



## CUSTOMER SUCCESS



# ACT! by Sage Premium for Workgroups helps HealthCare Partners maintain healthy relationships

HealthCare Partners of Duluth, Georgia is a successful staffing agency specializing in the temporary and permanent placement of medical doctors, placing an average of 225 physicians each year. Hospitals, clinics, and other facilities across the Southeast have relied on HealthCare Partners for over 10 years. And for each of those 10 years, ACT! has been the contact management solution HealthCare Partners has relied on to keep its clientele happy.

“More than 70 percent of our business today is repeat business,” explains Ruddy Polhill, president and CEO of HealthCare Partners. “We make it our business to know our clients and meet their professional staffing needs. ACT! Premium for Workgroups helps us do that.”

### Keeping Pace With Growth

As the company has grown, the ACT! family of products has kept pace, allowing HealthCare Partners to easily upgrade to more powerful editions of the software that provide more sophisticated functionality such as remote synchronization and group scheduling.

“We always look forward to the new features each version adds,” says Polhill, “ACT! continues to meet our needs as we grow.”

### Tracking Vital Statistics

HealthCare Partners serves two distinct sets of clients: medical facilities and healthcare personnel. For each set of clients, HealthCare Partners must track unique and critical data, and ACT! Premium for Workgroups accommodates that need. HealthCare Partners’ ACT! Certified Consultant configured ACT! Premium for Workgroups to track the data for each group of clients in new data fields and data tabs within the software. As an example, for its healthcare personnel clients, the organization can track a doctor’s specialty as well as various licenses and the associated expiration dates, as an example. “We set up reminders based on those expiration dates,” says Polhill, “and contact the physician in advance of that expiration date to record the renewal.”

The Activity Series feature within the program allows HealthCare Partners to establish a predefined set of activities and assign that series to a Contact. An Activity Series related to a new placement, for example, might remind sales associates to send various forms and to record the date they are returned, ensuring that no part of the process is overlooked.

#### Customer:

**HealthCare Partners**

#### Industry:

Medical Staffing

#### Location:

Duluth, Georgia

**Number of Locations:** 1

**Number of Employees:** 20

**Number of Independent Contractors:** 225

#### System:

**ACT! Premium for Workgroups**

### CHALLENGE

HealthCare Partners’ clientele and complex industry requires a flexible, powerful solution to ensure the details of its valuable relationships are tracked.

### SOLUTION

ACT! Premium for Workgroups adapts to the company’s growing needs and offers powerful functionality in a cost effective solution.

### RESULTS

Using ACT! Premium for Workgroups, HealthCare Partners is able to deliver professional, personalized service that keeps its clients loyal. As a testament to its success, 70% of the company’s business today is repeat business.

