Catapult Health

Bridging Analog Data and Digital Records for Fast Growing Mobile Clinic Provider

The Challenge

Catapult Health is leading the way in improving employee health and lowering costs by offering on-site (e.g., at-work) preventive health exams, risk assessments and personalized treatment plans. As a young and rapidly-growing company, Catapult Health is committed to proving the ROI of its services. Companies invest in Catapult's health preventive check-ups understanding that employee health greatly affects their productivity and cost; preventive care is one of the best ways to improve health.

Closing the loop with these companies is key to Catapult's mission; they provide summaries of employee/patient satisfaction as well as a Population Health Report. To follow up with high-risk patients and generate these detailed reports, Catapult leverages a custom Salesforce-powered health management information system (HMIS). In this case, Salesforce provides a customizable, cloud-based platform that can scale up as Catapult grows.

While most of the data entering Catapult's HMIS is collected electronically, a key piece is still most effectively captured on paper: patient satisfaction. By distributing a paper survey to every employee at the end of a check-up, Catapult achieves a 90+ percent response rate, capturing not just quantitative satisfaction scores but thoughtful hand-penned comments and words of thanks. However, the cost and time involved in manually processing all of the forms was a concern and as the company expanded; the data entry bottleneck loomed large. The paper surveys were not going away, yet extracting data from them did not scale with the rest of the system.

The Solution

Scott Thompson, Catapult's COO, leveraged Captricity's off-the-shelf integration with Box and Salesforce to customize a workflow that automatically generates new digital records with the click of a button. By plugging Captricity into the survey and reporting process, Catapult's employees can now close the digital loop much more quickly. "Captricity is saving us at around 400 hours of employee time at the volume we have today," said Scott. "As we expand, that number will only increase. Best yet, we can trust that Captricity's system can handle as many surveys as we throw at it and still turn around all the information overnight for next-day reporting."

Even when young companies are committed to innovation in service delivery and digital records management, paper remains the best tool for data capture in many clinical settings.

Each Catapult regional office is equipped with a simple small office batch scanner that scans directly to a Box folder and all the scans are uploaded to Captricity daily. Captricity captures the data in a matter of hours and, with the click of a button, pushes it all directly to Catapult's Salesforce-powered HMIS.

Why Captricity

The modular design and flexibility of Captricity allows Catapult to customize how it fits into the company's current workflow. In particular, the visual, intuitive UI means that Catapult's team can easily change the format of surveys or create different surveys for different patients. In fact, Catapult already uses Captricity for both its Spanish and English questionnaires.

Scott is happy to have been able to reduce processing cost by reallocating those 400 employee-hours while increasing service to Catapult's customers. Using Captricity's reliable data capture technology and Salesforce integration, Catapult has cut the time it takes to close the loop with sites visited in half. These timely and detailed summaries sent to employers set Catapult apart from its competitors. The timeliness and scalability of that reporting, enabled in part by the introduction of Captricity, is a driving force behind Catapult's tremendous growth.

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