THE CLIENT
The Visiting Nurse Association of Greater Philadelphia (VNA) is the region’s largest and oldest non-profit home health care and hospice provider. Servicing the entire city of Philadelphia and the surrounding counties since 1886, VNA is the leading provider of choice for patients, physicians, families, case managers, and insurance companies. The mission of VNA of Greater Philadelphia is to provide comprehensive home health and end of life care at the highest quality to all people, regardless of their ability to pay.

THE CHALLENGE
VNA of Greater Philadelphia is in a very competitive market with more than 100 home health organizations. To maintain the company’s stellar market share in Philadelphia (#1 for home health), VNA needed solutions for the challenges they faced. Prior to implementing PlayMaker CRM, the sales team did not know when referrals were received (in the office), and therefore were unable to respond immediately to the referral source’s needs. VNA leadership felt those challenges limited referral growth and ultimately the effectiveness of the sales team.

THE SOLUTION
After reviewing other sales solution software, VNA of Greater Philadelphia turned to PlayMaker CRM to improve the support and efficiency of their sales team and have used the platform for the past five years. By utilizing PlayMaker CRM’s data intelligence, VNA improved their ability to identify new opportunities and immediately act upon them. Management also now had a new level of transparency into daily sales activities which resulted in them providing better guidance and support to the team.

THE RESULTS
- Increased their sales team’s ability to identify new opportunities and increase referrals.
- Provided management the transparency they needed to better evaluate sales team activities.
- Improved reporting functionality to track progress and measure the ROI of each referral source.

"For me, PlayMaker is a must-have for our sales and marketing operations. Once you have it, you don’t want to leave it."
— Mimi Schaible, RN, MSN, MBA  Senior Vice President for Business Development, VNA of Greater Philadelphia