

# Seamless Integration and Strategic Insights: How Analytix Transformed Healthy Baby Essentials' Operations and Growth Trajectory



## The Challenge

### Challenges Facing Healthy Baby Essentials Boston

Healthy Baby Essentials was experiencing increased demand for its products. The company made an investment in moving away from its manual order taking and implemented a CRM system to help streamline order processing and patient order tracking. Even with that operational improvement, the team did not have enough bandwidth and manpower to keep up with product demand, order verification, inventory tracking and billing. Additionally, there was an

abundance of data with no centralized way to track and monitor key indicators of the company's financial health and operations.

With the volume of transactions and layers of financial data associated with the insurance verification and reporting, timely, organized reporting was needed so that the leadership team could easily monitor critical aspects of the business. Generating and checking multiple reports each day was time consuming and tedious, detracting from other important tasks they needed to complete.

## The Solutions

Limited in the ability to scale, one of Healthy Baby Essentials' strategic partners referred them to Analytix. Initially, they sought a data entry solution to support order intake and provide bandwidth to address company growth. However, the relationship significantly expanded once Healthy Baby Essentials realized Analytix's capabilities.

The Analytix team fully integrated into their medical billing department, performing critical steps in supporting their revenue cycle management process, including customer support and medical billing operations. The team supported Healthy Baby Essentials by providing order

processing, customer communications, support, and benefit verification. Healthy Baby Essentials estimates that the work that Analytix performs for them equates to 25-30 FTEs/month, and the Analytix team operates as a direct extension of their daily operations.

Additionally, with growth came the increasing reliance on data to provide insights - data from both their new CRM implementation as well as financial data. Analytix suggested creating a dashboard for Healthy Baby Essentials leadership team to facilitate their ability to assess the company's financial and operational health. Analytix created the user interface for a combined financial



and operational dashboard the provided a snapshot of the metrics and KPIs that Healthy Baby needed timely access to.

Analytix developed a customized dashboard to aggregate and present snapshots of critical metrics in a user-friendly format, including specific requirements on what data was included, how it looked, and the order in which it was presented. Some of the metrics tracked on the dashboard included packets inventory, breast pump inventory, insurance billing, deposit information and referrals. The dashboard also tracked placements and pending prescriptions. Although the bookkeeping driving the financial information was completed internally.

Analytix maintained the dashboard and updated it every evening so the data was available at the beginning of each business day. This dashboard was invaluable to Healthy Baby Essentials, allowing them to look at the business

and critical KPIs that provided a broader scale overview. Leadership used it as a roadmap to analyze the consolidated data, allowing them to make impactful decisions quickly and confidently.

Earlier in their relationship, Healthy Baby considered transitioning away from Analytix as they felt that operationally they could manage all of these functions. They saw an immediate impact on their operations and reverted back to the fully integrated partnership. The Analytix team have become the eyes and ears of the business, proactively suggesting process improvements and flagging issues that could negatively impact operations and profitability. The leadership at Healthy Baby credits the Analytix team with excellent communication, accountability and proactive suggestions as a key to their successful partnership.

## Benefits to HBE working with Analytix

- Ability to scale operations quickly
- Access to trained professionals, knowledgeable about home medical equipment industry
- Cost savings on 25-30 FTEs/month
- Access to full range of solutions including medical billing, CFO support, data entry with teams that really understood the specific needs of Healthy Baby Essentials and could make specific recommendations as a result.
- 24-hour cycle of coverage
- Confidence in accurate reliable data that is easily accessible

## Testimonial

"Our day-to-day ability to process orders has grown significantly using Analytix. Their workload right now is equivalent to 30 FTEs, and they are an essential part of our team. Not a day goes by when we are not in touch with them. As a result of our relationship with them, our turnaround time is now better, and our team is not pulled in a hundred different directions. Using Analytix has offered us the ability to have a 24-hour cycle of coverage. We would not be able to operate to this level without them."

**Willie Goldshine**  
Healthy Baby Essentials

## About Analytix

Businesses who are positioned for growth turn to Analytix Solutions for scalable, single-source solutions. We provide small to mid-sized businesses with a full range of services, ranging from Accounting, IT, Healthcare, Business Transformation, Virtual Assistant and Data Management to AV solutions.