homecare homebase

STARLiMS®

Embedded Analytics – Build vs. Buy

A Web Seminar presented by Tableau Software for software & technology companies

+ableau
SOFTWARE

Meet our speakers

Tom Maxwell
Chief Strategy Officer
Homecare Homebase

Russell Christopher
OEM Sales Consulting

Shooki Grasiani
Sr. Manager
Global Marketing and Product Development,
STARLIMS Corporation

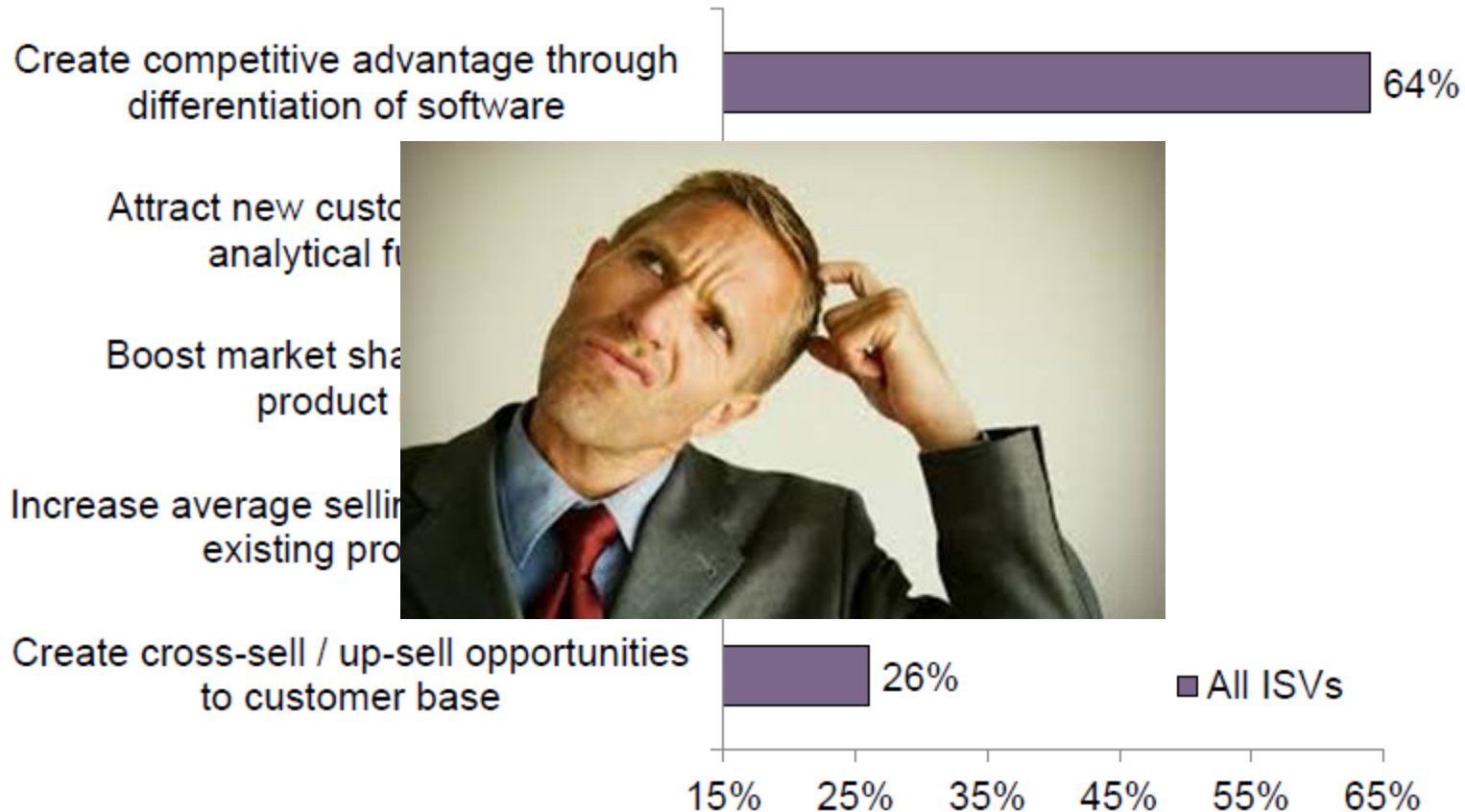
Paul Greenspan
OEM Sales

Agenda

- "Our customers want more!": the **Tableau Alternative** to complex, slow & costly traditional BI
- Tableau Demo
- Starlims
- Homecare Homebase
- Q&A

