

## CASE STUDY: Planet Hospital, USA

# PLANETHOSPITAL

### Client Overview

Planet Hospital is more than just a medical tourism company. PH is in the business of making healthcare affordable. They achieve this by finding the best and safest hospitals and surgeons around the world. They provide innovative solutions to healthcare such as our BEST OF BOTH WORLDS HEALTHCARE™ plan which allows you to have an American doctor fly with you to another destination for your surgery. And PH insurance programs such as the one established with United Group Plans whereby one can pay a small premium per month to receive surgeries abroad.

### The Challenge

Planet Hospital gets daily around 200 leads and lead management was becoming a bottleneck in sales process. They tried to download open source Sugarcrm but were not able to customize / configure as per there requirements. Due to this the leads were getting disappeared at times and they were losing potential sales.

### The Solution

Tetra consultancy team studied their requirements. Integration points with their current Sugarcrm system were noted. SugarCRM was required to be integrated with there Price Application, CMS Application and Website forms. The project was undertaken in house, with all customization done by SugarCRM developers, after initial system was setup.

### The Results

Planet Hospital now utilizes Sugar across their enterprise as the official system of record. Sales management utilizes Sugar reports and dashboards to have a real time view of sales team's performance. Planet Hospital partnered with Tetra, who planned and executed a seamless 6 week implementation.

### Client Comment

Dear Tetra,

The slogan of our company is "You Saved Me". I want to say that this slogan definitely applies to you folks. YOU saved me a lot of time, money and my own credibility when I made my team a promise that our applications would be ready by Dec 31<sup>st</sup> 2007. You exceeded this goal by delivering sooner and you only had three months to work on it. Plus you did not hold me hostage to more cash demands as the deadline loomed – something terribly omnipresent in the IT outsourcing world. I would have no hesitation to recommend your company. I am extremely grateful for what you have done and look forward to maintaining a nice long relationship.

Regards

Rudy Rupak  
Founder/President  
Planet Hospital Inc, USA