

SurfMed improves productivity and streamlines operations with Mobile Delivery

Challenge

For years the company has suffered from being bogged down by paper-based systems and insufficient routing software, making delivering materials costly and ineffective. With minimal accountability for errors, these manual processes resulted in missing delivery tickets, billing delays and unexplained overtime hours.

Solution

In an effort to elevate its enterprise capability to a well-defined and manageable business model, while optimizing all available technologies and resources, the company turned to Brightree in July of 2016.

At SurfMed, the Pembroke Park, Florida–based HME provider desperately needed to move away from manual processing. Their daily workflow revolved around chasing paper trails and misplacing order forms and delivery tickets. As a result, they had higher expenses, reduced cash flow and a significant amount of overtime hours that cost the company countless dollars.

By integrating Brightree’s mobile logistics solution into their existing Brightree Business Management Software, SurfMed is now more productive and has significantly fewer wasted expenses. Additionally, the company has a leg up on

competition, as mobile logistics solutions gain momentum throughout the industry.

Since implementation, SurfMed has witnessed significant growth, both quantitatively and qualitatively, in its overall operational efficiency. The company has customized key elements of the Mobile Delivery software to best suit its workflow and reporting needs. The personalization of the applications has allowed SurfMed to use the software in unique ways, such as



“Between the elegantly designed platform, highly user-friendly interface and a development team dedicated to crafting a truly innovative solution, Brightree has an exceptional product. Our only regret is that we did not implement it sooner.”

Alexis Watine,
Chief Enterprise Administrator and
Compliance Officer of SurfMed

eliminating unnecessary phone and email traffic, automating delivery notifications for patients who authorize door drops and streamlining the coordination of patient care with ancillary providers.

“As our business needs evolve or one-off exceptions occur, we have been able to easily adjust our platform setup and internal workflows,” says Alexis Watine, chief enterprise administrator and compliance officer of SurfMed. “All departments have been positively impacted by the introduction of Mobile Delivery in one way or another and we look forward to the continued efforts put forth towards the overall goal of healthcare interoperability.”

By automating daily processes – like obtaining patient signatures and billing paperwork – to a mobile solution, SurfMed transformed operations in a matter of months. This includes a 100% elimination of



missing delivery tickets, 97% reduction in the frequency of incomplete forms and a 75% decrease in printing costs. Advanced route planning has also helped alleviate the amount of overtime hours for delivery technicians by 10%, and lessened the average driver’s time spent in transit by 45 minutes. Lastly, SurfMed has significantly improved the consistency of their cash flow by decreasing the number of days sales outstanding (DSO) for hand-delivered orders by 20 days.

Results

SurfMed experienced remarkable results in just six short months.



Eliminated missing tickets



Decreased DSO by 20 days



Reduced printing costs by 75%