

SpringCM Improves Contract Management Efficiency for Medical Staffing Agency

February 6, 2008 - SAN MATEO, CA Sentinel Health Group Deploys SpringCM Contract Accelerator for Salesforce.com to Expedite Contract Approval and to Provide Instant Access to Critical Business Content

SpringCM, the leader in on-demand document management and workflow, has deployed a contract management solution for Sentinel Health Group, a Colorado-based medical staffing agency. Since implementing SpringCM Contract Accelerator for Salesforce.com, Sentinel has cut over 30 percent from its contract approval process and saved countless hours searching for content.

"Sentinel used to manage contracts manually before the company implemented salesforce.com for customer relationship management (CRM) and started looking for a contract management solution," Jonathan Charles, senior account executive for Sentinel Health Group, said. "Before we implemented SpringCM, some contracts were slipping through the cracks — sometimes almost getting lost. Now, we receive alerts as needed and the process status is easy to track."

Now, Sentinel recruiters simply select the appropriate contract from a centralized contract library visible from within salesforce.com and click one button to automatically populate the contract with information like the physician's name, hospital name and employment start date. The chance for human error during contract creation is virtually eliminated, and recruiters are free to spend more time assisting physicians and hospitals and devote less time to managing paperwork.

The completed contract is stored in SpringCM and is visible from the account opportunity screen in salesforce.com. If multiple managers need to review, edit or approve the contract before it is sent for signature, SpringCM supports routing and approval workflow and full version control to expedite contract review. Once a contract is ready for physician and hospital approval, the recruiter uses SpringCM's Electronic Signature feature. Each party receives an e-mail stating that a contract is ready for electronic signature.

"With SpringCM we have streamlined the process of contract creation and signing for approval by providing a central location to store contracts and make them accessible from anywhere," said Charles. "The fact that all content in SpringCM is visible from within salesforce.com saves us time and streamlines our processes because our staff has only one place to look for contracts and other documents."

Sentinel was able to deploy this broad contract management solution in much less time and at a much lower cost than traditional software because SpringCM, like salesforce.com, is delivered via a Software-as-a-Service (SaaS) model. This also makes the system more scalable. Based on its initial success with contract management, Sentinel has extended its SpringCM implementation to manage physician credentialing and candidate resumes with plans to include marketing asset management.

"Sentinel Health Group faced some of the common pitfalls of contract management — the inability to ensure that the right contract is accurately filled out and sent to the right prospect, to manage contract revisions effectively and to streamline the approval and signature process," said Dan Carmel, CEO for SpringCM. "SpringCM's integration with salesforce.com provides the right combination of document management, electronic signature and workflow integrated with CRM for opportunity management. Sentinel and many other companies are recognizing the benefits of SpringCM's

advanced capabilities to automate key document processes like contract management, credentialing and resume management on a single, unified platform."