



HealthCare

Microsoft D365 Solution for HealthCare

Redefining Patient Experience

- Would a 360° Patient view help you enhance the Patient experience and improve retention?
- Are your new Patient registration drives – domestic and international – being supported with effective marketing programs?
- How do you ensure that every Patient query is attended to or actioned adequately?
- Have you identified & deployed any effective modes/approaches for nurturing influencers/partners (Referral Doctors/TPA/Corporates)?
- How do you segment your doctors and patient?
- How do you track Patient's Insurance approval and settlement?
- How do you track your marketing activities?

Overview

Healthcare – currently a multi-billion-dollar industry in India & witnessing double digit growth each year has witnessed emergence of modern healthcare technologies & widespread privatization in the past decade. While this has led to increased costs of medical care to patients; expectations of better healthcare facilities, superior services and greater transparency are also evident. However, Inadequate Patient Responsiveness, Ad-hoc Channel Management, Disintegrated Patient Information and Unmonitored Marketing Programs have been daunting large healthcare providers increasingly. Lack of clearly defined procedures, well-connected systems and process automation creates unhealthy deterrents to providing proactive, coordinated care – impacting overall Patient experience & making Relationship Management difficult.

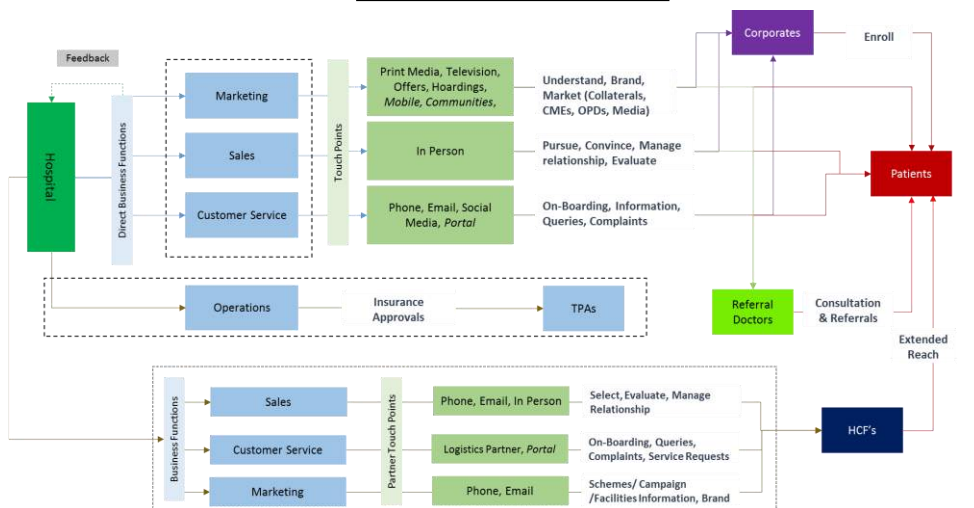
PATIENT+ Alletec CRM solution for Healthcare – built on Microsoft Dynamics CRM – is designed to help large healthcare organizations build a Patient-Centric Model by enabling them enhance Patient Experience with simplified rendition of medical care, automated communications, greater information transparency & better after-care relationships. This helps build positive Patient sentiments & sustained trust – leading to higher retention, word-of-mouth referrals and overall healthy Patient Relationships.

