



Microsoft Dynamics Customer Solution Case Study



Smarter Computing Promises Lower Costs and Better Care for Patients

Overview

Country or region: India

Industry: Healthcare

Customer Profile

Headquartered in Hyderabad, Sparsh Nephrocare was founded in 2010 to deliver an expensive treatment modality like dialysis in a cost-effective manner to common men in tier 1 and tier 2 cities of India.

Business Situation

Sparsh Nephrocare is a green field project. Management with an insight about current market demands and future requirements, decided to build a strong foundation for all the business driven activities in the form of a flexible and scalable ERP solution.

Solution

With the help of ABS, Microsoft® Business Solution Partner, Sparsh deployed Microsoft® Dynamics™ AX 2009 to have an integrated system in place that would manage all the assets, processes, maintain sensitive medical data and can be scaled with growth.

Benefits

- Improves Patient Care
- Lowers Patient Costs with Better Inventory Control
- Saves up to INR 10,00,000 per annum with SaaS
- Brings Quality Management



“With innovation in medicine and support from technology, we are able to offer dialysis at least 30 percent lower than our competition.”

Gaurav Porwal, Director, Sparsh Nephrocare

In India, only 5 percent of over a million End Stage kidney failure patients receive dialysis treatment. Sparsh Nephrocare, set up by Saurav Panda and Gaurav Porwal, two IIT Bombay graduates. It aims to provide top quality, affordable and accessible dialysis treatment to masses. The techno-savvy owners decided to deploy the latest technology to efficiently remove issues faced by other centers in India. Also, the goal was to avoid any problems during future expansion. Sparsh partnered with Affordable Business Solutions (ABS) to implement Hosted Microsoft Dynamics® AX 2009. With Software-as-a-Service model, all the assets at Sparsh are integrated, optimized and managed holistically to respond with agility and speed. The solution guarantees zero downtime keeping in mind the requirements of a healthcare center. In addition, the organization expects to recover costs within coming two years.



Situation

Set up in 2010 by two IIT Bombay and Indian School of Business graduates, Saurav Panda and Gaurav Porwal, Sparsh Nephrocare was founded to make dialysis treatment more affordable and accessible to at least 50 percent of kidney failure patients in India. According to latest statistics only 50,000 out of a million patients in India are able to avail the treatment. It operates under the banner of Renaccess Healthcare Pvt. Ltd.

The idea was conceptualized in 2009 after the two founders realized that there was a significant demand-supply gap for affordable & good quality dialysis. To contribute back to the society, they pledged to penetrate the expensive dialysis treatment modality in metros and take it to masses in tier 1 and tier 2 cities, with a cost effective and no-frills approach. Currently with a staff of 6 employees, Sparsh is working hard to achieve its goal using innovative service delivery ideas and cutting edge research.

Based in Secunderabad, Andhra Pradesh, the very first Sparsh Dialysis Center is a state of the art facility. It is the first unit of what is planned to be a pan India chain of dialysis centers. It offers Hemodialysis, Peritoneal Dialysis, and Slow Efficient Dialysis (SLED). With a chain of 100 dialysis centers planned over next 5 years, the company is already working at jet pace with second centre already functional at Hyderabad and third in the process of opening soon at Lucknow, Uttar Pradesh.

Sparsh is a green field project; the directors at Sparsh had the vision of deploying cutting-edge technology to administer efficient working. Research and market survey revealed the prominent issues faced in the industry which include scarcity of nephrologists, inability of doctors in metros to remotely monitor the reports and progress of their respective patients in tier 1 and tier 2

cities; and lack of quality control mechanisms for quality of dialysis.

A major snag identified was lack of standardized processes across multiple dialysis centers operated by the same organization. Due to lack of integration, each dialysis center operated as an independent unit.

Looking at potential drawbacks, the directors at Sparsh decided to deploy an integrated and customizable enterprise resource planning (ERP) solution that efficiently records and manages all aspects of running dialysis centers. Importance was laid on availability of doctors and patients data, as well as all the dialysis related parameters, ensure clearance for re-usage of dialysis instruments and machines after stringent quality checks. With huge expansion plans, naturally the application should be scalable enough to include new centers and machines.

“With sole aim of improving dialysis facility across the country, we needed to achieve flexibility, simplify operations, reduce operating costs,” states Saurav Panda, Director, Sparsh Nephrocare. “In addition a complete view of patients’ record for doctors, online inventory status of filters and consumables across various machines etc. were some of the other associated but imperative requirements.”

Solution

Based on the identified priorities, the Directors at Sparsh partnered with Affordable Business Solutions (ABS) to evaluate solutions that would meet their requirements. Initially, Sparsh evaluated three open source-based solutions but quickly realized that these applications would not integrate and include administrative, financial and doctor-patient data. Microsoft

Dynamics AX 2009 was then summed as an affordable and easily scalable platform. "It was easy to adopt Microsoft Dynamics AX because as per our unique requirements, healthcare and standard ERP features were available in a single application," elucidates Gaurav Porwal, Director, Sparsh Nephrocare.