Does this sound like your customers?
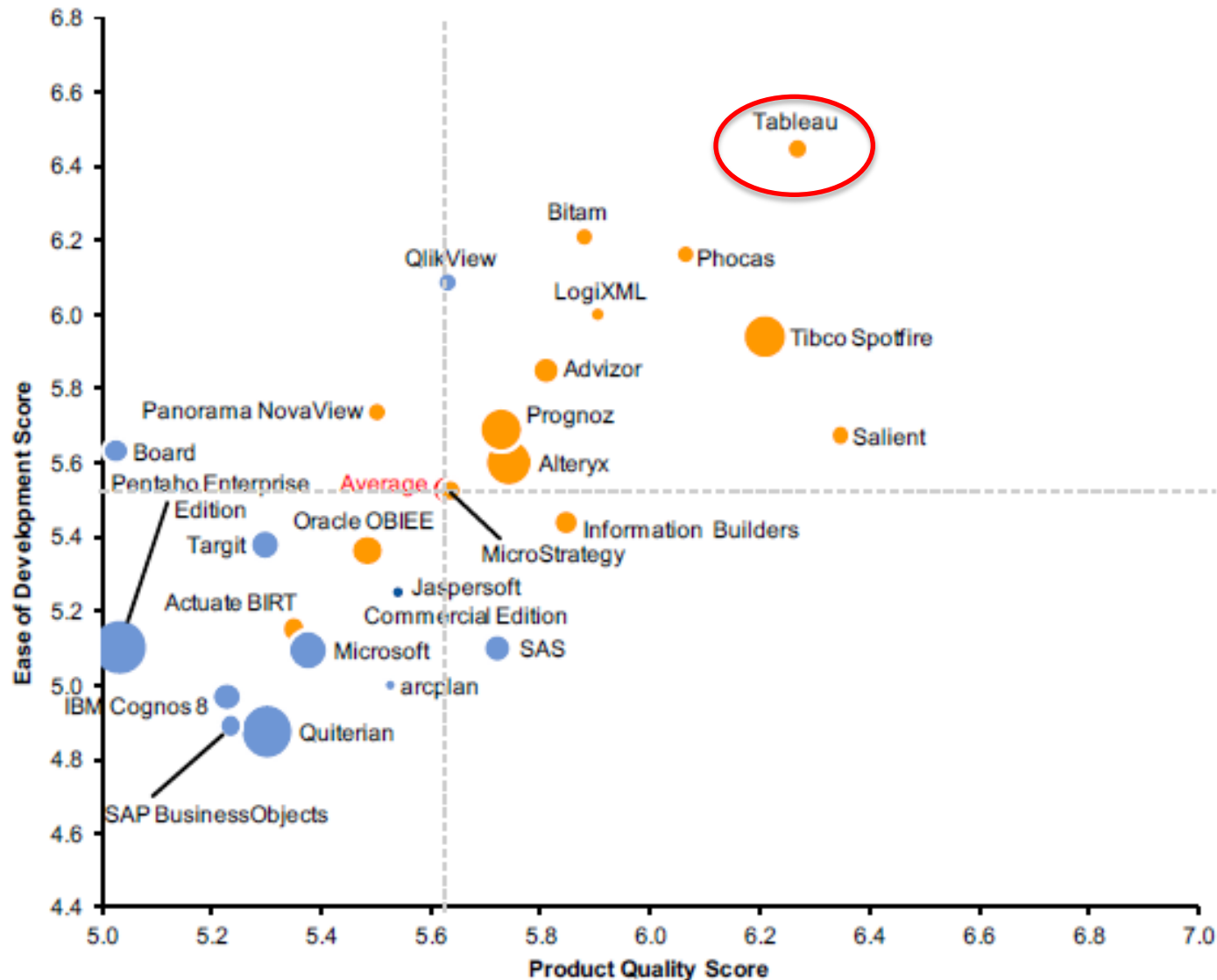
I want it now!

Why embed Analytics

Create competitive advantage through differentiation of software — 64%

Attract new cust... analytical f...

Boost market sh... product ...

Increase averag... selli... existing pro...

Create cross-sell / up-sell opportunities to customer base — 26%

■ All ISVs

15%   25%   35%   45%   55%   65%

Percentage of Respondents, n = 42

Source: Aberdeen Group, January 2013

So Many Choices

So why are **leading software companies** choosing Tableau as their OEM solution?
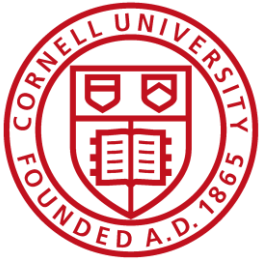
I.TIME

2. RESOURCES

3. SELF-RELIANCE

"Ten times the analysis in half the time, with half the staff" – *Cornell University*

