

# Q&A

with Cape Medical Supply & ABC Health Care on Brightree Mobile Delivery



**Craig Kirby**  
General Manager,  
ABC Health Care



**Gary Sheehan**  
President & CEO,  
Cape Medical Supply

Discover how Brightree Mobile Delivery drives business efficiencies

**In the Q&A we discussed the impact of mobile logistics software with Gary Sheehan, President & CEO of Cape Medical Supply, and Craig Kirby, General Manager of ABC Health Care.**

**Q. Craig, you've been on Mobile Delivery for 2 ½ years and use it traditionally. How has Mobile Delivery helped your business?**

**A. Craig:** We recognized the value proposition from the start. We looked at how it would create efficiencies and improve our revenue cycle. We've been able to integrate it and get cash in the door quicker. We've also eliminated paper chasing and reduced days of sales outstanding. The transparency and accountability are huge.

We've been able to push to the next level and create efficiencies with getting the paperwork to our confirmation team, which allows them to confirm delivery orders in almost real time. I've gone into the patient accounts to maybe correct a few things and it's already been confirmed. That's how quick it works.

**Q. Gary, you made the decision to move into Mobile Delivery in the last 12 months. Can you give us a sense of what led you to deploy Mobile Delivery and what you're hoping to achieve with it?**

**A. Gary:** We are a very digitally focused organization and the use of paper delivery tickets harkened back to a past era. We needed to find a way to modernize that process and landed on Brightree. In addition to getting rid of paper, we're accelerating time. A whole department that sits there and looks at paperwork as it comes back is not an efficient use of capital. The system makes sure that all the forms are completed, not to mention the branding component. That gives the patient a better sense

of the level of sophistication of the partner they're using. And everything's emailed back to the patient after you close it out.

It's a little different than some of your traditional trucks on the road, routing solutions, but it's been very successful for us and has met the expectation we had going in.

**Q. Do you think the actual use of the technology is helping your brand in front of the patient?**

**A. Gary:** Yeah, absolutely. I mean the patient right away gets used to partnering with a technologically focused organization. Their first physical interaction with us wraps up with that ticket being emailed. That leads to higher capture rates of email and allows us to digitally interface with those patients moving forward, which is our goal.

We want to move away from a phone-based environment as much as we can. We want to be omni-channel. If they want to email with us, great. The portal, the app, and the phone are also available. But yeah, we think it does brand us in a certain light with the patients and gets the patient conditioned to working with us in a more digital environment than they have traditionally.

**Q. Can you address inventory shrinkage? How has Mobile Delivery impacted your inventory control?**

**A. Craig:** Well, it really made us take a holistic approach to our inventory process. It made us focus on getting it right. Over the course of two years, we really have made a huge reduction to cost of goods sold due to lost or inventory variances. It made us take the exact inventory for those orders out of those warehouses and not, basically, cross-contaminate the two.

One of the great features with Brightree is the pick list for technicians so they can know exactly what they're taking out and know if they have enough on hand to do it. Also, the barcode scanning takes the human element out of it, reducing errors and giving more time back to confirm you're getting that money in the office.

**Q. How has Mobile Delivery impacted your DSO?**

**A. Craig:** It has made a significant reduction. I can't speak to exactly the reduction in days, but I can tell you that the normal period of time from chasing the paper for missing delivery tickets and things like that, to where we're at now has reduced. If I had to put a number on it, we've probably gone down at least five to seven days.

**Q. Many organizations we connect with have to go from using paper to using a tablet. What does the implementation look like, and how have you dealt with the adoption of this new technology?**

**A. Craig:** The Brightree implementation team was outstanding. I couldn't ask for better. They were responsive. Any questions I had were answered in timely way, especially the IT support department.

I can't say it was seamless, but it flowed. We got the process down to 56 days from the time we signed the contract to the time we got the first group of orders. We had the infrastructure already in place because we were already semi-mobile with technology, but it really was a pretty seamless process. My biggest hurdle was training people that had not been familiar with technology, but that's the human component, not the system.

It took a little bit of time but if you have users that can use a smartphone then they can work with the tablet and guide patients through the process. It really has a workflow that is consistent and gets them from start to finish with very little to no problems.

**Gary:** It's a pretty intuitive solution. I think clinical and operational lead folks would have a good sense of their team members and who is going to struggle a bit and who is not.

There are clear benefits of the buy-in. I think the challenge with any new technology is the why as in Why are we doing this and how is it going to make my job better? The whole situation prior to this of handling the paper and everything that went along with these packets was so onerous and painful for clinicians that this is a welcome solution.

To the extent that there's any struggle with getting there, I think you create that buy-in. That drives the adoption and engagement of the user base and allows them to put some effort into something that might not be naturally native to them.

I do think there are benefits to the end users and their life's a bit simpler and more seamless once this is deployed and they get comfortable with it.

## Craig Kirby

General Manager, ABC Health Care

ABC Health Care has become the largest independent Home Medical provider in Virginia after starting as a home oxygen supplier 36 years ago. Today the company boasts seven locations with product lines including respiratory, durable medical equipment, sleep therapy, power mobility, and commercial medical gases.

ABC has implemented Brightree Mobile Delivery with exciting results. The company uses it at all of its locations for DME techs, sleep technicians, respiratory therapists, in the commercial medical gases division, and with walk-in customers.

ABC also integrates with the BPC Mobile Pay app to improve revenue cycle management.

## Gary Sheehan

President & CEO, Cape Medical Supply

Cape Medical Supply is based in Massachusetts with operations in Massachusetts, Rhode Island, New Hampshire, and Maine. Gary's parents founded the company in 1977 as a home oxygen supplier and then moved into durable medical equipment and sleep therapy over the last eight years. Today Cape focuses on sleep therapy and has a separate unique bracing consignment business.

Cape has implemented Brightree Mobile Delivery in its sleep therapy division. Eighteen respiratory therapists use the tablets with most of the use centered in one location.

"We've been very, very happy and satisfied with the solution." — Gary Sheehan

For more information or to request a demo [brightree.com/consult](https://brightree.com/consult) 1.833.916.1554

© 2020 Brightree LLC. Brightree is a registered trademark of Brightree LLC. All rights reserved.

