

# Resupply solution helps reduce manual work allowing employee and business growth

## Challenge

An outdated system relied on time-consuming manual work and offered limited options for customization or self-service options for patients.

## Solution

Brightree ReSupply automated key tasks so employees could focus on new initiatives while still growing the business, and added self-service features for patient convenience.

“No one really wanted to talk to Kate,” said Kathleen Hawthorne, customer experience director at Regional Home Care. “We heard quite a lot of feedback from our patients about that.”

“Kate” was the robot voice included in the software solution Regional Home Care was using to manage resupply orders. “The customization options in our old solution were limited, so our customers were stuck with Kate,” she said.

But an even larger challenge was the amount of manual touching on the back end—hand keying all the orders. “There was no automation or integration,” explained Christina Savard, resupply support supervisor. This meant that as the company grew, keeping up with incoming orders was difficult, if not impossible. “All the manual work increased the turnaround time from order placement to leaving our facility, compared to orders being uploaded right into the system.”

Because resupply is central to Regional Home Care’s business, it always took priority, Hawthorne said. But they knew making updates to their system could disrupt their work. “An overhaul would be an undertaking affecting a lot of departments and staff,” she said. “We knew we’d need buy-in from everyone to make the change. So we spent years trying to make the existing software work until we couldn’t patch it up anymore.”



## Time for a change

When it was finally time to explore new options, they knew the main thing they needed was integration into our core system, such as using an API. “We also wanted to ease the burden on our team by having a live call solution,” Hawthorne said.

The business had also been getting comments from patients about the limitations of their system. “We heard dissatisfaction about not being able to place orders at their leisure or not being able to press a button to speak with an agent,” Savard said. “With the explosion of telehealth and self-service options, people want the choice to not interact as much. They want options like text messaging and using an app.”

## Transition period

Once the Brightree resupply solution was implemented, it took time for employees to adjust. "At first it was a big lift in terms of buy-in and reassuring employees that the software wasn't going to replace jobs," she said. But once agents started using it daily, they saw how it would make their lives easier. "Because of how live call and the system works with outreach and order creation, now they have time to work on other things," Hawthorne explained. That period following implementation was when Regional's employees began to understand how their jobs would improve with the adoption of the new solution.

## Quantifiable results

Once Regional Home Care came through that adjustment period, Hawthorne said the improvements were clear. "Items per order went up, meaning our staff could fulfill orders more efficiently. The turnaround on processing went way down. Our patients consistently used and appreciated the self-service options," she said.

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**"Our patients love that they can just click a button, go in and verify their address, their insurance and the supplies they need," Savard said. "And the tracking abilities in the new system have been a major benefit for us. Tracking numbers can be emailed to patients so they don't have to call in to find out where their order is, which frees up our phone agents for more detailed questions."**

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Hawthorne says there have been business benefits, too. "We knew that labor would be a factor, just like every other company faced in 2020 and 2021. By making this change, we were able to reduce the amount of new hires we needed."

## Satisfied employees

The new system has had benefits for existing employees, too. "We have employees who have been with us eight or nine years, and they've enjoyed seeing the company grow because we can handle more orders. They wouldn't be able to fulfill 22,000 orders a month with the staff we've had. Now they only need to support orders that need a little extra attention," Hawthorne said.

And Savard pointed out that there are now more opportunities for employee development. "A data entry position, for example, would just be keying in numbers and running insurance all day. Now they have time to look at different things. It changes things up and makes their work more interesting. We have time to teach them new things or focus on other areas that have needed updates, like return policies and SOPs. These were things we'd put off because we were overloaded with manually fulfilling orders. But now we can focus on actual customer service, supporting what's going on with orders after shipment or with documentation, and really help the patients we serve."

Hawthorne said one employee seemed resistant to the new system during training. "She was having trouble adapting to the change," she said. "But a few months later, she pulled us aside and said, 'This is so much easier. I can see when the patient is eligible, what workflow they're in. I didn't realize how much better this would be!' That's why it's important to show the value of new solutions. It's not about changing people or teams. It's about changing the way we look at our work."

# Results



**Consolidated items per order, leading to fewer shipments and associated cost savings**



**Faster turnaround time on resupply orders**



**Improved ease of use for patients**



**Stronger bottom-line results**

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