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LOYALTY CHAMPIONS OF THE YEAR ASIA-PACIFIC

THE Loyalty Magazine Awards 2020 WINNER

FOR LIFE CUSTOMERS

CASE STUDY

Healthia
Better Health. Better Lives.

The Challenge:

Australia's leading Allied Health Group, Healthia Limited is an integration of health-based companies which includes My FootDr, Allsports Physiotherapy and Sports Medicine, Extend Rehabilitation, DBS Medical Supplies and iOrthotics. In total, Healthia owns 6 podiatry brands, consisting of 88 clinics and 21 physio brands, consisting of 62 clinics. They are on a rapid growth path, with new brands and clinics regularly being acquired.

With such a broad network of brands and clinics, Healthia had a wealth of data to manage from multiple sources, such as patient records, appointment records and patient communications. They had a challenge in not only managing this data, but also obtaining actionable insights from it. There was no single reporting hub available. Reports were being created manually (which proved extremely time consuming) and were produced on an adhoc basis for their clinics. This meant providing real/near time business intelligence was highly challenging. Healthia sought a partner to **help them centralise their data** and enable them to **create various reports using real-time data. This would provide insights they had never had access to before.** These insights would **help Healthia enhance their patient relationships and communications, and importantly support the decision making process.**

The Solution:

Healthia engaged Customology to help them consolidate and centralise their patient data. A project which required highly skilled data engineers with sound data modelling knowledge and experience that could accurately centralise the data, whilst accounting for the slight differences amongst the homogeneous systems.

Healthia uses a Practice Management System called Nookal. Nookal captures a wealth of data including patient bookings (which the patient can make directly online), managing appointments, patient records, ability to update/maintain patient records and staff records - to name a few capabilities.

Healthia were looking for a solution which would **successfully integrate with Nookal, but would also offer additional capabilities such as advanced data centralisation and reporting capabilities, while ensuring the safety and security of their data.**

Working with Customology's data engineers, Healthia integrated Nookal into Customology's Customer Data Platform (CDP), Customer.AI. The first step of this process was to undergo a data cleanse. Features of this included 'transformations' (e.g. a missing dot in an email is fixed, a landline phone number expanded to include area codes, or titles normalised so you know how many 'Professors' are your customers), 'abductions' (e.g. where an email has been entered under a phone number input) and 'data compression' via Customology's single customer view algorithms.

The Solution cont:

Previously, when a patient made an appointment, if any form of contact information was different - a duplicate patient record was automatically generated. For example, a customer who had a new contact number, but the same email address. This meant that Healthia had thousands of duplicate patient records on their system - leading to inaccurate reporting.

Patients were also being over-marketed to, receiving multiple marketing messages via various communication channels. Not only was this frustrating for the patient, Healthia were also losing valuable marketing budget in the meantime.

With Customology's single customer view compression algorithms, these duplicate patients were rolled up into one active record, with the most optimum marketing channel addresses obtained. This means **communications are now effective, targeted and personalised.** The single customer view compression algorithm can also be applied to product data where, over time, product variants are introduced (particularly at the clinic/store level) and it becomes very difficult to report upon products at an aggregated level.

Customology's extensive expertise in data integrations also meant that all the data that needs to be obtained, and fed back into Nookal's systems is done accurately and in real/near time.

The Result:

Customology helped Healthia create a centralised data platform **which now provides a single point of truth for all Healthia brands and clinics.** The integration into Customer.AI provides **enhanced reporting capabilities for Healthia. Reports which are now automated and can be quickly generated at any time and contain real-time information, alongside various display options and formats.**

In addition, Nookal's integration API is in a much more robust position than before thanks to this project and Customology's effective collaboration with their developers. Healthia has, in turn, leveraged this opportunity by optimising the Nookal interface and together with the data integrations (such as a patient's communication preferences) **the software is now much more effective to the practitioners and will always show the most up-to-date information per patient.**

Now that Healthia has access to accurate and up-to-date patient data, they're in a stronger position to both enhance their patient relationships and identify growth opportunities for each of their clinics. In addition, this data will help Healthia **identify key business strengths or areas of improvements,** which will inform decisions on future acquisitions and partnerships.

It also means enhanced patient communications and the ability to add value to their patients in ways that they have never been able to before. In the coming months, we will be revealing more about this and the success Healthia has realised since undertaking this data centralisation project.

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> "Our integration into Customer.AI has been a huge time-saver for us. We've been able to merge patient records, which means our patients are receiving their essential health reminders. We've gained access to insight we never thought we'd ever be able to access - which helps us gain a more professional interaction with our patients."

**– MADONNA HAMPSON,
GENERAL MANAGER,
PODIATRY**

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" **This is just the beginning. With access to a centralised data point, we're giving more visibility to our clinics on their individual performance and helping them to identify growth opportunities. Our team is so excited to be able to access information in the format now available.** "

— **MADONNA HAMPSON, GENERAL MANAGER, PODIATRY**

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> " By working with Customology, we now have a strong team for data integration and centralisation. I believe we have the right processes and systems in place which can handle the scale of growth we are striving for. "

— **- DEAN HARTLEY,**
CHIEF TECHNOLOGY OFFICER
TECHNOLOGY & IORTHOTICS