



**Harmony's Homegrown Solution:**

# Dazos Delivers **15% ADR Boost** and a **700% Increase** in Readmissions



[harmonyrecoverygroup.com](https://harmonyrecoverygroup.com)



Mike Colasuonno , VP of Admissions and Growth Strategy



14 Locations Across MA, NJ, NC, TN, and FL

# About Harmony Health Group

Harmony Health Group is a leading provider of detox, residential treatment, and mental health services with a strong track record of success.

Founded in 2015, Harmony has grown significantly, expanding from two organizations to fourteen across five states.

The company offers a comprehensive range of care options, including detox, residential mental health and substance abuse treatment, PHP (Partial Hospitalization Programs), and IOP (Intensive Outpatient Programs) for both mental health and substance abuse disorders.



# From Struggles to Solutions

Harmony Health Group, like many healthcare organizations, faced significant challenges in managing its operations and achieving its goals. Prior to implementing Dazos, the company relied on Salesforce as its primary CRM system. While Salesforce offered potential, it proved to be a costly and complex solution, requiring substantial resources and expertise to fully utilize its capabilities.

One of the most pressing challenges Harmony encountered was optimizing client placement across its multiple facilities. Making informed decisions about where to place clients based on reimbursement rates and revenue potential was a complex and time-consuming task.

## Key Challenges Faced by Harmony Health Group:

- **High Costs and Complexity of Salesforce:** The financial burden and technical expertise required to fully implement and leverage Salesforce hindered Harmony's ability to optimize its operations.
- **Inefficient Client Placement:** Difficulty in making data-driven decisions regarding client placement impacted revenue generation and overall operational efficiency.





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**Before we implemented Dazos, we were using Salesforce. Salesforce is a great platform; however, it was extraordinarily costly to build out. You needed a lot of in-depth knowledge or the right people, and a lot of money to pay for the right people to build out integrations and get the types of insights needed to be able to excel in our space.**

**– Mike Colasuonno**

*VP of Admissions and Growth Strategy*

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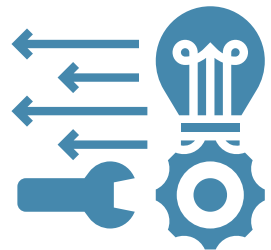


# Dazos: Born from Necessity

**Dazos was not simply purchased; it was meticulously crafted to address the specific challenges faced by Harmony Health Group.** Recognizing the limitations of existing platforms and the unique demands of the behavioral health industry, Harmony's founders, with a technical background, took matters into their own hands.

## Internal Development:

Rather than relying on external solutions, Dazos was developed in-house, ensuring that it perfectly aligned with Harmony's needs and workflows.



## Beta Testing Collaboration:

Harmony's team served as invaluable beta testers throughout the development process, providing crucial feedback to refine the platform.



## Dazos IQ – A Groundbreaking Start:

The initial focus was on developing Dazos IQ to tackle the critical issue of optimizing client placement and maximizing revenue through ADR (Average Daily Rate).



## Comprehensive CRM Solution:

Building on the success of Dazos IQ, the development team expanded the platform to create a robust CRM system that addressed the broader needs of the organization, including lead management, sales, and operations.



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**Nobody experienced the problems we had prior to using Dazos than our founders at Harmony. Our founders wanted a solution and created it himself. We were the first company to beta test it and we built it out how we wanted it to be built out. Anything that I wanted in a CRM, I was able to get and have it developed for us. Now, everyone else gets to experience our baby.**

**– Mike Colasuonno**

*VP of Admissions and Growth Strategy*

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# Dazos: A Catalyst for Growth and Innovation at Harmony Health Group

Dazos has been instrumental in transforming Harmony Health Group's operations, delivering tangible results across multiple departments. By providing a unified platform that seamlessly integrates data from various sources, Dazos has empowered Harmony to make informed decisions, improve efficiency, and drive growth.



## Revenue Optimization:

Dazos IQ, with its integration with CollabMD, has enabled Harmony to make data-driven placement decisions, resulting in a **15% increase in average daily rate (ADR)**.



## Enhanced Patient Engagement:

The implementation of the Dazos alumni dashboard has led to a remarkable **700% increase in alumni readmission rates**, demonstrating the effectiveness of targeted engagement strategies.



## Improved Admissions and Conversion:

Dazos has streamlined the admissions process, leading to a substantial increase in overall admission and conversion rates.



# Contact Us

Dazos is the Revenue and Admissions Growth Platform for Behavioral Health, built by industry veterans. This all-in-one solution features an advanced CRM that seamlessly integrates with your EMR, streamlining workflows. Dazos iVerify revolutionizes admissions with instant insurance verification within the CRM, eliminating delays. Dazos IQ goes beyond billing with AI-powered analysis, uncovering hidden revenue and empowering smarter decisions. Dazos empowers growth - so you can focus on what matters most.



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Visit our website

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