



The Challenge

Although the staff at Harry Hynes Memorial Hospice had a good sense of their current referral sources, they knew they were missing a critical piece of their overall business intelligence. They had a hard time tracking exactly where referral sources were sending their patients and determining which of their referral sources had the highest value.

“We had a system, but it was really just a database that was out of date and not being maintained by anyone,” said Stacey Gladfelter, the hospice’s community development specialist. “We didn’t have any way to track notes or schedule meetings, and when I arrived, I began doing all of our territory management on paper until we got PlayMaker.”

Solution

Harry Hynes Memorial Hospice partnered with PlayMaker Health, utilizing Spark, PlayMaker’s post-acute growth platform to strategically track and monitor their competitive position, referral sources, and marketer’s activities. This approach quickly transformed a paper process into a technologically data-driven process. By leveraging the mobile application, marketers and leadership can report and benchmark in real-time. With the integration of Market Data, hospice leadership gained powerful referral targeting capabilities enhancing their ability to align growth activity with strategic growth priorities.

Impact

Harry Hynes Memorial Hospice dramatically improved market and competitive visibility and referral source patterns.

Other impacts the hospice has seen since it began using PlayMaker include:

- **Revenue ROI:** Data-driven sales and market intelligence informing growth and expansion plans
- **Referral ROI:** Powerful market intelligence capabilities to target and educate referral sources who may be sending patients to multiple hospice providers
- **Relationship ROI:** Streamlined growth activities tied to organizational benchmarks and robust reporting

About the Client

Harry Hynes Memorial Hospice, founded in 1983 is the only not-for-profit hospice in Wichita, Kansas. They serve patients in more than 25 counties throughout South Central and Southeast Kansas and have received local recognition as the best hospice care in Wichita for seven consecutive years.



“The way we were tracking sales activities before was inaccurate and we didn’t trust it. We had no idea where we stood before, and we found out that some of our ‘loyal’ referral sources weren’t so loyal. Now we can look at our entire territory and know what we should be doing.”

— Stacey Gladfelter
Community Development Specialist