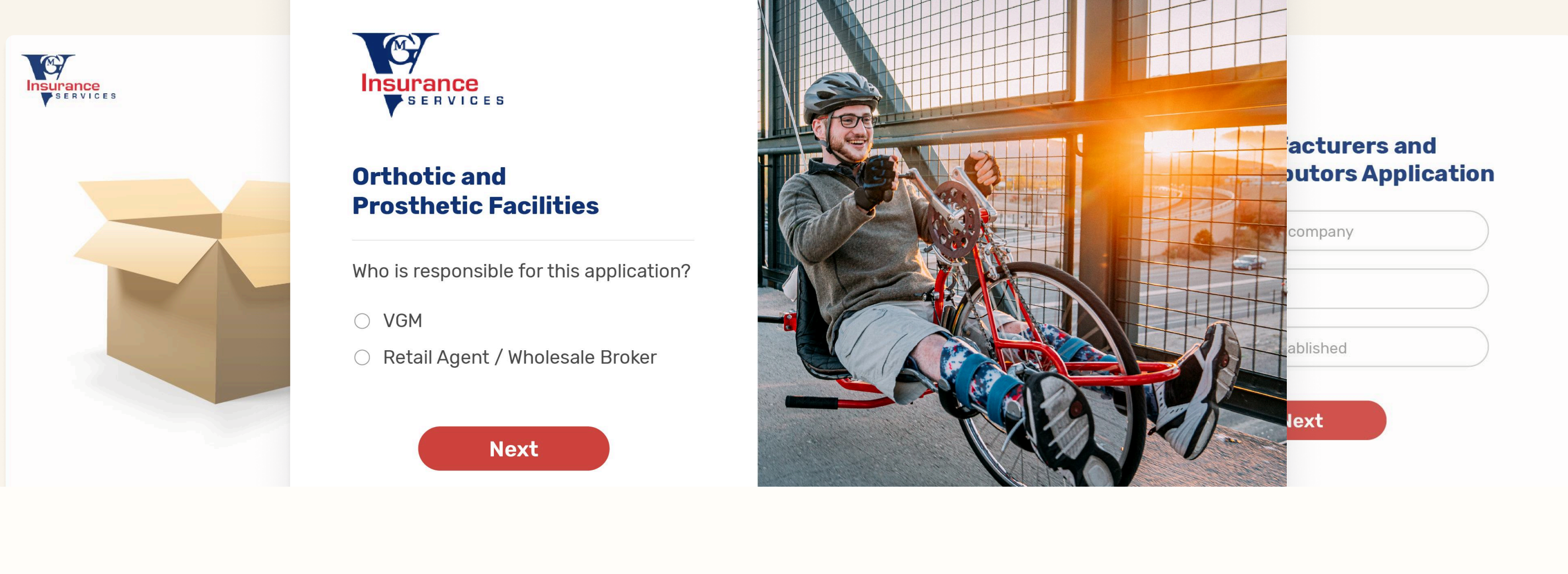


Customer story • VGM

Achieving a five-year plan in three months

When you have a vision, all you need is the right technology.



After three months, VGM built eight journeys with EasySend, creating a digital world they thought would take five years to achieve.

3 months

to create a digital world

30-50%

reduced operational costs

8 journeys

built without code

Faster

sales cycle



Scott Hagberg
Application and
Automation Architect

“We now tell our teams we can make whatever they can imagine. We've thrown away all the boundaries, and give our customers and teams tools that go above and beyond their expectations.”

About

VGM & Associates

VGM & Associates is America's largest and most comprehensive Member Service Organization for post-acute healthcare, including DME/HME, Respiratory, Sleep, Wound Care, Complex Rehab, Women's Health, Home Modifications, Orthotics, and Prosthetics. VGM is 100% employee-owned, serving over 2,500 providers at nearly 7,000 locations nationwide.






Industry

Healthcare insurance

Employing

1,500+

Digital journeys

-  Manufacturers and Distributors Application
-  HME Dealers, Pharmacies and Sleep Lab
-  Orthotic and Prosthetic Facilities
-  Allied Healthcare Programs and Facilities
-  Excess Coverage Application

Mission

Get ahead of the curve

Looking to the future, VGM understood the next 30 years would look very different. They would need to think digitally to survive in a post-COVID world and keep up with new clients. The time was now to start moving all forms into a digital workflow without printed documents, faxes, or post offices.

Solution

Create a digital world in three months

VGM started dreaming up a five-year plan to tackle all its customer pain points and get ahead of the curve. With EasySend, they brought their original plan to life in only three months. By thinking creatively and digitally, VGM serves its unique market and sets an example for digital transformation, which will make all the difference for its team and customers.

