



PERSANTE HEALTH CARE > BALANCE CARE

A Case Study of Persante Balance Center Management Services

Persante Health Care, a national provider of Balance Diagnostic Services, manages many of the top healthcare programs in the county. Persante’s operational expertise allows medical professionals the freedom to focus on patient care and institutions to increase revenue.

CHALLENGE: A major New Jersey Healthcare System was looking for a path to expand their Balance Center footprint in the South Jersey market while streamlining their referral process to fuel that intended expansion.



APPROACH: In 2009, Persante Health Care formed a partnership with this leading health system to expand their footprint, streamline referrals, and increase clinical best practices. Through the partnership, Persante took responsibility for mostly all facets of design, planning, technology, equipment, operations, staffing, and administration.

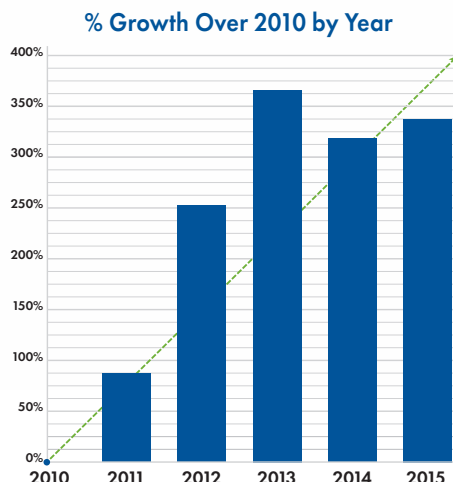
We achieved this by:

- ▶ A new facility design
- ▶ Implementing latest diagnostic equipment
- ▶ Launching field marketing plan and education
- ▶ Providing top tier clinical staff
- ▶ Managing medical records, scheduling, and patient follow up
- ▶ Implementing quarterly business review for performance improvements



THE RESULTS: From 2010–2016, Persante:

Increased number of diagnostic balance tests each year



About Persante Balance Care:

More than 90 million Americans have experienced dizziness or a balance problem. Persante Balance Care provides Turn Key solutions to enable providers to help patients decrease their fall risk and dizziness symptoms, improve balance, and increase their ability to perform daily activities.

Persante Health Care has been instrumental in bringing balance diagnostic testing to local hospital communities when previously balance testing was a service line exclusively in the medical university space.