DEMO

Advanced analytics in laboratory informatics

STARLIMS Advanced Analytics

Shooki Grasiani
Sr. Manager, Global Marketing and Product Development

CREATING SMARTER LABS

STARLIMS Profile

## powerful software solutions that help laboratories:

- manage complex processes
- ensure regulatory compliance
- promote laboratory and enterprise collaboration
- increase productivity and efficiency
- reduce error rates

tailored innovation

- creating smarter labs
- cutting-edge technology

financial stability

- owned by Abbott, a Fortune 200 company
- Leading Abbott's informatics strategy
- autonomous entity within Abbott
- top line CAGR of 20% in the last five years

founded 1986

400+ employees

1000+ labs in 40+ countries
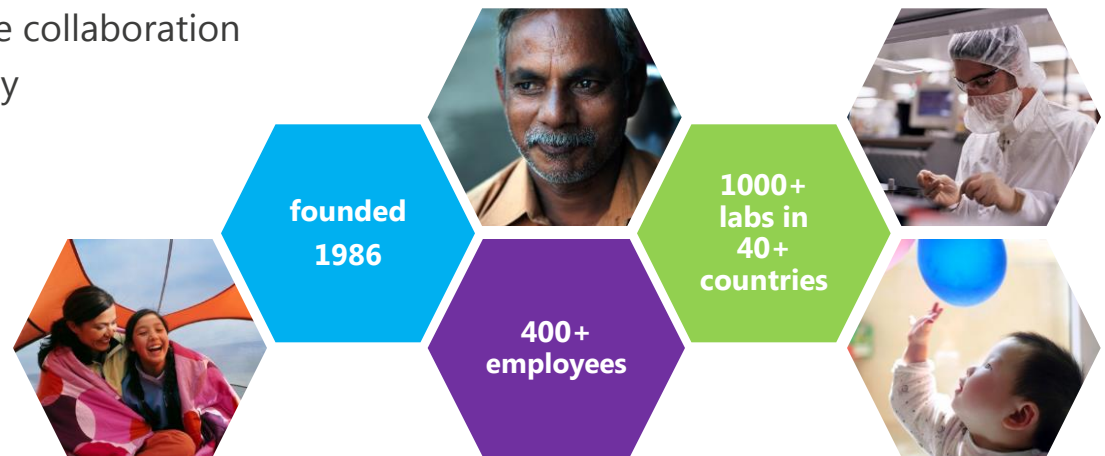
STARLIMS CREATING SMARTER LABS
An Abbott Company

Industry Expertise

STARLIMS is organized into vertical operations which offer a specialized product and consultants with domain expertise, supporting diverse industries including:

Agriculture/Crop Sciences	Biorepository	Clinical Research
Consumer Goods Developer	Contract Services	Diagnostic Laboratories
Environmental	Food & Beverage	Forensic Science
Manufacturing	Mining & Metals	Petrochemical & Refining
Pharmaceutical	Process & Chemical	Public Health

The need for Analytics

Background

- Current visualizations capabilities fall short – not mobile
- Reports and dashboard are static
- Generating ("real time") reports and charts is a performance burden
- Raised the question "how can we maximize our data?"

Business need

- See and understand data
- Better visibility of all activities in the organization
- Improve business decisions
- Work smarter
- Apply to all industries – small, medium, enterprise organizations

Risks

- Reliance on third party vendor
- Customer adoption to the product
- Customer willingness to pay
- Training resources and support
- Licensing may be tricky (perpetual vs. term, named vs. concurrent users)

Benefits

- Improve efficiency
- Eliminate guess work
- Get key business metrics reports when and where you need them
- Spot areas of cost saving
- Identify new business opportunities
- Solution vs. tool kit

