

- **Santa Barbara OB/GYN Medical Center**
Santa Barbara, CA

New regulations forced Santa Barbara OB/GYN to look for a way to manage their medical records and the stacks of forms they process on daily basis, while at same time integrating with other organizations, so that the center could easily exchange information and reports. Their need for a partner with deep Salesforce knowledge, high-level design skills, and a track record for inventive and elegant solutions to complex problems led them to Image-X.

After listening to the needs and pain points of several medical professionals, Image-X created a revolutionary customized Salesforce workflow tailored for the medical industries intake and storage of medical records while being HIPPA compliant. Our state-of-the-art electronic medical records systems was integrated into Salesforce allowing the Santa Barbara OB/GYN Medical Center to now host their forms online. Having their patients fill out and submit their forms electronically resulted in the elimination of data entry, saving time and money. More importantly, these custom workflows have allowed the Santa Barbara OB/GYN Medical Center more time to focus on their patients, which has improved service and efficiency. We also built a custom app for the Santa Barbara OB/GYN Medical Center that facilitate better patient-doctor exchanges to connect initially and between appointments.

Using Salesforce, Image-X integrated all the Santa Barbara OB/GYN Medical Center's systems into a single repository, allowing cohesive communication and collaboration with their laboratory, radiology and other departments. Now the Santa Barbara OB/GYN Medical Center can access their patients' results from the laboratory and their reports from radiology, all from one simple interface. If the Santa Barbara OB/GYN Medical Center needs to refer a patient they simply forward their patients' information electronically instead of sending it through the mail, which can be costly and take time.

Salesforce has helped the Santa Barbara OB/GYN Medical Center to lower costs, improve efficiency, and improve service to its patients. Its platform is fully customizable and scalable, to meet the changing needs of any medical practice. Integrating all the Santa Barbara OB/GYN Medical Center's systems and implementing customized and automated workflows, was done with ease thanks to Salesforce and Image-X consultants.