

Microsoft Dynamics CRM for Healthcare

A CRM Solution for Healthcare Providers

Healthcare providers strive every day to deliver quality care and improve patient's health. Doing so with a connected, intuitive customer relationship management (CRM) system can improve productivity while eliminating tedious follow-up tasks and reporting. With Microsoft Dynamics CRM, healthcare providers can provide proactive, specialized care and establish ongoing relationships with patients and physicians.

In the consumer sector, CRM systems allow organizations to better anticipate and meet customer needs, which in turn increases sales revenue. When applied to the healthcare industry, CRM methods can help care providers, hospitals, clinics and physicians nurture patient relationships to develop trust that the best possible care will be given when the need arises.

With Microsoft Dynamics CRM, the commercial benefits of a central customer database can be applied to the demands of the private and public healthcare sector, allowing you to provide timely, cost-effective solutions for your patients.

Familiarity

Microsoft Dynamics CRM works like and with familiar products clinicians may already use, such as Microsoft Office Outlook and other Microsoft Office applications. The familiar and intuitive work environment helps to improve efficiency and drive user adoption.

Relevance

You can create processes and workflows to help ensure that clinicians across your organization will have access to the information they need when they need it. The ability to access relevant, accurate information quickly can also help improve patient satisfaction and identify process improvement opportunities.

Flexibility

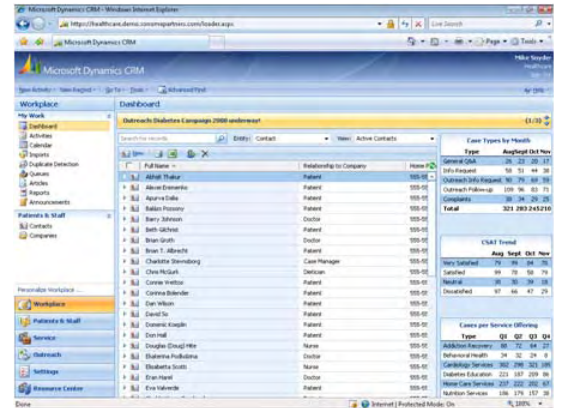
The Microsoft Dynamics CRM system is built on flexible technology that your organization can quickly deploy, easily manage and customize. In addition to realizing a fast time-to-value and low total cost of ownership, you gain the tools to quickly adjust internal processes and workflows to adapt to changing needs and demands.

Case Coordination

Sonoma Partners extended Microsoft Dynamics CRM to include case coordination functionality. Case coordination allows organizations to track inquiries from when they are received, through admission to post follow-up care allowing organizations to establish ongoing relationships with their patients and follow up with patients after discharge.

Effective case coordination enables organizations to connect and collaborate with external organizations with automated workflow processes.

- ❖ Track referrals including self referral, hospital, physician or outreach campaign
- ❖ Increase patient satisfaction by decreasing the potential care gaps between organizations, hospitals, clinics and long-term care facilities
- ❖ Understand patient relationship information such as influencers, family, and other health care providers
- ❖ Follow up on tasks and patient communications with automated appointment scheduling and information sharing



Physician Relationship Management

Sonoma Partners also extended the Microsoft Dynamics CRM platform by incorporating Physician Relationship Management functionality. By treating your physicians like customers, your organization can track and manage the various complex relationships between physicians, hospitals, medical practices, and so on.

- ❖ Develop a comprehensive physician contact database with personal information, specializations, and availability
- ❖ Use CRM customer service functionality to track, manage and resolve any problems or issues
- ❖ Understand which physicians your organization is talking to, and capture the various appointment notes in your database
- ❖ Report on referral activities and forecast against physicians future use of your facilities

