor was data quality and integrity. The strategic decisions we will make based on the data are vital to our future success, so we had to feel 100 percent confident that we would get excellent data, enhanced by proven predictive modeling. The consensus of our team (made up of key leaders from Marketing, Strategy, Business Development, IT, Finance, and Compliance) was that the Tea Leaves growth platform best met our objectives.

Other important reasons we chose Tea Leaves were: Tea Leaves' unique Master Person Index, the user-friendly Patientology/Physicianology interface, the strong healthcare experience of Tea Leaves' account management staff, the single sign-on and seamless integration of the Patientology and Physicianology platforms, the extremely high satisfaction among client references we contacted, and the extraordinary focus on service provided by Sam Scott during our due diligence process. Collectively, these strengths pointed us clearly in the direction of Tea Leaves.

How many vendors did you look at?

We initially considered six vendors, but quickly narrowed the field and seriously considered two.

What made us stand out against the competition?

There were two overarching differentiators. First, every interaction with Tea Leaves had a consistent feeling of quality and excellence – from the data, to the tool itself, to the Tea Leaves Health team's deep knowledge and service orientation. Second, the platform's design and the business development approach used by Tea Leaves both seemed focused on addressing our needs as a client, not Tea Leaves' needs. This customer focus sent a strong signal to the CentraCare team about what we could expect in a long-term partnership.

What are your plans/goals moving forward? How do you plan to use them?

With Patientology, our goal across the entire system is to finely tune our ability to identify appropriate customers, reach them with information they deem relevant, and measure the impact of these stronger customer relationships. With Physicianology, we plan to engage our physicians in a more meaningful way, first by understanding what their referral relationships are, then discussing why they have those preferences. Our hope is that using both tools together - to deepen relationships with consumers and physicians – will accelerate our growth initiatives.

Why Tea Leaves Health?

Strategic growth today requires access to accurate data that is easily translated into meaningful and actionable information. With such a platform in place, organizations can be much more precise in reaching appropriate customers with relevant information. Because of our thorough due diligence, we feel confident that the Tea Leaves products that can help us accomplish this.

CENTRACARE Health

CentraCare Health is a six-hospital not-for-profit health system that provides comprehensive care to people throughout Central Minnesota. The system also includes six nursing homes, senior housing in six communities and 18 clinics. A nine-time recipient of the "100 Top Hospital" designation by Truven Health Analytics, CentraCare is a national leader in providing quality health care, while simultaneously collaborating with community partners to improve community health and wellness.

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