Leading healthcare revenue cycle management company cuts developer costs by 50%

RESULTS

- 50% decrease in developer costs
- Increase in sales due to new API solution
- Instant API calls

CHALLENGE

FOCUSING ON PATIENTS RATHER THAN PAPERWORK

A well-known leader in the health revenue management space was aiming to make the business of healthcare easier. The goal was to free up the time of a typical healthcare provider by providing SaaS products that would take care of back-end business services like coding, billing, and auditing. However, potential customers faced a lot of challenges when trying to access the company's content. It looked too "difficult" and "messy," according to customer feedback.

"We were literally scaring away customers with our confusing documentation and user interfaces," said the company's senior product manager.

In addition, because potential customers were having difficulty finding what they needed on the website, customer care lines were constantly used to answer basic questions.

The current API solution was a barrier to sales. The company was reluctant to divert internal resources and expertise to building an API management platform, even though APIs were essentially the user interfaces for each of its SaaS products. Company leaders realized that maintaining and managing APIs for external consumption was complex and time consuming. They had a business to grow and did not want to deal with API usage, authentication, packaging, and keeping documentation up to date. They also did not want their developers managing APIs.

"They have more important things to focus on, such as creating new products for our customers."

The business was sorely in need of a fast solution.

SOLUTION

The decision was made to purchase TIBCO Cloud™ Mashery® API management, so the company could concentrate on growing the business and not become distracted by an out-of-scope IT project. TIBCO Cloud Mashery fulfilled all major functional requirements: scalability, data security, data accessibility, and affordability.

Key requirements were ease of use for customer development teams and as self-service as possible so the platform was easy to maintain. Mashery was the best-in-class solution for these needs.

"In terms of ease-of-use, TIBCO was way above all the other vendors."

The company also wanted to leverage someone else's knowledge and not learn on the fly. It liked that the Mashery team had industry expertise and knew the business of APIs.

BENEFITS

INCREASED SALES

Once TIBCO Cloud Mashery platform was adopted the response was incredible. It facilitated an increase in sales due to its superior customer experience. It presents and packages data and provides a much better implementation and user experience.

LESS TIME NEEDED FOR CUSTOMER SUPPORT

By making the platform easy for customers to use, and providing self-serve features such as interactive documentation, the company has found that it spends a lot less time on customer support. "Our customers don't need to go through the pain anymore. Even a non-IT person can make API calls right away. Mashery makes it easy."

EASY TO MANAGE & MAINTAIN

Tracking, monitoring, and securing access is all easily done. "There is a non-IT person who can configure API endpoints, and he is not even a developer."

REDUCED COSTS

The company has saved 50% on developer costs and provided increased flexibility.

"Our customers don't need to go through the pain anymore. Even a non-IT person can make API calls right away. TIBCO Cloud Mashery makes it easy."

TIBCO fuels digital business by enabling better decisions and faster, smarter actions through the TIBCO Connected Intelligence Cloud. From APIs and systems to devices and people, we interconnect everything, capture data in real time wherever it is, and augment the intelligence of your business through analytical insights. Thousands of customers around the globe rely on us to build compelling experiences, energize operations, and propel innovation. Learn how TIBCO makes digital smarter at www.tibco.com.