



SBS Group Presents: *Case Study for Microsoft Dynamics GP*

Impulse Monitoring

Impulse Monitoring offers intra-operative monitoring to medical institutions of all sizes. The company provides services in a variety of formats, including a full turnkey solution that places highly-trained neurophysiologists in operating rooms and provides proprietary reporting, case data basing, archiving and auditing. This allows remote doctors to analyze how well a patient operation is proceeding, advise the on-site surgeons if necessary, and reduce the risk of injuries to patient nervous systems during surgical procedures.

Business Situation

As a business that launched operations in 2003, Impulse Monitoring quickly grew over the first two years to its current level of employing 100 employees in 14 states. "We quickly outgrew our initial financial application," said Impulse Monitoring CFO Mark D'Addato. "We knew that if we did not transition to a more sophisticated application, we would have a difficult challenge managing our business while providing timely and accurate information to decision makers in an efficient manner."

Impulse Monitoring began deploying a more sophisticated overall computer infrastructure in 2004 and 2005. As part of its growth plan, the company then began considering a new financial application in 2006. "Before deploying the financial analysis application, we wanted to make sure our operational infrastructure and our billing infrastructure were stable," D'Addato explained. "Evolving to a new financial application was something we had to do - there's no way to operate a business of this size on our previous platform."

Specific requirements of the new financial solution included the ability to properly track time spent by neurophysiologists in and outside of the operating room. Impulse Monitoring also wanted a web-based product to provide collaboration of ideas and information among and between a decentralized work force.

"We ultimately needed a back-office solution to bring all systems together in a common platform," D'Addato said. "We wanted a solution bringing our medical, operation support, billing and financial information together. This would permit us to analyze anticipated revenue numbers, accurately project cash flow and analyze profitability."

SBS New England Solution

Having worked with SBS New England (formerly Grace-Hunt) personnel in the past, D'Addato knew who to turn to for help. His confidence level was so high that he did not consider another partner.

"I knew immediately that [SBS New England] would provide what we needed," D'Addato said. "They do a better job than most solution providers in listening to your needs and taking the time to understand where you are now, and where you want to go."

But just as importantly, D'Addato added, "[SBS New England] is flexible. They realize it's important to adapt their solution to the customer's situation. [SBS New England] also brings a dynamic ability to the table. They can often acclimatize and extend standard software solutions to a specific business so that the customer gets exactly what they need."

For Impulse Monitoring, SBS New England recommended Microsoft Dynamics GP financial software and Infosys along with Microsoft Business Portal.

Microsoft Dynamics GP (formerly known as Microsoft Great Plains) offers financial, analytical and business-management tools that unify data and processes; integrates easily with other solutions; and connects employees, customers and suppliers regardless of time or location. The financial software also provides a cost-effective platform for integrating finance, e-commerce, supply chain, manufacturing, project accounting, field service, CRM and human resources. "This is the type of financial sophistication a growing company that reaches our size needs," D'Addato said. "Without an application like Dynamics GP, we could not properly manage our business."

By combining Dynamics GP with Business Portal, businesses can allow their employees to access their own individual information in seconds on the company's Web portal. Employees can also review vacation time, pay, and benefit information; enter and approve vacation requests; and submit expense reports and timecards from their desktop. "Features like these save a business time and decrease overhead," D'Addato said. "It also helps everyone work more efficiently."

Results

Impulse Monitoring received three primary benefits from the Dynamics GP and Business Portal deployment:

- More efficient and up-to-date time tracking for field technicians
- More accurate and up-to-date inventory
- The ability to reconcile invoices vs. revenue collected and analyze profitability

SBS New England integrated the Microsoft Dynamic GP and Business Portal software with the other components of the Impulse Monitoring platform including billing, time tracking and inventory. "[SBS New England] took the time to understand our infrastructure to ensure the deployment went smoothly," D'Addato said.

Impulse Monitoring wanted to use Dynamics GP and Business Portal in a way that required extensive customization and development to ensure the applications worked the way Impulse Monitoring wanted them to. The company is now executing processes with Dynamics GP that the software was not intended to do. "[SBS New England] helped us find a way to accomplish what we needed," D'Addato said.

For example, Impulse Monitoring has a different revenue cycle than most businesses since in the medical field, processes such as billing, collection, and Generally Accepted Accounting Principles (GAAP) differ from other industries.

"As a healthcare provider working with customers and insurance companies, the amount we initially bill can vary widely from the amount we ultimately collect," D'Addato explained. "For us to properly project future revenue, we require a complex estimation process. [SBS New England] tuned Dynamic GP and helped us develop this process via price extender. We now have a much more accurate picture of invoices versus future expected revenue."

About SBS Group

SBS Group provides industry knowledge, technical savvy and project management know-how to create technology solutions that deliver measurable results for your business. With over 25 years of experience, SBS Group provides a single source efficiency to the implementation of today's technology solutions. Our 25 office locations enable us to provide cost-effective implementation, consulting, training and support both remote and on-site.

Dynamics GP also allows Impulse Monitoring to pre-populate field-personnel time sheets. Filling in this information in advance saves time on front-end entry by the field technicians and neurophysiologists who only have to make entries when an unexpected change to one of their field visits occurs.

Business Portal allows Impulse Monitoring's decentralized workforce to work together while helping manage inventory, time and expenses. "Business Portal let' all of our employees go to one place to find out what they need to do - whether it's their time sheets, inventory, management tools, or performance reviews," D'Addato said. "We still have a lot to do and are always challenging our processes, but our ultimate goal is to have anything an employee or manager needs within the portal."

But the benefit that helps Impulse Monitoring the most is the accumulation and analysis of data. "Prior to deploying Dynamics GP, we did not have ability to truly collect information and analyze profitability," D'Addato said.

In assessing the ROI of the SBS New England deployment, D'Addato said that this project was not about ROI. "We simply needed to do this to survive and to grow. We had a data repository from a clinical standpoint, but we needed a repository from the entire company standpoint in order to gain the ability to analyze our key performance indicators."

For other growing companies about to migrate to a more sophisticated financial platform, D'Addato recommends making sure you roll-out the project in increments. "Don't do too much at once," D'Addato advises. "But it's important that you begin the steps soon. To effectively grow, you need to have information about the things your business has done in the past and is doing now so that you make the right decisions going forward."

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