American Senior Communities adds data analytics, CRM

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American Senior Communities has reduced its average patient insurance authorization to just 21 hours, thanks to new ways to track referrals and other metrics. The senior care provider, which has 94 sites across Indiana and Kentucky, is using customer relationship management tools from Indianapolis-based hc1.com to track referrals as an ongoing relationship, providing greater insight for marketing and more efficient processing of authorizations and clinical information exchange.

The system replaces multiple manual processes and allows for real-time access to quality metrics such as turnaround time, benefit eligibility verification, readmissions and length of stay. The reporting helps administrators enforce accountability for care quality and provides evidence of best practices for partners.

"hc1 brought better access to data for our team, which provided immediate value," said Angela Norris, RN, Vice President of Contracting & Business Integration for American Senior Communities, in a press release. "Having a healthcare-specific CRM solution equipped our team to proactively track and manage everything in one platform across multiple facilities. Now we are a strategic, value-focused partner to our referring providers."

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