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| OverviewCountry or region: IndiaIndustry: HealthcareCustomer ProfileEstablished in 2010, in Hyderabad, Renaccess Healthcare was delivers expensive treatment such as dialysis in a cost-effective manner to common person in tier 1 and tier 2 cities of India under the brand name Sparsh Nephrocare.Business SituationSparsh Nephrocare is a green field project. The 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. SolutionWith 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 5,00,000 per annum with SaaS
 |  |  | “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, Renaccess Healthcare |
|  |  | 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, aim to provide top quality, affordable and accessible dialysis treatment to the masses. The techno-savvy owners decided to deploy the latest technology to efficiently remove issues faced by other centers in India. In addition, the goal was to avoid any problems during future expansion. Sparsh collaborated 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 holistically managed all assets 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. |
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Situation

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| “The solution is flexible enough to scale up to multiple centers. We hope to achieve cumulative saving of INR 10,00,000 (U.S.$ 22,200) approximately in the first year of implementation and substantial savings in the coming years.”Saurav Panda, Director, Renaccess Healthcare |

Set up in 2010 by two IIT Bombay and Indian School of Business graduates, Saurav Panda and Gaurav Porwal, Renaccess Healthcare 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 brand name Sparsh Nephrocare.

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

Based in Secunderabad, Andhra Pradesh, the very first Sparsh Dialysis Center is a state-of-the-art facility. It is the first unit, and plans 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 five years, the company is already working at jet pace with second centre functional at Hyderabad; and third opening soon at Lucknow, Uttar Pradesh.

Sparsh Nephrocare 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 Nephrocare 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, Renaccess Healthcare. “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 Nephrocare collaborated with Affordable Business Solutions (ABS) to evaluate solutions that would meet their requirements. Initially, it evaluated three open source-based solutions but quickly realized that these applications would not integrate and include administrative, financial and doctor-patient data. Hosted Microsoft Dynamics AX 2009 summed up as an affordable and easily scalable platform. “It was easy to adopt Hosted Microsoft Dynamics AX because as per our unique requirements, healthcare and standard ERP features were available in a single application,” elucidates Gaurav Porwal, Director, Renaccess Healthcare.

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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 are deployed currently for two 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.

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 is tailored to include a 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, see the reports of their respective patients, and intervene if they observe anything out of order. The information from Dynamics AX is sent to SQL Server Analysis Services cubes. This is published for strategic use. Users view the reports using Microsoft Office Excel to connect to a cube through a data connection. PivotTable allows users to exploit the data 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 is passed to patients. We hope to facilitate 1,000 dialysis per month in each of our centers. This will bring economies of scale to make dialysis affordable for the masses. Without an integrated ERP it is impossible to achieve,” informs Saurav.

Besides, to ensure safe dialysis, high quality standards of cleaning, disinfecting and inspection are 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, duration 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, Renaccess Healthcare 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 pilferage. 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 nephrologists access 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 control over patient care across all locations.

Lowers Patient Costs with Better Inventory Control

The company maintains optimal level of inventory with round-the-clock access to information. Stock-in or stock-out situation is not encountered as inventory level indicators are in place. 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, Renaccess Healthcare.

Annual Savings of INR 500,000 per Center with SaaS

As Saurav explains, “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 3,00,000 to 5,00,000 annually 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.

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.

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 wraps up, “The solution is flexible enough to scale up to multiple centers. We hope to achieve cumulative saving of INR 10,00,000 (U.S.$ 22,200) approximately in the first year of implementation and substantial savings in the coming years.”

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.

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| Software and Services* Microsoft Dynamics
* Hosted Microsoft Dynamics AX 2009
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For more information about Renaccess Healthcare, call (91) (40) (64582507) or visit the Web site at: www.sparshnephrocare.com

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