

Sage supports healthcare provider Careology

Customer

Careology

Industry

Pharmaceutical

Location

UK

Solution

Sage 200 and

Sage CRM

Oxford-based Careology Ltd is dedicated to meeting the needs of patients receiving complex therapies at home and in the community. Careology started life as a homecare division of a pharmaceutical company, becoming fully independent in 2005, through a management buyout.

The chief focus of its work so far has been patients with lysosomal storage disorders, a group of rare genetic disorders.

From caring for just 100 patients at start up, Careology now has around 1,000 patients on its books and employs a team of 45, around half of whom are nurses who administer care throughout the UK and Ireland. Other key areas within the company are a highly qualified and experienced patient coordination team; an in-house pharmacy; and a delivery service for drugs and ancillary products.

The company's rapid growth reflects its strong commitment to quality care and the exciting medical and clinical advances which enable patients to be treated at home.

The challenge

Careology started life with an off-the-shelf Sage line 50 system, which handled the financial side of the business. It also used a manual, paper-based systems for patient care and inventory control.

Dominic Moreland, Managing Director, describes the situation at that time: "Sage Line 50 coped admirably, but we suffered from an overall lack of visibility of our business. This manifested itself as difficulties in managing stock and coordinating delivery of medication to our healthcare professionals to align with scheduled visits to the patient. Having to re-enter data manually meant we were wasting resources, too."

'Since patient coordination has been managed by Sage we've seen an incredible streamlining as patient data feeds through directly into our financial and pharmacy systems.'

Dominic Moreland,
Managing Director,
Careology Ltd.

Challenge

Careology found it difficult to achieve true visibility over its business. It experienced difficulties managing day-to-day activities such as resource needed to input data.

Solution

Thanks to Sage CRM, Careology has ensured it provides the right service to patients first time. This new approach is credited with having a positive impact on patients' lives.

Results

Incredible streamlining of patient data ensures a fast, appropriate and joined-up response, with a completely personalized service to patients. Having patient information all together in one place has given Careology an increased control over the its expanding business.

‘Sage 200 enables us to demonstrate that we understand our massive responsibilities and can offer outstanding service quality combined with value for money.’

Mandy Wakefield,
Clinical Director,
Careology Ltd.

Careology began to look for a more powerful system with the ability to control highly sensitive stock and support the company’s close relationships with patients.

The solution

A wide-ranging review of the market took place. Dominic said, “We needed to go out and see what was available either in the form of a package or as a bespoke system; but when it came down to it Sage offered the best answer to our needs, and we had every confidence in the Sage name.”

Careology chose Sage 200 system, which needed very little development, along with Sage CRM, which could be tailored to manage patient relationships.

The involvement of Sage Business Partner BDE was another new development. The Careology management team were impressed by BDE’s proactive approach. Dominic says, “Without being intrusive, they maintained a dialogue with us during the selection stage. They clearly understood the pressure on us to ensure we get our service to the patient right first time. Subsequently, the design and implementation team were very enthused by what we were trying to do, showing a genuine interest in the impact the solution would make on patients’ lives.”

The benefits

Thanks to Sage CRM, Careology has increased control of its expanding business, with a major benefit being the integration of all data across the company.

While the core of the Careology business remains that of providing life-long support for patients with lysosomal storage disorders, its remit is expanding to support other patients requiring complex therapeutic care, such as patients with cancer, haemophilia and renal disorders. Wherever possible, patients with life-long conditions are gradually encouraged to become more independent and frequently learn to prepare and administer their own intravenous infusions. However, responsive support and monitoring are

always on hand. Patients can discuss their needs with a nurse at any time, day or night, and the Careology team are highly alert to potential problems.

Mandy Wakefield, Clinical Director, stresses the importance of communication in providing outstanding care: “It’s vitally important in any business but especially so in ours, where we’re helping patients to cope with complex medical conditions. Cancer care in particular is an area where emergencies are likely to arise; the patient’s condition can change rapidly and we must work as a team to provide a coordinated response.”

Dominic highlights the benefits of the Sage 200 CRM module in this area: “Since patient coordination has been managed by Sage, we’ve seen an incredible streamlining, as patient data feeds through directly into our financial and pharmacy systems. Today, we have all the information on our patients together in one place, with full prescription details and a history of the clinical care provided to each patient. Our patient coordination team can take down requirements over the phone and introduce items onto the patient records, which are then fed directly into our pharmacy and accounts systems. It ensures a fast, appropriate and joined-up response, with a completely personalized service.”

Spreadsheets and paper-based manual systems for batch-tracking the pharmaceutical products which pass through the pharmacy have also been replaced, and Dominic praises the “fantastic” functionality within Sage 200.

The company now has full batch traceability in case of a recall. It’s a demanding task: stock turnaround is very rapid, typically around a week; expiry dates are critical; and the value of stock is very high.

As an additional bonus, the problems endemic with using manual systems – time being spent in re-keying data between systems and a greater risk of errors – are now a thing of the past.

The field bidding for NHS contracts is a highly competitive one, and Mandy notes that Sage is an important ally: “Sage 200 enables us to demonstrate that we understand our massive responsibilities and can offer outstanding service quality combined with value for money. Confidentiality is also a key issue for the hospitals which contract our services, and Sage helps us to prove to their satisfaction that we take very seriously our duty to safeguard the patient and the information we collect on them.”

The future

One reason for the choice of Sage 200 with the integrated CRM module was its potential to provide access to the company’s systems for its community based nursing team. For the next phase of the project, Careology plans to further streamline its already effective communication systems by giving nurses working in the community access to the patient relationship management system.

The data they enter will immediately trigger action within the patient care center or the pharmacy and eliminate the current need to telephone in with updates.

In the future, BDE Group will provide Careology with support.

Solution overview

- A comprehensive solution comprising off-the-shelf functionality and customisation for unique requirements
- Clinical, patient and business information integrated to enable a rapid, informed response
- Tight control and batch-traceability of expensive, sensitive stock
- Potential to provide access to data and systems for mobile healthcare professionals
- In-depth understanding and support from Sage Business Partner BDE Group

About Sage CRM

Over 14,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

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