

Putting a Healthy Customer Relationship First

Our Client

Monarch Medical Technologies is the leading provider of Clinical Decision Support for Glycemic Management. With over 60 combined algorithms developed by a team of practicing doctors and mathematicians, Monarch's EndoTool® Glucose Management System ensures that insulin dosing is individualized and responsive to ongoing changes in each patient's unique physiological response. This innovative solution changes the practice of using antiquated and dangerous linear, point-to-point or sliding scale formulas allowing hospitals and care providers to dose insulin more safely. And with close to 200 hospitals updating their care practices, it's helping providers achieve the coveted Triple Aim of better health, better care, and lower cost.

Challenge

The challenge for Monarch Medical was keeping customers engaged to ensure renewals. Similar to many technology companies, Monarch Medical is a lean software company. There weren't enough resources to fill the gaps of their strategic plan to achieve the renewal goal. Sales resources focused on sales, not account management and marketing had limited resources to engage with customers for routine health checks and to communicate throughout the year to ensure renewals.

Solution

To fill the gaps in communication, Monarch Medical Technologies utilized Televerde's Inside Sales solution to conduct intelligent and relevant account interactions for Monarch's customer engagement program. Televerde's Inside Sales Representatives

"Our customers' safety and satisfaction are our #1 commitment. Working with Televerde enabled us to demonstrate that commitment by ensuring that each customer received routine attention and communication. We were able to identify at-risk accounts, customer advocates, and even upsell opportunities."

**-Kristen Paulet, Director of Marketing,
Monarch Medical Technologies**



Monarch
Medical Technologies

Industry:

- Healthcare

Success Highlights:

- Proactively identified previously undetected client issues
- Increased Net Promoter and Client
- Double digit satisfaction scores

Televerde Services:

- Demand Generation
- Web Chat
- Inside Sales

(ISRs) with a background in Healthcare and Technology. With this strong industry experience, the Televerde ISRs easily connected with customers and uncovered the end user's experience. This allowed for strong engagement while identifying opportunities to expand Monarch's offerings into other areas of the hospital.

Result

Monarch customers built a great relationship with the Televerde team and from that interaction, Monarch was able to identify customers who needed attention but were quietly going unnoticed. In addition, Monarch also achieved:

- Increased retention rates
- Double-digit increases in Net Promoter and Client Satisfaction scores
- Substantial reduction in renewal collection time



To reach your healthcare audience more effectively, visit televerde.com
or call us at 888-787-2829.

Televerde | televerde.com | 888-787-2829