

Pentec Health

Business Intelligence & Analytics: Identifying Opportunities



Challenge

Internal and external market intelligence is only as good as a company's ability to analyze it, share it, and benefit from it. Pentec Health was gathering an immense amount of data from a 3rd party vendor but required a realistic method for ingesting and leveraging it with an internal sales database.

Solution

Simply creating a report that would be useful to the company almost always involved the database administrator and typically had a slow turn-around time. Additionally, the information needed to be linked to current patient information.

Liberty Fox created a "fuzzy matching" solution that allowed Pentec's team to properly match the analytical data to their current accounts and gain deep insight into the sales process. A rich mapping application provided an even more detailed analysis with business intelligence plotted on a national map. This increased insights while reducing reporting burdens on administrative staff.

Technology

Microsoft
ASP.NET



"LFT has deep experience in .NET technologies and the software development life cycle. They are exceptional problem solvers, very personable, and very capable of delivering a very high-quality product."

-Tim Leffler
Chief Information Officer

Outcomes

Liberty Fox delivered a comprehensive and multi-dimensional Business Intelligence platform for deep problem, opportunity, and trend analysis, generating patient care improvement opportunities for deep access to "order to cash" and "patient outcomes" data points.

