(1) Accelerating Success: AccentCare's Journey with the Pathfinder Program -

Transcript:

(00:05) [Music] hey everyone thanks for joining us I'm here with my main man Micah for the Imagine studio and we have a very special guest we just pulled out of the crowd Jason how's it going good how are you doing good uh tell the audience tell our friends who you are and what do you do and where do you work yeah absolutely so uh currently I'm the director of Enterprise automation at Accent Care it's a home health and hospice paliative care service company amazing um well thanks again for taking taking a moment

(00:36) to join us uh we're going to put you in the hot seat here um speaking of Health we're going to do a little checkup so you did the Pathfinder program so we're going to do the 90-day checkup uh from from your uh recent uh Pathfinder experience so one of the things I know that you guys did was the appr promotion engagement um portion of the program and so just wanted to check in on that and see you know what has over the past 90 days is it too certain to tell or what did you learn and what have you been

(01:05) applying over the last 90 days um tell talk to us a little bit about that yeah absolutely so I would say prior to Pathfinder we were letting people come to us and bring ideas to us and we had some ideas trickling in they were good ideas but we weren't getting enough and so once we found the value of promotion and marketing we were able to highlight our successes highlight some of the capabilities we have in automation and honestly people started coming out of the woodwork we were able to knock out a couple projects and then they came back

(01:35) for even more help so honestly it's been great oh love that awes that's awesome because if you listen to what he's talking about that means that they had some struggles with pipeline right and they knew that a symptom of that means that we're not doing well with promotion and engagement so by tweaking that lever a little bit and starting to do a little bit more with the way that they talk about their program the way they talk about their successes now they've got too much Pipeline and they've got people

(01:59) coming out of the woodwork obviously coming up with ideas so there's two things I want to dive into there one What specifically did you do to help promote and Market your successes and your offerings and and your capabilities yeah so off the cuff I mean two things that we did specifically one we started producing a newsletter that highlights recent wins and it explains the problem that we solved and how we solved it and then number two is we started putting out regular email blast just to the entire company soliciting

(02:30) automation saying that we have an automation team we can help you we have capacity reach out to us and give us your ideas awesome awesome the second part of my question is now that there you know maybe there's too much of a good thing like you know now people are like wait a minute you can do that okay and so they're banging on your door so now how do you start to look at sort of prioritizing and and managing that yeah so uh great question that's something we had to start doing right we were previously able to just work ideas as

(02:57) they came in the pipeline but now like you say we have a backlog so we've been prioritizing primarily based on value and impact to the organization and then what we've been doing ahead of 2024 is aligning additional resources to expedite those use cases and get them knocked out early in the year rather than extending them out a whole year I love that so I'm going to keep plugging the Pathfinder pillars though right just do it plug the pipeline's growing now they're looking at people en roles how

(03:24) do we supplement what we have to take care of our Pipeline and I think that's great Jason I want to ask about one other Pathfinder pillar and that's around production I know you guys were changing the way you do some things around documentation potentially looking at solution patterns talk to me a little bit about what's changed there and what's going on yeah definitely so when we started we were really doing the institutional knowledge role model where developers were the experts and they knew everything about a specific bot but

(03:52) as we started onboarding new employees we realized that we really needed to up our documentation game um so we started leveraging service now knowledge based application to our pdds our STDs our run books we've put all of that in there it's a nice searchable repo as you've got an employee that comes on they're able to look through all that documentation and anything they need to know is already in there you can update it as you make changes and really it takes everything out of somebody's head

(04:21) and it puts it down on paper for everybody to know I love that so not only are they helping with onboarding new people but they're also providing support for support right so what we mean by that is when there is an issue with an automation or something has failed people know exactly where to go to find the runbook to find the documentation to know what could be the possible solution and how they remedy it that's all awesome stuff well done it sounds like you know after a 90-day check for for a 90-day checkup you guys

(04:47) get flying colors uh you know hopefully we can check in another 90 days and see how it's going again yeah sounds great to me awesome congrats on congrats on all the success and uh and keep up the great work thank you so much all right thanks man appreciate it [Music]

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