Studying the requirements and budget constraints of the new set up, ABS recommended Software-as-a-Service (SaaS) model for implementation. Implementation began in November 2010 at the centre in Hyderabad and the solution went live in December 2010. Finance and Inventory modules were deployed currently for 2 users. The solution is on a Services Provider License Agreement (SPLA) subscription and hosted at ABS datacenter.

"We achieved integration of system and processes, improved information availability to support innovation, increased automation and support scale," explains Gaurav Porwal, Director, Sparsh Nephrocare.

ABS identified the unique requirement at Sparsh to make patient dialysis parameters remotely accessible to the nephrologists over the Web, which is key to its success and efficiency.

The solution was tailored to include Nephrocare module. This module tracks patient's health and doctor information by centre with dialysis parameters such as clearance number, toxin level, average weight gain, blood pressure, Hemoglobin, Urea, Creatinine levels etc. Doctors in metros can log in and see the reports of their respective patients and intervene if they observe anything out of order. The information is pulled out from Microsoft Dynamics AX to cubes and published for strategic usage. All data are made visible and searchable and can be exploited optimally.

The solution helps to track the actual material cost of every dialysis that has come down by 15% percent against the estimated cost. This benefit can be passed on to patients. "We hope to facilitate a 1,000 dialysis per month in each of our centers, to bring economies of scale to make the dialysis affordable to masses. Without an integrated ERP it is impossible to achieve," tells Saurav Panda, Director, Sparsh Nephrocare.

Besides, to ensure safe dialysis, high quality standards of cleaning, disinfecting and inspection are to be met before dialyzers are allowed to re-use. This is because quality is not always dependent upon number of uses. Likewise, other important information such as expiry dates of products, time periods of dialysis etc. are continually monitored to eliminate any human errors.

Reports are generated to study the dialysis parameters of every patient and monthly reports are used to analyze and maintain the efficiency of centre and quality control.

Benefits

Saurav Panda, Director, Sparsh Nephrocare says, "The integrated, automated and secure environment ensures efficient IT operations, improves access to critical data and promises scalability with future expansion."

Improves Patient Care

The solution tracks patient and doctor schedules. It gives visibility into utilization and consumption of materials which discourages pilferaging. The solution also maintains a repository of patient records such as pre and post dialysis reports, along with comparative graphs and other necessary health information, which is accessed by nephrologists over the Web. This enables healthcare practitioners be more productive and make informed decisions, saves time and at times patient's life.

Tracking and monitoring each dialysis machine ensures that the management can control patient care of all locations.

Lowers Patient Costs with Better Inventory Control

With round-the-clock access to information, optimal level of inventory is always maintained. With inventory level indicators, the situations of stock-in or stock-out are never encountered. Moreover control of material pilferages is another added advantage.

“With innovation in medicine and support from technology, we are able to offer dialysis at least 30% percent lower than our competition,” explains Gaurav Porwal, Director, SparshNephrocare.

Saves up to INR 5,00,000 with SaaS

As Saurav Panda, Director, SparshNephrocare elucidates, “We save INR 25,000 per center per month on overhead expenses and another INR 15,000 on an IT administrator each month. For a new center like ours, it is definitely an amount to ponder and this would result in considerable saving when calculated in terms of 100 centers in coming 5 years.”

Secondly, SaaS eliminates the need of capital expenditure. With the application hosted on the cloud, the company hasn't invested in software, servers, database, operating systems, firewall and antivirus which would cost approximately INR 300,000 to 500,000 per center. “For us there is recurring cost for services to ABS, however, it's a fraction of the cost of setting up and managing a high-end IT infrastructure,” assures Saurav Panda, Director, SparshNephrocare.

Brings Quality Management

A complete view of the business, equips the management to monitor all the dialysis centers. It also enables centralization of processes such as procurement to take advantage of economies of scale. It standardizes patient data collection, brings transparency to its operations vis-a-vis nephrologists, management and patients. “With better resource utilization, we are able to focus on opening new centers across the country rather than managing operations of existing centers,” explains Gaurav Porwal, Director, SparshNephrocare.

Supports Business Growth

The flexibility of the solution ensures that we can work on different revenue streams and financial models with various hospitals based on space and volume of business negotiated. Gaurav continues, “We have competitive advantage by being in the position to provide dialysis services at a competitive price.” Gaurav Porwal, Director, SparshNephrocare wraps up, “The solution is flexible enough to scale up to multiple centers. We hope to achieve cumulative saving of INR 10,00,000 in the first year of implementation and substantial savings in the coming years.”

For More Information

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For more information about Sparsh Nephrocare, call (91)(040) (64582507) or visit the Web site at: www.sparshnephrocare.com

For more information about Affordable Business Solutions products and services, call (91) (080) (42457457) or visit the Web site at: www.abs.in

Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to: www.microsoft.com/dynamics

About Affordable Business Solutions

Affordable Business Solutions (ABS) is a consulting organization that addresses the small and medium business enterprises in India and offers them business transformation consultancy services. The services include ERP readiness consulting services, rapid usage methodology for implementation and change management and effective end-user education leveraging Affordable Business Solutions' Center for functional excellence. It specializes in business process evaluation, functional skill up-gradation and technology solutions leveraging world-class packaged applications on a software-as-a-service model.

Software and Services

- Microsoft Dynamics
 - Microsoft Dynamics AX 2009