Build vs. Reseller vs. OEM

Build

- Large R&D investment
- No domain expertise
- Distraction from main business and industries that are currently served
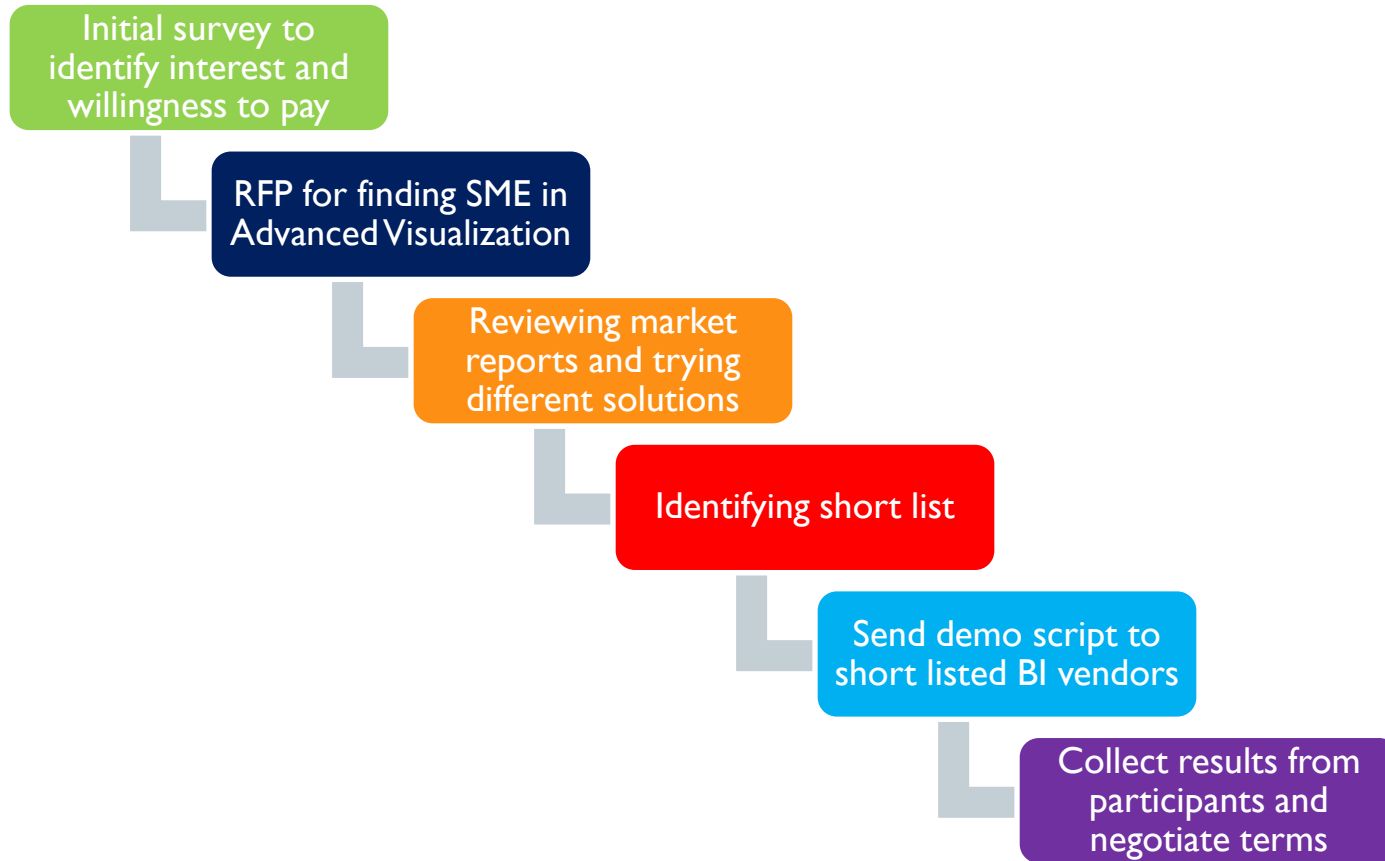
Reseller

- No ability to white label the solution
- Customers dealing with multiple vendors result in overhead:
  - Support
  - Training
  - Integration
  - Compatibility
- Customers want solutions and not set of tool boxes
- Increased services…

Partner OEM

- Smaller R&D investment
- White label solution
- Fully integrated
- Benefiting our customers with a single point of contact for:
  - Support
  - Training
  - Professional services
- Not just a BI but a solution that is relevant for the industries we serve

Evaluation approach

Initial survey to identify interest and willingness to pay

RFP for finding SME in Advanced Visualization

Reviewing market reports and trying different solutions

Identifying short list

Send demo script to short listed BI vendors

Collect results from participants and negotiate terms

4 months

The power of the bundled solution

- Authentication against STARLIMS (np passwords are stored in Tableau)
- Access through STARLIMS (PCs, smart phones or tablets)
- Integrated solution enables:
  - Support for multiple languages based on the default language of the user (17 languages are currently included)
  - Full source control (Check in, check out, roll back, traceability)
  - Built in export/ import functions to ease the transfer of worksheets from dev to staging to production.
  - Allow publishing worksheets from within STARLIMS
  - User Management from within STARLIMS
  - Scheduling report based on business triggers
    - Generate emails
    - Send reminders
    - Invoke web services

