



## Promeniq

Health Services

Salesforce CRM

### Who They Are

With locations across the United States, Promeniq (Formerly US Men's Health) currently has more than 13 locations and 95 employees dedicated to improving men's sexual health. Headquartered in Denver, Colorado, Promeniq is beginning their expansion to over 30 locations and 200 employees within the next two years. Providing tools tailored to improve their customers' lives, **Promeniq prides itself on ensuring its unique programs deliver the highest quality results.**

### Solutions

With plans to expand, Promeniq understood the importance of finding the right CRM partner for their future. **Promeniq looked for a partner with extensive knowledge of Salesforce to achieve their goals** of obtaining quality data, improved personalized marketing, and greater employee efficiency. Having worked previously with two consulting organizations that failed to meet their standards, Promeniq recognized the importance of finding a partner that understood their vision, inside and out.

As a result, as a trusted partner known for fielding the top Customer Relationship Management (CRM) experts in North America, Tokara Solutions became Promeniq's trusted Salesforce partner. **Tokara Solutions boasts an elite team of Salesforce CRM experts** that have worked alongside Promeniq for over a year and a half.

Promeniq needed high-quality data to monitor KPIs internally while also obtaining data to market to patients externally. Originally relying on Pryapus as their medical software to house data on their clients, Promeniq needed to migrate data and integrate a new system to encompass their ever-growing customer base. By working closely with the Promeniq staff, Tokara Solutions worked to integrate a new software capable of supporting their continued expansion throughout the country.

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Salesforce's extreme flexibility perfectly matches the dynamic environment inherent in the Health Services sector.

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Finally, as Promeniq obtained more clients, their sales and marketing teams needed to ensure that their CRM provided easy access to information right at their fingertips. Having initially utilized an out-of-the-box system with minimal Salesforce customization, Promeniq entrusted Tokara Solutions to expand on their foundation and further customize their front-office system to support the expansion of new customers.

## Success Story

With access to **top-tier Salesforce resources**, the Tokara Solutions team navigated a wide range of potential pitfalls, saving valuable time and money and avoiding the damaging user frustration that could sideline a project of this magnitude.

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Before Tokara Solutions, we worked with two consultant organizations to implement a CRM that fit our needs. Unfortunately, neither had the same expertise, dedication, or drive as Tokara Solutions.

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Scott Mccammon - Manager of System Development and Implementation

Tokara Solutions worked diligently with Promeniq to customize their Salesforce application, ensuring their clinic staff members have a user-friendly platform to up-sell, cross-sell and offer patients different medical options. Utilizing an **easy-to-use system that required little time and money for training**, Promeniq's internal staff and patients have already benefited from the greater customization within Salesforce.

Tokara Solutions also successfully migrated their data and integrated Advanced MD to Promeniq's Salesforce application. Migrating to an all-in-one medical office platform that easily manages patients, practices, and locations, Promeniq finally had the medical software they needed to easily absorb new clients.

By improving the back-office system with Advanced MD, and customizing their front-office Salesforce application, Promeniq has already opened ten branches since partnering with Tokara Solutions. Promeniq now looks to capitalize on their Salesforce system to help further expand throughout the United States.

As Promeniq's partner for over a year and a half, Tokara Solutions will continue to be their trusted partner for future Salesforce implementations and refinement projects.



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