

# Knowledge Driven Health

> Patient-Focused Customer Relationship Management

## Situation

Patients today expect more and better services, which puts pressure on healthcare providers to improve service delivery while minimizing complexity for patients and caregivers alike. Healthcare providers need solutions that streamline the coordination of care and case management activities, and help them to target specific communities with tailored outreach and education programs. While they strive to improve service delivery and patient satisfaction, healthcare providers are also trying to reduce administrative burden and operational overhead.

## Why Microsoft?

*"We've been able to provide our customers with same-day responses, reducing wait times that used to range up to three days."*

– Rosalee Allan, Senior Vice President and Chief Operations Officer, PAML

*"Our business is built on relationships, and we're now doing a better job of retaining business because we can often detect our customers' needs before they can."*

– Nora Snowden, Client Retention Manager, PACLAB Network Laboratories

Knowledge Driven Health through patient-focused customer relationship management (CRM) connects people and systems, improving collaboration for more efficient outreach, case coordination, and case management. You can empower employees to provide improved services to a broader population, promote good health, and enhance citizens' well-being while managing the cost of outreach and services.

A patient relationship management solution based on Microsoft Dynamics® CRM with the Microsoft Office user interface enables clinicians in your organization to use familiar and intuitive productivity tools. These tools help to facilitate and automate outreach and service activities that engage community members and strengthen relationships. You can also benefit from customizable workflows that can streamline and coordinate services and patient activities that cross departments and organizations, such as scheduling, admissions, discharges, transfers, and referrals. These improvements in service delivery help to improve patient satisfaction and well-being, while also increasing employee job satisfaction and strengthening relationships outside your organization.

Your IT department will find that a patient relationship management solution built on Microsoft Dynamics CRM works like and with familiar Microsoft Office productivity tools, interoperates with multiple systems, and can be tailored to automate workflows within and across organizations. Your organization can benefit from a familiar, uniform, and optimized IT environment that requires less training for end users and minimizes the need for IT development and support staff. Built-in security capabilities help to ensure patients' privacy while audit and version control capabilities help to ensure compliance and provide a security-enhanced virtual office environment for distributed workgroups.



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## Benefits

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### **Patient Relationship Management**

Taking a patient relationship management approach, you can move beyond treating episodes of illness to enabling proactive care by establishing productive, long-term relationships with patients. Patient relationship management solutions can provide:

**Outreach to Improve Community Relations.** Develop targeted outreach campaigns and send announcements to patients and community members to promote new services and educational offerings. You can also automate relationship management tasks and communications with financial donors to increase efficiency and improve results.

**Case Coordination to Coordinate the Delivery of Care.** Customize process workflows to automate care coordination activities between provider organizations (including hospitals, clinics, aged care facilities, home health, and hospice), which can help improve patient outcomes while increasing operational efficiency and reducing costs.

**Case Management to Proactively Manage Chronically Ill Patients.** Identify patients with specific chronic illnesses and automate proactive communications to inform them of upcoming educational offerings and remind them of ways to manage their illnesses.

### **Microsoft Dynamics CRM**

Microsoft Dynamics CRM can help your organization improve patient relationship management practices and establish proactive, prevention-focused care based on three key areas:

**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 and 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.

- Microsoft Dynamics CRM
- Microsoft Windows Server® 2008
- Microsoft SQL Server® 2008

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## Technologies Used

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## Learn More

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For more information about Microsoft Dynamics CRM, Microsoft Windows Server, and Microsoft SQL Server, please visit:

- <http://www.microsoft.com/dynamics/crm/product/healthcare.aspx> – Microsoft Dynamics CRM for Healthcare
- <http://www.microsoft.com/windowsserver2008> – Microsoft Windows Server 2008
- <http://www.microsoft.com/sqlserver/2008> – Microsoft SQL Server 2008