Some screenshots…
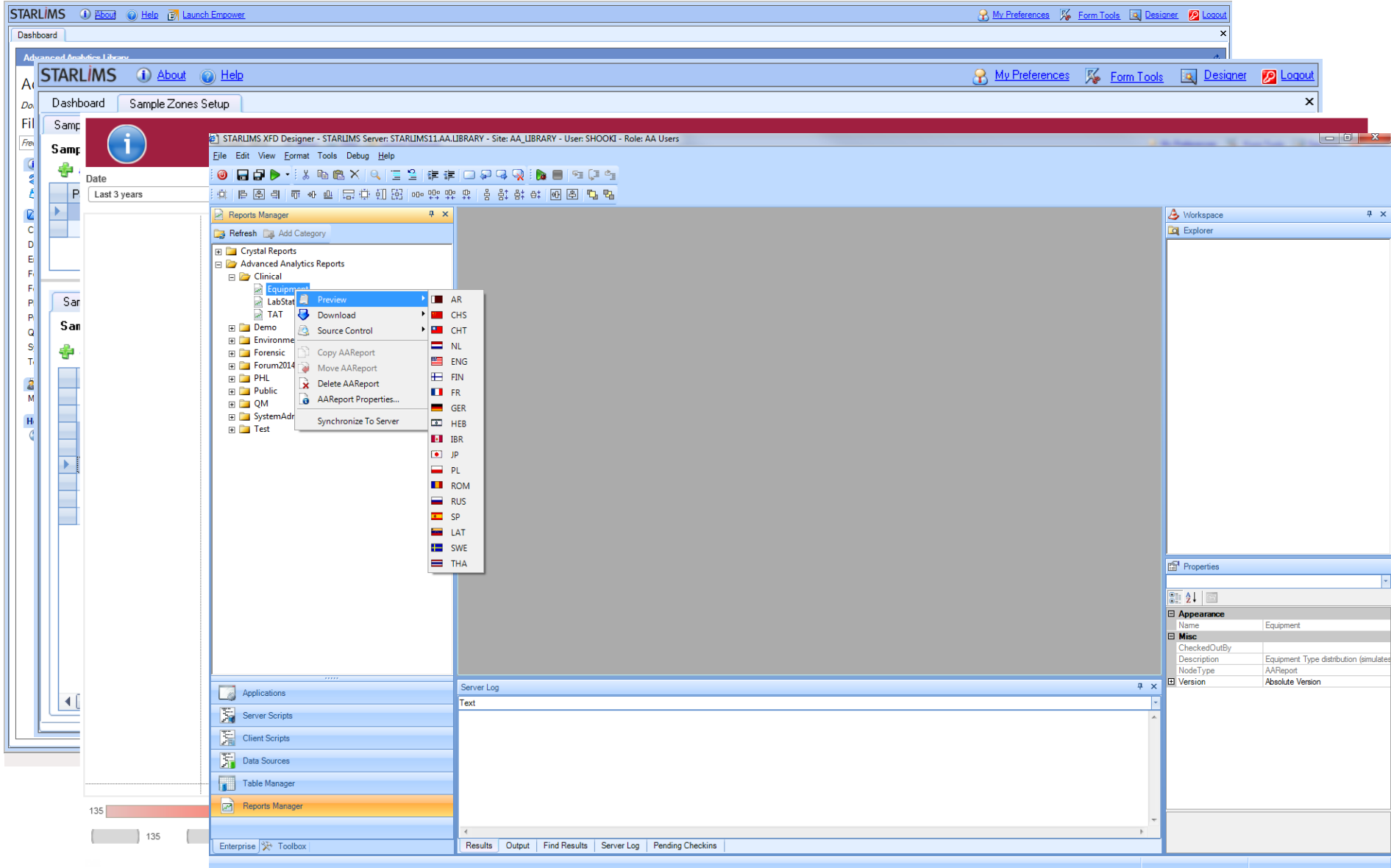
Thank you

STARLIMS Unified Platform
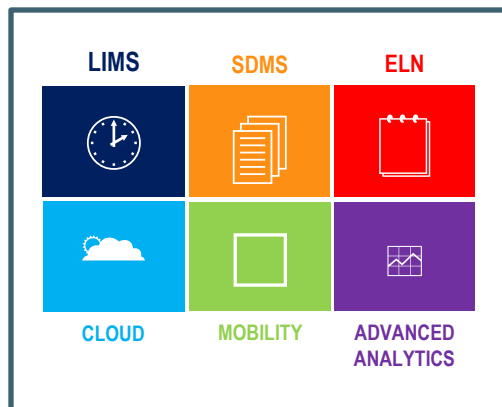
CREATING SMARTER LABS

