



HEALTHWAYS

Healthways (Nasdaq: HWAY) is the leading provider of specialized, comprehensive solutions to help millions of people maintain or improve their health and well-being and, as a result, reduce overall costs. Healthways solutions are designed to help healthy individuals stay healthy, mitigate and slow the progression to disease associated with family or lifestyle risk factors and promote the best possible health for those already affected by disease. Healthways' proven, evidence-based programs provide highly specific and personalized interventions for each individual in a population, irrespective of age or health status, and are delivered to consumers by phone, mail, internet and face-to-face interactions, both domestically and internationally. Healthways also provides a national, fully accredited complementary and alternative Health Provider Network, offering convenient access to individuals who seek health services outside of, and in conjunction with, the traditional healthcare system.

“TrackVia's combination of ease-of-use, data security, and powerful productivity and workflow features made choosing TrackVia a no-brainer for Healthways.”

Nathan King
Web Operations Manager
Healthways

Healthways Situation:

In order to grow the business and deliver 'whole health solutions' to their clients, Healthways made a strategic decision to diversify beyond its core disease management business and into preventative care. To accelerate the execution of this strategy, Healthways executed several strategic acquisitions, one of which was a biometric screening business. This business entailed extensive, logistical field experience (e.g., organizing large group blood screenings at various employee sites, etc.). To meet these operational requirements, Healthways chose to partner with a 3rd party supplier. In order to ensure that both Healthways and the supplier were well coordinated and meeting or exceeding end-customer expectations, Healthways needed an order management and logistics tracking system through which both parties could securely collaborate, share real-time status updates, and quickly and effectively react to changes in the field.

Nathan King, Healthways' Web Operations Manager, was responsible for implementing a mature supplier management process within the growing screening business. The legacy system used for order tracking was built on Microsoft Access. Synchronizing data between Healthways and the Supplier was challenging, labor-intensive and error-prone. In order to scale this business and ensure customer expectations were being met in the field, King needed a flexible, easy-to-use system that could support seamless data flow between Healthways and their supplier – and he needed the solution up and running quickly.

After careful consideration amongst the Web Ops and Development teams, King opted for 'buy/rent' alternatives rather than building in-house, citing a recognition that the Healthways Development team could be better leveraged on core, strategic projects. He immediately dismissed several traditional enterprise software vendors with deep supply chain functionality due their high upfront license fees and lengthy and daunting implementation requirements. King next considered cloud-powered Software-as-a-Service (SaaS) alternatives, including TrackVia, Salesforce.com, and Intuit's QuickBase. TrackVia was ultimately selected as Healthways' platform of choice.

We needed a solution to monitor the business in a granular, real-time fashion across both our organization and that of our supplier. That Solution is TrackVia.

Nathan King
Web Operations Manager, Healthways

Critical Healthways' Requirements

- Powerful, flexible database application platform
- Simple, easy-to-use tool
- Web-based access
- Seamless supplier Integration
- Accurate real-time reporting
- Extremely secure solution
- Rapid deployment

Healthways Solutions

TrackVia OnLine
Database
Professional
Edition



TrackVia
Application
Platform



Ease Of Use & Speed Of Deployment

Healthways made the decision to use TrackVia within 1 week of beginning its evaluation. King's team did not have deep technical backgrounds: they were business people with an aptitude for analytics. Yet, in a matter of minutes, they were able to setup TrackVia, accurately synchronize data with their supplier, and create detailed reports that provided critically needed, real-time transparency into the screening business.

Real, Impactful ROI

Within two months of deploying TrackVia, Healthways was able to transition an employee responsible for managing data full-time into another, more strategic role within the organization. Growth within the screening business has exceeded 25% year-over-year, and with TrackVia in place, the Web Operations team has been able to support this growth while decreasing staffing by 20%.

Data Security & Access Controls

As a healthcare services business dealing with sensitive personal health information (PHI), Healthways places an extreme focus on data security and needs to insure that it maintains compliance with HIPAA regulations while locking down all sensitive data. After a comprehensive evaluation of TrackVia's Pervasive, Multi-Layered Security Model, both Healthways' Internal IT and Security teams approved the use of TrackVia across the organization.

Flexible Deployment Across The Business

"TrackVia delivered such an instantaneous boost to our productivity that we started looking at other areas in which TrackVia could be deployed," said King. TrackVia has now been implemented for the following functions and areas across Healthways as a:

- » Ticket tracking tool for Healthways' Customer Support Call Center
- » Prize redemption and tracking for Healthways' wellness portal
- » Workflow management for Healthways' internal software development team
- » Sarbanes Oxley (SOX) compliance workflow tool for the Internal Audit team

With TrackVia as our platform, we have been able to grow our business by 25% while reducing staffing by 20%

Nathan King
Web Operations Manager, Healthways

About TrackVia

TrackVia delivers the world's most secure, flexible, and scalable OnLine Database and Application-Building Platform designed for Business Users. TrackVia balances business-user empowerment with enterprise-class performance, scalability, and end-to-end security. The result: A data management and collaboration solution that even the most skeptical Internal IT organizations can champion. To-date, over 1000 customers across the globe rely on TrackVia, including Brinks, ADP, Healthways, US State Department, the TSA, US Olympic Committee, Samsung, and US Cellular.

Key TrackVia Features Leveraged By Healthways

Design & Build

- » Relational Fields
- » Formulas
- » Filter Builders
- » Custom Web Forms

Data Entry

- » Excel import/export
- » Tabbed Entry
- » Table Entry
- » Enterprise API

Data Analysis

- » Custom Views
- » Real-Time Reports
- » Pivot Table Views
- » Charts & Graphs
- » Dashboards

Productivity Tools

- » Workflow
- » Alerts
- » Distribution Schedules

Security

- » User Access Controls
- » Detailed History
- » Audit Tracking
- » 99.999% uptime

Support

"TrackVia unquestionably differentiates itself through its support team's accessibility, professionalism, and can-do attitude"

“My colleagues were blown away by the capabilities and ease of use. TrackVia is going to streamline our process on many levels.”

Rick Marshall
Director, Internal Audit
Healthways