Challenges for Healthcare Providers

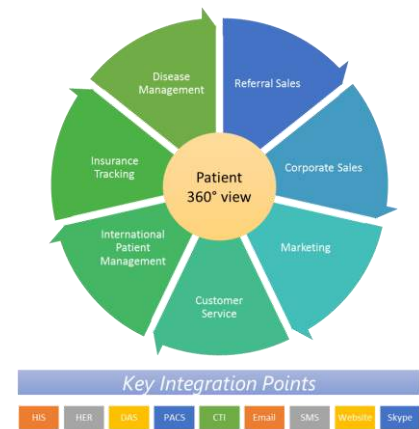
- **Patient Acquisition & Retention** – With growing number of healthcare provider alternatives, patients are becoming increasingly demanding in terms of service, transparency, personalized care, consistent communication, cost of care etc. Lack of expected service quality, hidden charges, and insufficient patient history available with the clinician could be reasons for poor Patient experience and make them look for alternatives or pass on unfavorable comments.
- **Unstructured Systems & Data** – An array of standalone systems that meet specific objectives in isolation are a big bottleneck when there is a need to provide integrated functionality. This reduces operational efficiency & productivity by hindering inter-departmental information sharing. Volumes of data maintained in excel sheets is seemingly impossible to consolidate – with high probability of error & extensive manual efforts.
- **International Patient Management** – An ever-expanding medical tourism market representing a large value set to be catered to poses its own challenges in terms of prospect conviction, lead tracking & conversion, logistics management and post discharge management. With all key providers vying for a share of international patients, a minor delay can result in patient moving to a different provider.
- **Ad-hoc Channel Management** – Surging volumes in healthcare sans tracking mechanisms often result in unattended queries & patient info leakages across channels. This not only affects channel loyalty (Referral Doctors, HCFs) but also results in revenue loss. Besides, lack of real-time visibility on enquiry status, call plans and contracts affects Channel Relationships adversely – impacting revenue and loyalty in the long run.
- **Unstructured Marketing** – Scattered Patient Data prevents effective segmentation limiting a good marketing campaign even before it begins. Lack of automation leads to inability in assessing campaign performance & ROI - making marketing effectiveness questionable.
- **Inter-department Communication** – Inter-department communication in Healthcare is manual and person dependent. This leads to loss of important data, high probability of error and wastage of crucial time.

Patient+ as an enabler

Managing Relationships



Solution Landscape



Benefits

- **Enhanced Patient Experience** – Maintain a 360° view by consolidating relevant patient data to provide the complete views to the relevant stakeholders. This enhances responsiveness towards the patient resulting in higher satisfaction & hence higher revenue. Ailment, diagnostic and treatment history coupled with proactive communication ensures better Patient Care and enhances Patient Experience.
- **Improved Doctor Relationships** – Manage relationships with referral doctors by allowing lead sharing, reminders, acknowledgement & notifications over e-mail/call/SMS; providing more visibility through consistent information sharing, minimizing query TAT, streamlining empanelment process & contract agreements and managing Medical Education for sustained relationship.
- **Targeted Marketing Programs** – Facilitate planning, budgeting & execution of targeted campaigns to prospective & existing patients with effective segmentation (on patient vitals), response tracking, follow-up scheduling, conversion monitoring and revenue realization. This allows tracking of campaign wise performance mapping & profitability.
- **International Patient Management** – Manage your International Patients by tracking source of reference, collaborating across relevant departments, ensuring prioritized care, maintaining & tracking patient records and simplifying after-care services through self-service portals. It also helps improve relationship with International Patients and HCF by enabling management of Patient Arrivals and Visa processing.
- **Contact Center** – Allow Patient Identification by accessing interaction Logs & Consultation/Treatment History Record Tracking, improves Query/Complaints Redressal Efficiency and reduces TAT by utilizing Articles, Templates & FAQs; facilitates centralized doctor appointment booking, cancellation and rescheduling by providing visibility to Clinicians' Appointment calendars; allows conducting Feedback Survey & sending relevant reminders/notifications to Patients.
- **Social Engagement** – Alltec CRM for Healthcare by integrating with Microsoft Social Engagement (MSE) allows you to connect with your Prospects, Patients & Partners on Social Media. This helps in getting the social gaining the true understanding of the sentiment about the hospital.
- **Disease Management** – Address the day-to-day healthcare needs of patients through analysis of patient vitals and engage with them to ensure timely communication / alerts / reminders as per their ailment.
- **Insurance Claims Tracking** – Keep a record of patient's insurance clearances starting from pre-authorization to Final bill approval and payment including tracking of any supporting documents shared with the TPAs.

All e Technologies

All e Technologies (Alltec) has been a leading provider of Business Solutions & IT services to Growth Companies since 2000. A Microsoft Dynamics Gold Competency Partner – Alltec has remained the largest ERP and CRM partner for Microsoft over many years. Besides India, Alltec has been providing solutions to customers in the Middle-East, APAC, Europe, USA and Africa. Alltec has been engaged with Microsoft on product engineering and has also developed several industry solutions.