STARLIMS
An Abbott Company

Homecare Homebase

Make the most of your agency's data with Knowledge Link™

Tom Maxwell
Chief Strategy Officer

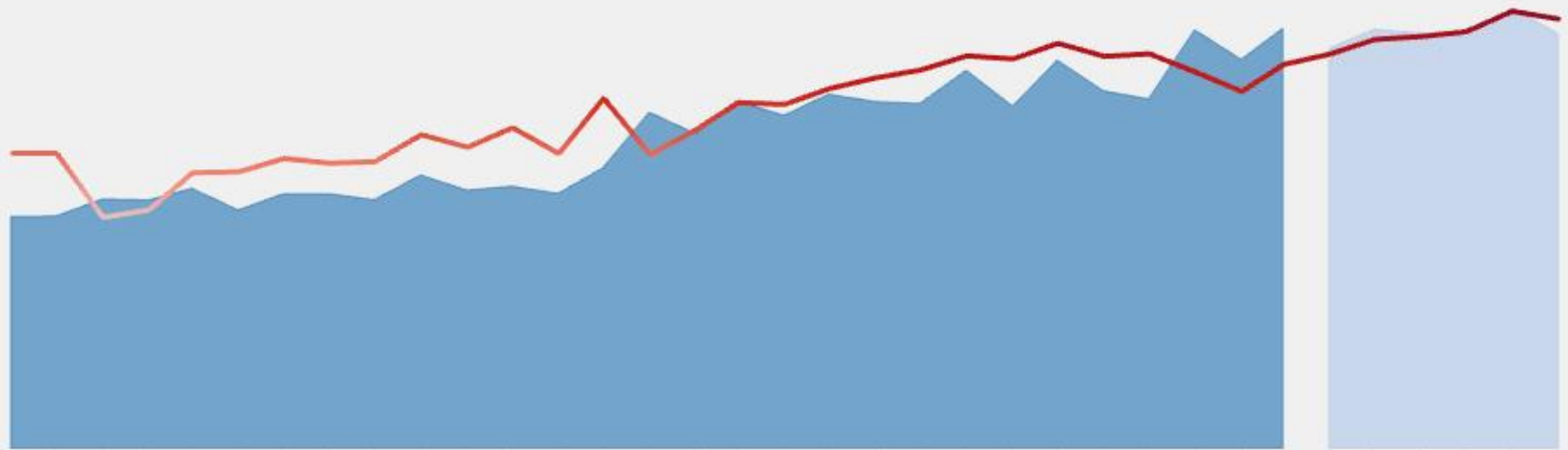homecare homebase™

MTD Budget Trend
Click on any metric to generate trending data

MTD Budget
2,211.00 ▬▬▬▬▬▬▬▬▬▬▬▬▬▬ 4,173.77

Admits

October 2011　February 2012　June 2012　October 2012　February 2013　June 2013　October 2013　February 2014　June 2014　October 2014

Key Metric Description	2011		2012										Nover
	November	December	January	February	March	April	May	June	July	August	September	October	
Admits	-23.56%	-23.40%	4.93%	1.18%	-8.27%	-16.14%	-14.54%	-13.16%	-15.65%	-15.18%	-16.57%	-20.46%	-15
Average Gross Margin %	-3.98%	-4.41%	-5.97%	-4.63%	-2.84%	-3.93%	-5.19%	-1.46%	-5.17%	-1.18%	-2.67%	-3.82%	-1
Average Monthly Revenue per Episode - All Episodes	-1.26%	-1.22%	-1.43%	0.04%	0.49%	0.56%	0.75%	0.09%	-0.09%	0.12%	0.33%	0.17%	-0
Average Monthly Revenue per Episode - LUPA Episodes	2.63%	10.08%	3.94%	0.53%	-2.53%	-0.73%	-0.24%	1.52%	1.88%	-1.27%	-1.53%	-0.92%	1
Average Monthly Revenue per Episode - Outlier Episodes	-1.36%	0.57%	-2.53%	-0.93%	2.09%	3.00%	2.96%	3.16%	3.15%	1.80%	1.35%	1.76%	3
Average Monthly Revenue per Episode - Standard (0-5 therapy visits) Episodes	3.04%	6.70%	3.26%	3.50%	3.20%	3.14%	3.56%	3.60%	3.69%	4.03%	4.33%	4.39%	4
Average Monthly Revenue per Episode - Therapy (6+ therapy visits) Episodes	-3.32%	-4.88%	-4.04%	-2.54%	-2.18%	-1.79%	-1.38%	-1.75%	-1.79%	-1.53%	-1.47%	-1.71%	-2
Average Revenue Per Visit - All													

HMS Strategic Market Assessment - County Report

SERVICE LINE: HHA
TERRITORY: (All)
YEAR: 2012

Agency Count/Share by County

SERVICE LINE	TERRITORY	COUNTY	2012 Agency Count	2012 Share of Full State Patients
HHA	COLORADO	ADAMS	37	5.00%
		ALAMOSA	2	0.37%
		ARAPAHOE	41	10.00%
		ARCHULETA	2	0.39%
		BACA	1	0.14%
		BENT	2	0.17%
		BOULDER	28	6.00%
		BROOMFIELD	15	0.77%
		CHAFFEE	2	0.75%
		CLEAR CREEK	1	0.11%
		CONEJOS	2	0.24%
		COSTILLA	2	0.15%

Top Agency by County

SERVICE LINE	TERRITORY	COUNTY	TOP AGENCY	2012
HHA	COLORADO	ADAMS	CENTURA HEALTH HOME HEALTH C..	13.00%
		ALAMOSA	AT HOME HEALTHCARE	50.00%
		ARAPAHOE	CENTURA HEALTH HOME HEALTH C..	15.00%
		ARCHULETA	MERCY HOME HEALTH SERVICES	93.00%
		BACA	SOUTHEAST COLORADO HOSPITAL ..	100.00%
		BENT	BENT COUNTY PUBLIC HEALTH	83.00%
		BOULDER	BOULDER COMMUNITY HOMECARE	24.00%
		BROOMFIELD	BAYADA HOME HEALTH CARE	19.00%
		CHAFFEE	UPPER ARKANSAS HOME HEALTH, A..	54.00%
		CLEAR CREEK	MT EVANS HOME HEALTH CARE INC	100.00%
		CONEJOS	AT HOME HEALTHCARE	70.00%
		COSTILLA	ALAMOSA COUNTY PUBLIC HEALTH ..	56.00%
		CROWLEY	PIONEER HOME CARE	

