

THE BRIDGE FROM CLIENT TO PARTNER: YOUR CUSTOMER SERVICE TEAM



Have you ever asked to see a job description of an Account Manager before purchasing a technology solution? Have you ever asked how your Account Manager's job is measured? We'd like to assume that when a company says you have an Account Manager, that Account Manager has your best interest in mind. But like everything, not all things are created equal, and not all customer service teams and departments are equal either.

There are some industries where customer service isn't necessarily a requirement when purchasing, but technology platforms that support day-to-day activities aren't one of them. The Prodigio formulary manages 62M priced SKUs for customers, providing support to the health system in real-time. The standard of care doesn't stop at the clinical staff, it extends to the supporting departments and the technologies that support those departments. Good technology partners adopt that standard of care mentality and feel as if they are employees of those health systems.

Oftentimes, companies preach this behavior, but it is in action where industry leaders are separated from the rest. Michael Ferguson, Director, Business Enablement at Prodigio Solutions, who oversees Prodigio's Account Management department, says, "Over the past 10 years, Prodigio's attrition rate has remained under 1% – not because we compete on price but because we are a leader in advocacy and attentiveness. It is our job, as Account Managers, to advocate for our customers, be and provide transparency, and be strategic partners in their operations." This is the formula that ensures customers are getting what they need to achieve their goals and, by being the bridge from customer to Prodigio, communication is clear and effective.



The most important measurement in an Account Manager's job at Prodigio is advocacy. Account management straddles the line between being a Prodigio employee and a health system's employee to ensure projects deliver desired outcomes and useful enhancements. EVP of Operations at Prodigio, Michael DeLuca, says, "Unnecessary functionality is like pushing someone in Hawaii to purchase snow tires. They may purchase the snow tires once, but they will never trust you or



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come back a second time.” Account Management needs to advocate in a way that aligns with customers’ goals, by leveraging their expertise of available products and functionality, aligning customers with the development and deployment team.



After prioritizing the customers' goals, an Account Management team needs to be transparent about the good and the bad – whether it's how successful a health system is performing, or a glitch discovered in the technology. By maintaining effective communication and remaining transparent, an Account Manager can be a strategic partner in future planning. Complete transparency also provides the opportunity to discover improvements for the specific health system and other customers. Today, Prodigio customers are encouraged to discuss successes and failures with one another. It's a common practice for customers to set up a group call, with the supporting Prodigio advocates, to discuss industry nuances, current challenges, and system successes. This collaboration is enforced by the transparency Prodigio provides about the company and how it advocates for the individualized success of each customer.

This collaboration is also facilitated by the third key to a strategic partner – industry expertise. As an Account Manager, industry trends must always be top of mind. Whether it's a development by a health system, a customer, or any technology, Account Management must remain informed. By maintaining this level of expertise, Prodigio customer discussions are often lively and honest. “Our greatest asset is our customers and to support them we must acknowledge we aren't just a technology; we are the customer service that supports innovation and evolution,” added Ferguson.



“You can't retain a customer portfolio like Prodigio's by only having a good product or by just having a good team. You must have a happy and healthy balance of both to support the aggressive goals of industry-leading health systems, like our customers,” said Joseph Mayernik, Executive Chairman & President of Prodigio. While in previous years, Prodigio prided itself on its dedication to in-person customer service, meetings, and conferences, 2020 challenged its core strength and forced an unanticipated virtual strategy. But customers still felt the attentiveness of the Prodigio customer service department because those three key foundations are not reliable on a location, but are agile and



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adaptable to a customer's needs. Steve Trenouth, Manager, PeopleSoft Supply Chain from Mass General Brigham stated, "When going into Prodigio's online Community Portal, I realized how many resources are readily available to me and all other customers. It is a great digital tool!" Prodigio's Community Portal is just one of many resources created to ensure customer success and collaboration.

Customer service doesn't stop at Account Management. Customer service stretches across all departments, especially our deployment team. Read how you should deploy a SaaS based solutions during a virtual era by [clicking here](#).

If you have any questions today on ways to enhance your solutions, or want to understand what the gold standard of customer service is, please reach out to Michael Ferguson at fergusonmt@prodigosolutions.com

ABOUT PRODIGO SOLUTIONS

Prodigo Solutions is a healthcare technology company that improves provider's financial control and reduces supply chain cost. Prodigio Solutions' savings technology has been developed by healthcare supply chain experts to deliver tangible results across a continuum of care. Customers who use our systems purchase more than \$17 billion annually for the more than 600 hospitals they operate.

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