

Sprint Mobile Broadband helps MedAssets® drive and demonstrate efficiency through technology

Challenge

MedAssets helps hospitals achieve stronger financial health by improving their operating margins and cash flow. The company uses proprietary technology and detailed data analysis to help customer organizations identify ways to reduce expenses and increase profits. This is a vital service, because even a slight increase in operating margin can yield millions of dollars for customers to reinvest in facilities, equipment and life-changing care programs.

To serve its customers, MedAssets employs a highly mobile workforce that requires access to detailed, sensitive information and specialized applications while consulting with clients on-site. Unfortunately, after a sustained period of growth and several acquisitions, MedAssets found itself dependent on a variety of costly and unreliable mobile technologies. The company that specializes in operational efficiency was itself in need of a better, more cost-effective solution.

Solution

Sprint provided Mobile Broadband Cards to two top MedAssets executives to test while attending a conference. After two days, the executives raved about the cards' performance and convenience, and they immediately initiated plans to provide the cards for their mobile workforce. Following a successful trial involving twenty of the company's most technology-dependent "road warriors," who spend up to 80% of their time out of the office, MedAssets provided Sprint Mobile Broadband cards to nearly 200 employees. Over time, MedAssets plans to continue rolling out the Sprint solution to additional work groups.

Sprint Mobile Broadband routinely saves MedAssets representatives up to an hour per site visit by eliminating the need to access and navigate a hospital's network or manually transfer files. Instead, they can connect quickly and securely to deliver presentations, provide product demonstrations, and offer outstanding service by immediately addressing the customer's needs. Employees can depend on secure, mobile high-speed access to stay in touch and on task wherever their work takes them, allowing them to be much more efficient and effective.



MedAssets is a Georgia-based company serving the healthcare industry. MedAssets' mission is to help healthcare providers increase operational efficiency and improve margins so they can serve their communities more effectively. MedAssets addresses cost and revenue issues simultaneously with proprietary technology that increases visibility and allows hospitals to realistically assess profitability.

Whether working with an integrated delivery network encompassing hundreds of organizations or with a single, small medical office, MedAssets serves as a strategic business partner and customizes solutions to ensure quality care for years to come.

For more information, visit www.medassets.com.

“For companies with mobile workforces who want to provide the highest level of customer service, the Sprint Mobile Broadband network allows you to connect and respond faster and easier than you would without mobile broadband access.”

—Steve Wiggs, Vice President of Information Technology, MedAssets Supply Chain Systems; Director of Information Technology, MedAssets, Inc.

Bottom Line

Using a variety of methods and sources for remote network access was extremely costly, inefficient and unreliable. By deploying Sprint Mobile Broadband cards and consolidating to a single provider and service, MedAssets cut its average monthly costs per user in half—while substantially increasing service quality, reliability and convenience. In an industry where improving margins by 1-5% is considered outstanding, saving 50% is both a remarkable achievement and a perfect demonstration of MedAssets’ unique value proposition.

MedAssets employees are extremely satisfied with the coverage, performance and convenience of Sprint Mobile Broadband. By replacing a significant source of frustration, inefficiency and expense with a powerful productivity tool, the Sprint solution allows MedAssets to focus on what they do best: helping hospitals improve their bottom lines and continue providing the highest standard of care to their communities.

