



Company Snapshot

- Founded 1997
- Brightree customer since 2008
- Primary markets: hospice, acute, extended, and homecare
- 18 locations serving all of Missouri and Ohio, plus Detroit, Houston, and Pittsburgh metropolitan areas

Business Challenges

- Growing opportunities over large geographic area
- Tough time-and-distance demands on deliveries
- Slow, paper-based billing

Business Results

- 100 percent revenue growth in four years
- 88 percent reduction in billing time, from 8 days to 1 day
- 118 percent increase in the number of daily stops – deliveries, pickups, service

Brightree Extended Solution

- Brightree Mobile Delivery

“We feel we more than recouped our investment. We don’t believe we could have taken on the kind of growth we’ve had without investing in Brightree Mobile Delivery.”

– Cliff Stepp, Executive Vice President, Therapy Support, Inc.

Therapy Support Doubles Revenue, Cuts Delivery Confirmation Time by 88 Percent with Point-of-Delivery Solution

Short Times, Long Distances

In 2008, Therapy Support’s leadership felt that improving delivery management would help meet expanding opportunities in the hospice and long-term care sectors. Patients often need specialized care and comfort items immediately upon entering hospice care, creating tough time-and-distance demands on an HME provider. Being a leader in supplying hospice organizations requires fast, efficient, and compassionate service to remove installed equipment, account for all components, and return them to a warehouse.

Cliff Stepp, Therapy Support’s executive vice president and chief operating officer, said “99 percent of our orders have to be delivered that day, and in many cases, in a two-hour window.” Therapy Support’s service area consists of the states of Missouri and Ohio, and a roughly 200-mile radius around the cities of Houston, Detroit, and Pittsburgh. Vehicles make several hundred daily stops, many of them a result of on-the-fly rerouting by branch dispatch centers. It’s a complex picture, seven days a week.

Paperwork Pain

Like many HME providers, Therapy Support’s previous delivery workflow was paper-based. Paper forms were too often lost, and serial numbers, addresses, and other information sometimes entered wrong. Expensive equipment potentially sat idle from slow accountability, creating a cash liability until accounted for and returned to rental service. “Tracking our inventory and keeping track of the paperwork for each transaction was nightmarish,” Stepp explained.

Then the completed forms had to physically move from the 18 branches to a central billing office in Springfield, Missouri. The average time from delivery completion until the biller confirmed the delivery or pickup was eight days.

Brightree’s Integrated Solution

After a period of intense study, Therapy Support chose Brightree’s core system along with the Brightree Mobile Delivery solution. Drivers use a rugged, handheld wireless device to electronically capture signatures, serial numbers, and other confirming delivery data and send it wirelessly in real-time to Brightree’s billing and inventory management software. Management felt that this full integration was crucial to Therapy Support’s evolving business model. GPS technology embedded in the handheld devices provides precise location information for each delivery and allows dispatchers to reroute vehicles flexibly.

The Brightree Mobile Delivery solution was implemented first in a select area for control and observation. The lessons learned were then incorporated into a company-wide plan. Employees at each of the solution’s touch points (transport,

billing, customer service) were quickly proficient in the new tasks that improved their personal workflows. The deployment was then rolled out company-wide.

Additionally, Brightree Web Services and integration capabilities were added to the system to give customers 24/7 ability to initiate orders or access order status via a Web portal.

Returns and Growth

The Brightree Mobile Delivery solution performed very well helping the company grow to meet opportunity. Therapy Support's vehicle fleet has tripled to over 100 vans and box trucks, most of which carry a Brightree Mobile Delivery device. Benefits extend across the company's transportation, customer service, billing, and inventory activities.

Billing Time Dramatically Cut

Brightree Mobile Delivery's workflow cut the time from delivery confirmation to billing from eight days to one day. Stepp added, "The extra time our billers have, not having to chase down all this paperwork, has allowed us to increase productivity in that department significantly." Plus, Brightree's core system can bill both monthly and daily rentals (a common requirement for hospice support). Stepp continued, "Brightree solved our billing problems immediately."

How It Works

- The Brightree Mobile Delivery solution integrates handheld devices with the Brightree platform to seamlessly pass real-time data from the field to the office.
- Electronic delivery tickets are wirelessly loaded into a driver's handheld device.
- Upon delivery, the driver electronically captures patient signatures, scans product serial and lot numbers, and captures other proof-of-delivery information.
- Branches route orders using a special dispatch dashboard.
- Deliveries are tracked by GPS and updates are sent real-time to a central database.

Double Revenue, Daily Stops

Fast and accurate information between customers, branch headquarters, and service vehicles has shortened payment cycles and kept more equipment in an active rental status. Revenue has doubled since implementing Brightree, while the number of daily stops has more than doubled. "Because of the economies we've gained, we're still able to achieve profitability levels our ownership wants," Stepp clarified.

Increased Quality of Care and Customer Satisfaction

Therapy Support's customers can count on fast service, delivered with care and accuracy. A central call center knows the location and status of every vehicle and order, and customers can access updated order information through the Web portal, powered by Brightree.

Brightree Mobile Delivery frees drivers and clinicians to focus on sensitive patient and caregiver matters at hospice deliveries and pickups. Stepp explained that time on-site formerly "walking through a bunch of paperwork with the customer now can be devoted to the set-up and making sure the patient is comfortable with everything." Drivers use Brightree Mobile Delivery hand-held devices to complete set-up and delivery checklists at customer locations anyplace, anytime to ensure the highest standards of service.

Summing Up

For a strong growth curve, Therapy Support needed a complete business management platform that integrated billing, inventory management, and the best automated delivery information and control software possible. Brightree's core system and Brightree Mobile Delivery continue to deliver impressive results. According to Stepp, "We feel we more than recouped our investment. We don't believe we could have taken on the kind of growth we've had without investing in Brightree Mobile Delivery."

Learn More

For more information or to schedule a demo, **contact us via email at info@brightree.com, or call 888-598-7797 x 5.**



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