TERRITORY	COUNTY	TOP AGENCY	
COLORADO	ADAMS	CENTURA HEALTH HOME HEALTH CARE	13.00%
	ALAMOSA	AT HOME HEALTHCARE	50.00%
	ARAPAHOE	CENTURA HEALTH HOME HEALTH CARE	15.00%
	ARCHULETA	MERCY HOME HEALTH SERVICES	93.00%
	BACA	SOUTHEAST COLORADO HOSPITAL HOME HE..	100.00%
	BENT	BENT COUNTY PUBLIC HEALTH	83.00%
	BOULDER	BOULDER COMMUNITY HOMECARE	24.00%
	BROOMFIELD	BAYADA HOME HEALTH CARE	19.00%
	CHAFFEE	UPPER ARKANSAS HOME HEALTH, AN AMEDISYS PARTNER	54.00%
	CLEAR CREEK	MT EVANS HOME HEALTH CARE INC	100.00%
	CONEJOS	AT HOME HEALTHCARE	70.00%
	COSTILLA	ALAMOSA COUNTY PUBLIC HEALTH DEPARTMENT	56.00%
	CROWLEY	PIONEER HOME CARE	76.00%
	CUSTER	CENTURA HEALTH-ST MARY CORWIN HOME SERVICES	100.00%
	DELTA	DELTA MONTROSE HOME HEALTH SERVICES	64.00%
	DENVER	BAYADA HOME HEALTH CARE	10.00%
	DOLORES	GUARDIAN ANGEL HOME HEALTH	66.00%

TOP AGENCY
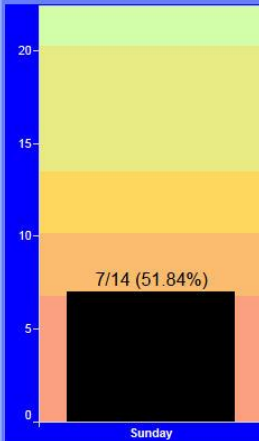
Home Health Daily Monitoring - Medicare
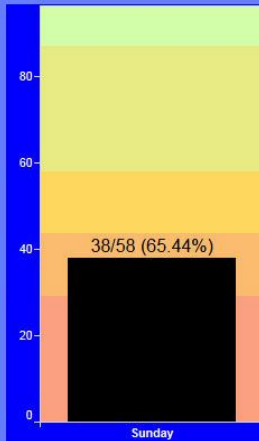*Filter by selecting a branch group on the left*

Branch Performance

Branch Group	MTD	YTD
* EHH ALL		
* EHH ALL HH + HOSP		
* EHH BASE		
* EHH CO		
* EHH CT		
* EHH DFW AREA		
* EHH HOUSTON AREA		
* EHH ID/OR		
* EHH KS		
* EHH MA/NH		
* EHH NEW		
* EHH NM		
* EHH OK		
* EHH PRE-2007		
* EHH PRE-2008		
* EHH PRE-2009		
* EHH PRE-2010		
* EHH PRE-2011		
* EHH PRE-2012		
* EHH PRE-2013		
* EHH REGION 1 - JANICE		
* EHH REGION 2 - JEAN		
* EHH REGION 3 - LISA		
* EHH REGION 4 - MELANIE		
* EHH REGION 5 - JULIE		
* EHH REGION 6 - MATT		
* EHH REGION 7 - DUKE		
* EHH REGION 8 - BRENDA		
* EHH STARTUP		
* EHH TX		
* EHH UT		
* EHH VA		
A01		
A17		
ABI		
ADA		
AME		
AUS		
B18		
BAK		

