

Customer Success Story

Alliance Aligns with Adaptive for Healthier Financial Visibility



alliance health
NETWORKS

**Alliance Health Networks
Healthcare**
Salt Lake City, UT

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Randi Letendre
VP of Finance,
Alliance Health Networks

Alliance Health Networks is building a free and independent social engagement platform that gives people the power to navigate their personal health journey. The company owns and operates more than 50 social networks and 20 mobile versions serving over 1.5 million registered members.

Complexities of a Growing Business

The goal of Alliance Health Networks' finance team was very similar to the goal of its 1.5 million+ registered members: find a more collaborative, empowering alternative to traditional options to improve outcomes.

Founded in 2006, Alliance Health Networks owns and operates a growing portfolio of condition-specific social networks that today serve patients and caregivers with connections to supportive peers, personalized information, and relevant products and services.

As its network evolved and expanded, Alliance's Excel-based budgeting plan grew increasingly complex and cumbersome. Randi Letendre, Alliance's VP of Finance, knew the days of using spreadsheets were numbered after she reviewed them with the company's new CFO Todd Miceli.

"I gave him the spreadsheet file that I had been using, which I inherited," Letendre explained. "He saw 18 tabs and simply said, 'This is not going to work. We need another solution.'"

Everything Alliance Needed, "and then some"

Miceli called a trusted friend who recommended the Adaptive Planning, part of the Adaptive Suite, as the most collaborative and efficient performance management alternative to Alliance's outdated spreadsheets.

"We needed a flexible web-based system to efficiently create a clear budget, feed in the forecast, gain insight into cash flow, and simplify financial reporting," Letendre said. "Adaptive did what we needed and then some."

Adaptive Advantages

Alliance implemented Adaptive Planning, and quickly realized the advantages of automation:

- Easier, clearer financial reporting
- Quicker, more accurate budgeting and forecasting
- More time for the finance team to analyze the financial state of the company

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Randi Letendre
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With Adaptive, Alliance has the ability to set up margin reports and evaluate the overall effectiveness of its pricing model in much more efficient manner.

"The time it takes to generate reports has decreased dramatically, and we have more accurate information at our fingertips than ever before," explained Letendre. "We've been able to leverage Adaptive Planning to make quicker, data-driven decisions which have paid off in improved profit margins."

Today, Alliance uses Adaptive Planning to more efficiently create budgets and forecasts with increased accuracy, and to generate clearer monthly reports for board members, which include:

- Financial highlights for the month
- Budget vs. actuals for the month, quarter, and year
- Cash flow
- Balance sheet budget vs. actuals
- A rolling forecast through the end of the year
- Detailed reporting on revenue by line of business and revenue type

Expanding Adaptive

As Alliance continues to expand its social healthcare network, Letendre and Miceli are also expanding use of Adaptive throughout the company, including HR.

"Adaptive lets me update and generate new plans or make changes that cascade throughout, with the simple press of button," Letendre explained. "We now have much clearer visibility into the sales pipeline and better insight into payroll and margins by line of business. Adaptive is the one solution I have found that can do more than I ever thought it could do."

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