



Cancer Treatment Centers of America CASE STUDY

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Cancer Treatment Centers of America (CTCA) is a national, comprehensive cancer care network in the United States. Founded in 1988 on a personalized, patient-centered approach to cancer care, CTCA is dedicated to tailoring cancer treatments to the needs of each patient.

THE CHALLENGE

CTCA is a network of five comprehensive cancer care and research centers and three outpatient care centers. As a leading healthcare provider in the United States, CTCA works with a high volume of patients to provide care and treatment—in addition to cancer research.

With numerous facilities and patients, managing existing and new patient information (such as cancer type and status, patient insurance, hospital, and patient location) was a daunting task. And with patient information spread across multiple systems at each location, CTCA needed a better patient care management solution. Finally, CTCA needed a solution that centralized all patient data, was easy to maintain, and provided specific structure to how its operation functioned.

PROJECT OVERVIEW

CTCA decided that a decision platform would allow for better management of its patients and their care.

By implementing a decision platform, CTCA could house all its data in one location, keeping better track of patient care and research information. It would also allow them to set up a structure that could better process treatments, information, patient routing, and diagnosis.

However, CTCA needed to find a decision platform provider that could integrate with its CRM (Salesforce) and run in the cloud on Amazon Web Services (AWS).

SOLUTION

After an exhaustive search that included proofs-of-concept from multiple vendors, CTCA selected InRule®. Once selected, the InRule team worked with CTCA to create a better patient care management system.



Through the initial evaluation and decision workshop, CTCA identified three use cases to deploy InRule.

The first use case was patient intake. When conducting patient screening, CTCA support staff gathers existing or new patient information such as cancer type and status, insurance, geographic location, and more. Based on the patient answers, InRule delivers CTCA staff members pre-scripted responses to ensure the proper questions are asked and information is gathered.

InRule also helps CTCA route patients based on the combinations of cancer type and status, insurance, and location, to the correct CTCA facility so the patient can receive the appropriate care at the most convenient location.



Finally, InRule helps CTCA better diagnose its patients. Similar to the patient intake process, support staff uses a dynamic questionnaire to determine cancer type and status, which is based on decision logic determined by CTCA.

CTCA now leverages InRule to automate processes within Salesforce for guided patient intake and routing, and gathers additional information through a questionnaire to support patient diagnosis. The entire system runs in the cloud via AWS.

RESULTS

Since implementing InRule, CTCA has seen multiple benefits and improvements. CTCA has been able to minimize manual processes when gathering information about a potential patient, providing greater care consistency and process efficiency.



Additionally, thanks to guided questions and responses based on the decision logic created inside of InRule, CTCA support staff has been able to provide greater responsiveness and consistency for patient routing.

Finally, CTCA has achieved a greater return on investment (ROI) from its Salesforce investment, now that it is able to maximize its implementation.

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