



The Challenge

HME Specialists has become widely known throughout its service area because of the company's strong values, work ethic and focus on community. But as it grew it also experienced the challenge of tracking of all of its accounts in territories that are spread across hundreds of miles. It became difficult to know where the sales team stood on a daily basis with regard to their core therapies. And while it was easy to know which accounts were "A" accounts, it was much tougher determining which accounts were "B" and "C" accounts and how many referrals were coming in from each.

The company tried using a generic CRM solution to rein in the data, but still could not make the progress they wanted in knowing exactly where they stood in a market and which accounts to target for more quality referrals.

Solution

PlayMaker Edge, the post-acute growth platform built specifically for the unique needs of HME, was the answer for HME Specialists. The company partnered with PlayMaker Health in 2017 and soon began capturing data that was missing for far too long. With Edge, HME Specialists immediately had access to cutting-edge tools to accurately track sales rep performance and activity, manage their territories and strategically plan for the future, using data as a guide rather than intuition. For the first time, it was able to clearly differentiate between A, B and C accounts and concentrate on ways to elevate accounts with the greatest potential.

The entire sales team is now using Edge to schedule, track and update their activities, and management has visibility into their activities that it never had before. "With Edge, it's easier to follow my reps and to seem like I am there with them because I can track where they are, view notes, and see how we are doing in each account," said Julian Ramos, Regional Sales & Marketing Manager for HME Specialists.

Impact

Since implementing PlayMaker Edge, HME Specialists has transformed the way it approaches its markets. "It's helped our team to focus on established accounts, and even some non-established accounts," Ramos said. "It's bringing them to the forefront and making them more visible, which helps us prioritize new accounts." Comprehensive, on-demand reports have given the company the flexibility to alter their daily plans based on what was really happening in the field with their reps.

About the Client

HME Specialists, LLC opened its first office in Albuquerque, N.M., in May 2001 with a focus on providing New Mexicans with top-quality HME services and equipment to help them achieve their highest level of medical independence. The company set itself apart from the large, out-of-state companies the founders originally worked for by striving to delivering the same specialized equipment with a higher standard of professional service. In the years since its founding, HME Specialists has become the largest local, independently owned and operated medical equipment and supply company in New Mexico.



Industry

Home Medical Equipment



Platform

PlayMaker Edge



Location

Southwestern U.S.

By implementing PlayMaker Edge, the company saw:

- **Revenue ROI:** HME Specialists is progressing on strategies to track its primary growth areas: oxygen, sleep therapy, enteral nutrition, complex rehab and home infusion therapy.
- **Referral ROI:** Improved sales rep visibility has allowed management to concentrate on the quality and quantity of account activities, leading to increased referrals and productivity and stronger partnerships.
- **Relationship ROI:** Sales reps have improved their account management and now easily review previous account notes, track their day, and access important and timely information with just a few clicks while out in the field. In-person contacts are fueled by historic data, providing a strong foundation for solid referral relationships.

"I love the fact that PlayMaker Edge is specifically for the DME industry, which is rare. We used a generic CRM previously, which made it very difficult to follow account activity. With Edge, I feel like I'm actually in the field with my reps. We are moving in the right direction as a company, aided by Edge."

— Julian Ramos
Regional Sales & Marketing Manager