Case Study: DecisivEdge Helps a Leading Behavioral Health Organization Turn Website Contact Form Data into Actionable Insights Using ADF and HubSpot

CHALLENGE

A leading behavioral health provider headquarter in Tennessee with 10+ facilities across the U.S. relied on Domo for its data analytics needs. While Domo offered built-in connectors and ease of use, it came with high costs and limited flexibility. The provider wanted a more cost-effective and scalable solution that would:

- Replace Domo without disrupting existing reporting capabilities.

- Extract and centralize contact form submissions from multiple facility websites.

- Speed up refresh rate of mission critical metrics.

- Make form data useful for marketing, sales, and business development teams to then action on.

Their process was inefficient and disjointed—data from website forms was collected but not systematically organized or easily accessible for decision-making. This hindered the marketing, sales, and business development teams from quickly identifying potential patient inquiries, ultimately complicating efforts to refine and optimize outreach and admissions strategies.

SOLUTION

DecisivEdge implemented a modernized data pipeline using Azure Data Factory (ADF) and HubSpot, transforming how the provider collected, processed, and utilized contact form data.

Key Enhancements:

- *Automated Data Extraction & Processing*

⇒ Pulled contact form submissions from multiple facility websites, standardizing and centralizing the data.

⇒ Used ADF to automate data cleaning and structuring, ensuring consistency across all facilities.

- *Actionable Insights for Teams*

⇒ Organized and categorized form data so marketing, sales, and business development teams could quickly identify demographics, assign patient leads that may have been wrongly assigned, trends, and lead sources (Google Ads, Referrals etc).

⇒ Enabled real-time access to inquiries, allowing teams to respond faster and more effectively.

- *Scalable, Future-Ready Infrastructure*

⇒ Shifted data transformation from a visualization tool (Domo) to a robust database for better performance and flexibility.

⇒ Optimized data refresh cycles, ensuring updates were available close to 50% faster than before.

RESULTS

By partnering with DecisivEdge, this behavioral health provider successfully transitioned to a cost-effective, high-performance analytics system. The new solution proved itself to streamline the data collection process and provide the team with actionable insights. The top five positive business outcomes are as follows:

- **Lower Costs:** Eliminated Domo's high annual cost, replacing it with a more cost-efficient, scalable Azure-based and HubSpot AI solution.

- **Faster Response Times:** Data refresh cycles improved significantly, ensuring quicker lead follow-ups and more efficient patient outreach.

- **Better Decision-Making:** Marketing, sales, and business development teams gained real-time access to structured contact form data, enabling data-driven outreach and engagement strategies.

- **Seamless Data Accessibility:** Centralized all form submissions from multiple facility websites, making insights readily available without complex manual processes.

- **Future-Proof Analytics:** Avoided vendor lock-in, providing a scalable and flexible data pipeline that allows for future integration with additional analytics tools as needed.