Daily Referrals
7/14 (51.84%)
Sunday

Daily Admits
38/58 (65.44%)
Sunday

Monthly Projected
Referrals

18.52%
Sum Monthly Budget
6,000
5,000
4,000
3,000
2,000
1,000
0
April 2014

Referrals - Last 7 Days

Weekly Referral Variance	Weekly Referral Variance %
110.2	9.06%

Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

Admits - Last 7 Days

Weekly Admit Variance	Weekly Admit Variance %
-71.92	-8.10%

Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

Pending Admits

0 to 3 Days
4 to 6 Days
7 to 9 Days
10 Plus days

0   200   400   600   800   1000   1200
0   100   200   300   400
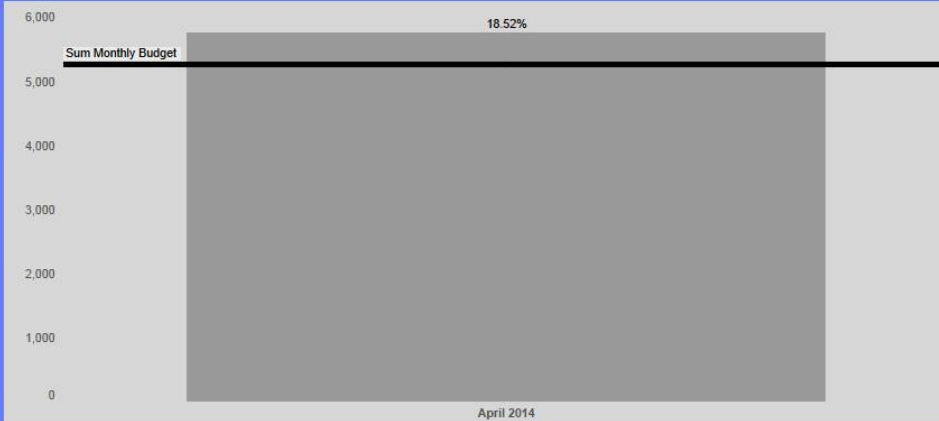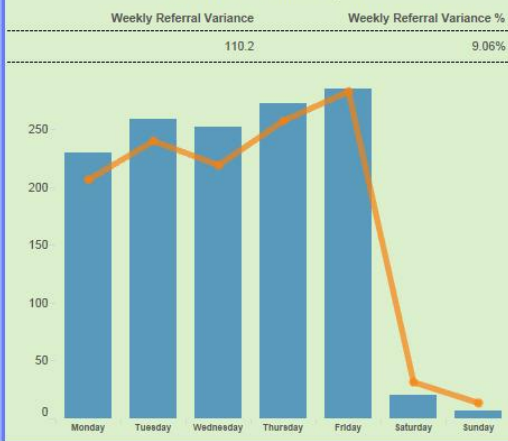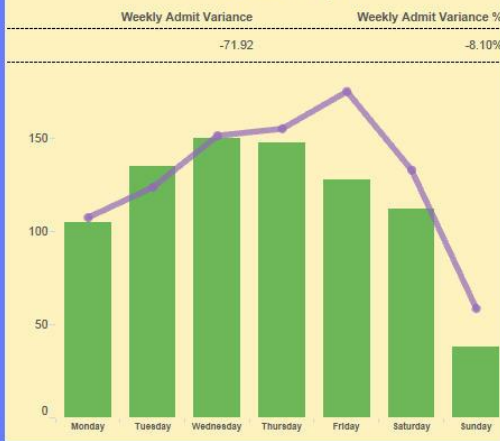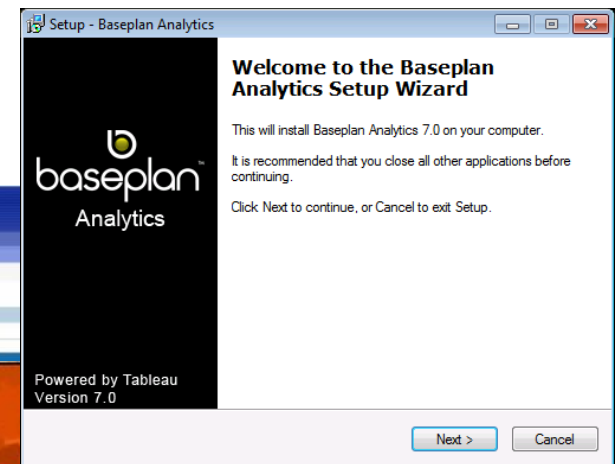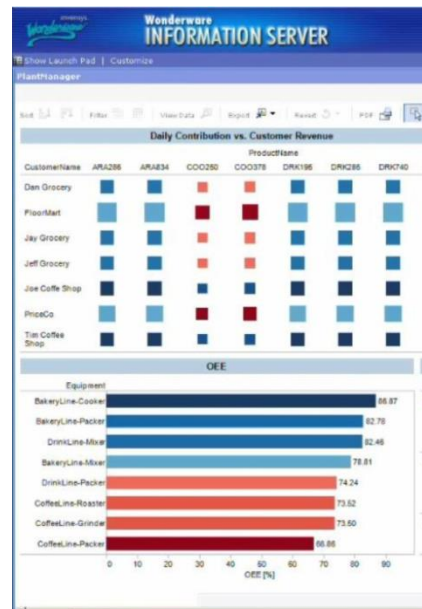
OEM Partner Program

- Options for On-Premise, SaaS/Cloud, and hybrid deployments
- Margin$!
- Co-branding
- Great training
- Co-marketing
- Dedicated team

Q&A