



## The Challenge

UMP Inc. has experienced great success since it opened its doors more than 20 years ago, but increased competition in recent years and outdated records management and tracking systems made it difficult to carve out additional growth. When coupled with a saturated market and a lack of critical market data, company leadership was frustrated with its stalled progress.

“Everyone is fighting for the same business,” said Kristi Petro, Care Coordination Manager at UMP. “Everything was on paper and each sales rep kept everything to themselves, so we lost intellectual property. We had one rep leave and take the business with them.”

## Solution

UMP partnered with PlayMaker Health to modernize and standardize its sales and marketing processes and jump-start its growth plan. UMP began using PlayMaker Edge, a growth platform designed specifically for HME providers. The company immediately had access to tools to accurately track sales rep performance and activity, manage their territories, gain a complete picture of their market with best-in-class market data, and plan a comprehensive, data-driven growth strategy.

“With Edge, I click a button and there’s my report!” Petro said. “It’s a great product that has a lot of functionality that I haven’t seen in other products.”

UMP has been working closely with their PlayMaker Client Success Manager to maximize their use of the platform and address their specific growth challenges. In just a short time, it has already seen a significant shift in overall team performance and transparency.

## Impact

The HME company has seen hefty improvements in its business processes and results since it began using PlayMaker Edge. The ability to accurately zero in on referral sources with the greatest potential has saved UMP time and resources while minimizing sales frustration.

“Our marketers are much more focused now on where they are going and what they are doing. Working on paper does not have the same impact as pulling Edge up,” Petro said. “We can tell where not to spend our time, using market data to find the hotspots without trying to ‘play the amazing race.’”

## About the Client

United Medical Providers, or UMP, Inc., has specialized in providing top-quality urological equipment and supplies since 1996. The independently owned and operated company is headquartered in New Orleans, but has patient care coordinators throughout the country and serves clients nationwide. UMP provides DME, urological and ostomy supplies with a compassionate, personalized service that has become its hallmark. The company takes its leadership role seriously and proudly participates in community events that reflect its corporate mission.



### Industry

Home Medical Equipment



### Platform

PlayMaker Edge



### Location

Southeastern U.S.

### By implementing PlayMaker Edge, the company saw:

- **Revenue ROI:** A transformation and refocusing of sales rep behavior and activity.
- **Referral ROI:** A new ability to use market data to fully see their market and identify potential referral sources to invest resources in.
- **Relationship ROI:** An empowerment of sales reps to use market data on their own to perform more efficiently, unfettered by feelings of micromanagement.



*“PlayMaker Edge is a great product that has a lot of functionality I haven’t seen anywhere else. Our team is now focused on the right accounts, and they are more efficient and effective in the field. Being a customer service company ourselves, that’s very important to us, and PlayMaker’s support has been amazing.”*

— Kristi Petro  
Sales Director