

2019 Case Study

How Ni2 Health Increased Sales

Ni2 Health Case Study

Increasing Sales Through Real-Time Data

Company

Ni2 Health was founded in 2016 to bring compelling financial performance improvement and introduce market innovations to hospitals and healthcare organizations.

Ni2 specializes in refined methodologies that drive sustained value improvement to the organizations they serve. As a specialized performance improvement firm with profound experience in the healthcare industry, Ni2 challenges the normal way of thinking in healthcare in order to break the “old mold” to ensure they are dynamically different. With clients across the United States, Ni2 has experienced significant growth since their inception and has been successful at creating a ‘partnership’ model with all of their clients.

Issues Faced

Ni2 Health is a company engaged in the financial and data management industry. They specialize in working with hospitals and healthcare organizations to improve their profit margins. In this line of business, they need to have a reliable dashboard or app that their clients can use to gain access to real-time data. This is essential so clients can take immediate actions based on the information. An efficient monitoring tool is the key to properly manage and gather data. Stability and reliability are also important when it comes to business apps. An app can help increase efficiency by gathering and managing data but if it is not stable then the gathered data cannot be used as intended. It needs to be always accessible with minimal downtime. Not having access to reliable business data anytime anywhere can be costly to a company's finances.

Challenges deep-dive

Challenge 1

Real-Time Data

The app must be able to provide real-time data to the user. In today's fast paced world, how fast information is delivered is crucial to any business. As a company that deals with financial and data management, up to date information must be provided to their clients in the quickest way possible. Information that should also be easily accessible as well as accurate enough for them to be able to make business decisions on the go. In fact, these statistics show the impact of providing accurate and reliable data to businesses.

73% of business leaders say that delivering a relevant and reliable customer experience is critical to their company's overall business performance today, and 93% agree that it will be 2 years from now.

Data-driven organizations are 23 times more likely to acquire customers, 6 times as likely to retain customers, and 19 times as likely to be profitable as a result.

Challenge 2

Reliability

The app should be reliable with minimum downtime. You cannot use information that is not readily accessible. In the healthcare industry, the most efficient method of delivering information is through a mobile app.

Ease of access comes with its own challenges. One main concern is its reliability. A company might be the best at providing accurate and timely information but if the platform or app that it is being served on is not reliable then all that information goes to waste. Think of it as having valuable resources but not having a reliable platform or method of delivering it. The resources would be of no use to anybody. The mobile app responsible for delivering the valuable information should be solid and robust. Minimal to no downtime is a must.

Solution

Actionable Real-Time Data

Ni2 has partnered with The Algorithm to develop a game changing dashboard for hospitals and healthcare systems. When organizations have real-time data that is actionable and a roadmap for execution, results follow. Through the partnership with The Algorithm, Ni2 has been able to develop client customized dashboards that drive demonstrative value to their clients.