Making healthcare easier for everyone

Embracing the digital experience

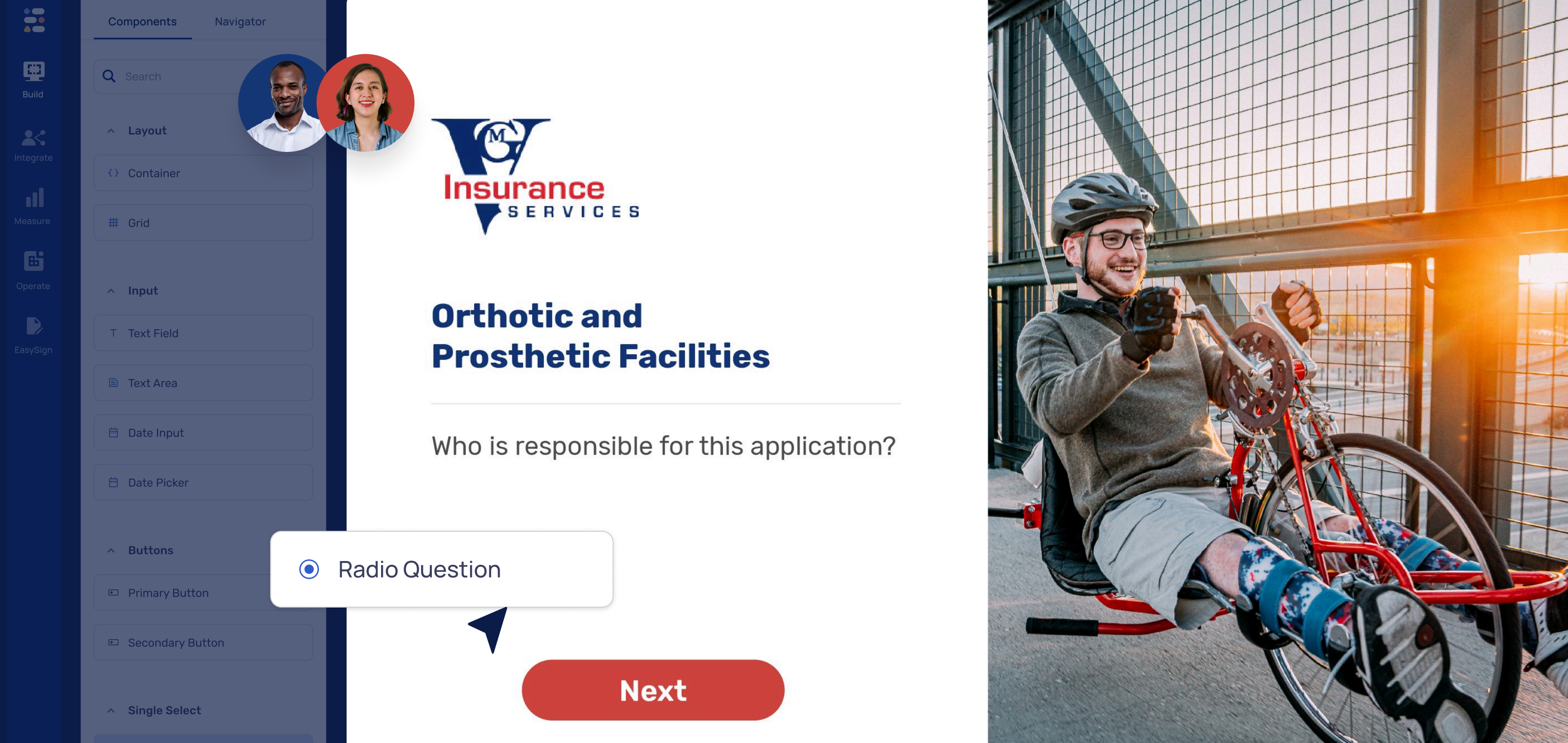
Digitizing forms independently allowed VGM to build eight digital processes in three months and reduce related operational costs by 30-50%.

Thinking and building digitally

Custom training sessions with the EasySend team helped VGM understand the platform's broad capabilities and build digital processes on their own. This independence allowed the team to embrace moments of change and imagine without limits.

Becoming agile with no-code

Building and optimizing digital processes with zero dev reliance gave VGM the quick, simple, and agile Cloud environment to act fast and meet customer needs.



The power of EasySend at VGM



No-code builder

VGM turned time-consuming hand-written forms into a simplified digital process for manufacturers, healthcare, coverage, and more.



Integrations

By creating VGM's data infrastructure through API tools, their data can seamlessly flow between platforms.



Logic & Validations

Adding conditions and field validations help customers fill out their info correctly the first time, cutting out back-and-forth emails.



Themes

Every digital process starts with a VGM theme that matches its strong brand and can be reused for every process.



Powerful Analytics

VGM tracks how their digital processes perform to understand the best questions to ask and how to simplify the journey.



Smart flows

VGM's digital processes are dynamic so questions change according to who's answering them.



EasySign

VGM uses our electronic signature capabilities to make it easy for agents and customers to sign on any device.



Journey Sender

Agents can pre-fill info and send digital processes from one place without wasting time searching through old files.



Custom links

VGM uses a custom standalone link for external agents instead of giving access to their entire system to maintain privacy.



Emily McCormack
Director of Operations
at VGM

“When the pandemic hit, we had to change our five-year plan. It took us one quarter to fully achieve a completely digital process and automate our applications through EasySend's excellent solution. Now we're going to be at the forefront of technology instead of behind it.”

About EasySend

EasySend is the missing layer to limitless self-service.

Our AI-powered digital platform makes it easy to plan, create, and manage personalized customer interactions across every channel, seamlessly connected to your business software. With our low-code suite of products —Journeys, DynamicDoc, EasySign, and Workflow Manager— you go beyond traditional forms to deliver thoughtful, dynamic, and efficient experiences that go far beyond traditional forms.

Learn more