



AdvancedMD Software Inc.

www.advancedmd.com

At A Glance:

- **Company:** AdvancedMD Software Inc.
- **Location:** Draper, UT
- **Industry:** High Tech Services, Computer Software, Healthcare
- **Challenge:**
 - Home-grown ticketing system proving inflexible for fast-growing company
 - Company's growth straining conventional small business accounting solution
- **Software switched from:** QuickBooks Enterprise, custom development CRM
- **Other software considered:** Salesforce.com
- **Results with NetSuite:**
 - Supporting triple-digit, multi-year growth
 - Rapid customization to meet changing customer requirements
 - Workflow tools reducing time to integrate practitioner offices and insurance payers

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AdvancedMD Software

The Results:

Advanced MD, the leading Web-based software product for physician and billing office management, has successfully run its business operations on NetSuite for years, sustaining strong growth and providing the kind of rapid, coordinated service and support its own on-demand customers demand. With 135 NetSuite users and growing, AdvancedMD is able to manage all of its customers on the same platform for electronic invoicing and payment, something which was impossible with its previous operational solution. NetSuite has completely replaced the company's previous issue ticketing system, resulting in much faster turnaround for customer issues.

The unified view of customer information provided by NetSuite is crucial to process-heavy stages in AdvancedMD's customer lifecycle, such as linking the customer's medical practice with the correct Medicare and Medicaid electronic claim systems. "Medicare and Medicaid require a lot of paperwork and follow-up, so the process is tedious, but it is critical to success," says Ken Meyers, VP of Operations. "Now, anybody can see where the process is at and pick it up at any time to get the client registered. It reduces significantly the amount of back-and-forth communication that would be required if those records weren't readily available."

In the fast-changing world of medical management, AdvancedMD wants to stay in front of its customers, and NetSuite's customer support modules make that easy. "NetSuite makes it less cumbersome to maintain a high level of touches and keep our clients informed," says Meyers. "NetSuite's CRM tools and reporting help us maintain a 95% or better satisfaction rate with our customer support."

NetSuite has been a benefit to AdvancedMD as its own business has seen dramatic success in recent years. "Because our growth has been so significant, it's hard to compare us now to how we were pre-NetSuite, because we're really two different companies," Meyers says.

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com



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"But each time we've come up to renew with NetSuite, it's absolutely a no-brainer because of the quality of communication our staff enjoys between departments and in interacting with our clients."

The Challenges:

AdvancedMD provides an on-demand business management software solution to medical offices, usually those with between one and 10 doctors. "It's historically been an under-served area, so we can give them a full-featured solution in a delivery model that is cost-effective and affordable."

A 1999 startup, by 2003 AdvancedMD was saddled with small business solutions that didn't suit its up-and-coming status, and custom developed software that was inflexible and troublesome. "Our old system screens were hard-coded, so any time we wanted a field added, somebody had to write new source code," Meyers says.

It was clear that the company needed a new management solution. "Our growth was steady but slow through 2003, but now we're on three straight years of triple-digit growth," Meyers says. "And that's been one of our challenges from an operational standpoint here — managing that pace of growth with a system that can grow with us."

The Solution:

AdvancedMD selected NetSuite to bring order and expandability to its fast-growing operation. "In NetSuite, we saw software that appeared ready to scale up with us," Meyers says.

Meyers believed in 2003 — and still believes now — that NetSuite offered his company value and agility. "When I joined the company, they were in the final stages of selecting Salesforce.com, which we were planning to use together with QuickBooks. But I was familiar with NetSuite and had worked in a vertical accounting platform before," he says. "When we saw that NetSuite had a CRM side, we determined that a single, integrated solution was going to provide us substantially more benefits, and at about the same cost."

Now, AdvancedMD is refining its use of NetSuite to include features such as the revenue recognition model, making it easier for the company to allocate subscription and services revenue internally and to partners on the correct timetable. The company is also expanding its use of NetSuite's extensible Web services, integrating the customer records and tracking with actual software delivery and infrastructure management. "We're automating everything we can, and NetSuite is at the center of that universe," Meyers says.

As AdvancedMD's own customer interaction needs have changed, the company has been able to tailor NetSuite to grow with it. "One of our primary needs was to be able to customize, and we've done just about anything you can think of — added over a dozen record sets, several hundred custom record fields, new views, new screens, and new reports," he says. "We've really been able to make the system work as optimally as we can for lots of different knowledge workers in different roles."

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