



The Challenge

Hospice of the Red River Valley worked diligently to educate their market about the benefits of hospice. Two significant hurdles they faced were the inability to measure their business development activities and align them with market growth objectives.

“We started as a one-person shop with nothing in place,” said Brenda Iverson, director of community relations for the hospice. “I started as a salesperson and knew we lacked the tools to grow. We needed something to help us focus.

Solution

In 2015 Hospice of the Red River Valley turned to PlayMaker Health's Spark, a post-acute growth platform developed exclusively for hospice organizations. The implementation plan was to not only improve visibility into their sales team's activity but also to re-align valuable resources to spend time developing and nurturing new referral sources. Ultimately, the hospice wanted reliable data to inform their business growth strategy and expansion targets. By integrating Market Data, Hospice of Red River Valley now had a comprehensive data set to support strategic growth efforts, identify trends and optimize activity, aligned with their strategic planning goals.

“When we were choosing a solution, it came down to PlayMaker Health and a competitor that was not hospice-specific,” Iverson said. “I liked that I didn't have to customize PlayMaker and didn't have time to do that anyway. Also, the Market Data that was embedded in the platform was very powerful for helping to identify trends.”

Impact

In its first three years of using PlayMaker, Hospice of the Red River Valley delivered focus and accountability to its sales and marketing efforts.

About the Client

Hospice of the Red River Valley is community-owned, not-for-profit hospice has been serving patients and families in North Dakota and Minnesota since 1981. The hospice currently provides care in 29 regional counties, and many of its staff members have hospice-specific professional certifications such as Hospice and Palliative Licensed Nurse Certification and Thanatology Certification. The organization's census is currently about 300.



Industry

Hospice



Platform

PlayMaker Spark



Locations

Midwest

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— Brenda Iverson

Director of Community Relations

Since the beginning of the partnership, the hospice has experienced:

- **Revenue ROI:** A new ability to identify trends in their market and act swiftly to engage new referral sources
- **Referral ROI:** A renewed competitive advantage, combining census data and Market Data to determine under-performing referral sources
- **Relationship ROI:** Metric-driven reporting capabilities to inform and improve future strategy plans