



A VALLEY OXYGEN COMPANY

**SYNERGY**

SLEEP & RESPIRATORY

## About the Client

Synergy Sleep & Respiratory is a home medical equipment company with nine locations throughout Southern California and in Las Vegas, Nevada. The company has more than ten years of Medicare expertise and offers a broader range of equipment, supplies and services than other home medical equipment providers. Synergy Sleep & Respiratory is dedicated to a higher level of service and is focused on creating a superior care experience for both patients and their providers.

## The Challenge

Like many in the HME industry, Synergy Sleep & Respiratory was challenged with the burden of increasing industry regulation, especially around Medicare which is 50% of their business. Reimbursement cuts, lack of referrals, and recruiting the right people were also an issue, putting additional pressure on company revenues. Tito Luna, vice president and chief operating officer, knew that a large portion of these issues were due to the limitations of the company's home-grown CRM system and the lack of comprehensive reporting and data insight.

## Solution

Synergy Sleep & Respiratory chose PlayMaker for its ability to provide clients with in-depth market intelligence and provider referral data. PlayMaker also provides robust relationship management tools to better enable sales teams to meet their strategic goals. PlayMaker's expansive payer connectivity includes 100% Medicare, Medicaid, Commercial, and Medicare Advantage, a unique advantage that no other vendor offers.

## Impact

The increased visibility provided by PlayMaker and its detailed data reports have made identifying and organizing referrals simpler and more efficient. The sales team now can focus on physicians who have the ability to send the most patients. This helps drive the sales team's activities, and ensures they're focusing on the highest value opportunities first. Being able to develop previously untapped referral sources has been instrumental in helping Synergy Sleep & Respiratory remain competitive, and is an essential element of the company's strategic growth plans. PlayMaker also enables the sales team to more effectively nurture existing relationships.



### Industry

Home Medical Equipment



### Platform

PlayMaker Edge for HME



### Locations

California, Nevada

*"We consider PlayMaker's market data to be priceless; it's a goldmine. We can now see which referral sources we should be spending our time working with. Also, I'm all about customer service, and PlayMaker has supported me every step of the way."*

— Tito Luna  
President & COO

### Since adding PlayMaker's Edge Platform, Synergy Sleep & Respiratory is experiencing:

- Time savings across the entire organization, with hundreds more hours spent each year on business development.
- A transformation in the way it recorded and reported important data.
- Significant improvements in its ability to keep up with industry and Medicare changes. This is vital because its business is more than 50% Medicare.
- Consistent ways to improve its business and its education base by participating in regular PlayMaker webinars.
- Continued growth in the quality and quantity of referral partners to fuel market expansion.
- A drastic evolution in its ability to forecast and strategically plan for growth.