What is Healthcare CRM?

CUSTOMER RELATIONSHIP MANAGEMENT

EXCERPT FROM:

The Definitive Guide to CRM: ***A Practical Guide for Successful CRM Selection, Implementation, and Value Creation***

In this chapter, we'll answer your questions about:

- What is healthcare CRM?
- How can it help my organization?
- How can CRM be used to further my marketing team's goals?
- What are some common and advanced features of a CRM?
- Why is CRM such a buzzworthy topic in healthcare?
- How can CRM be used to further my healthcare consumer experience goals?

What is Healthcare CRM?

Healthcare Customer Relationship Management (CRM) is a type of martech system that enables contemporary personalization and measurement strategies essential to any modern marketing department, taking new patient acquisition, service line marketing, and retention programs to the next level.

CRM solutions provide a standardized method for obtaining, recording, and storing all information related to consumer demographics, interactions, and behaviors. They are quickly becoming a very important tool for managing consumer relationships and even predicting consumer behavior.

CRM allows your organization to capture what the consumer says or does on the web, in email, through the call center, in the clinical setting, and even at home.

It then helps you analyze that information so you can engage appropriately to the benefit of both the patient and the organization.

With CRM, healthcare marketers can develop a more comprehensive view and understanding of segments of their consumer audience as well as each individual consumer and their unique healthcare-specific needs. With such quality consumer analytics, it is possible to personalize direct mail and digital experiences and improve targeting to reach prospects and patients in the right place, at the right time, thereby increasing brand affinity and loyalty.

Might there also be use cases for CRM that extend beyond traditional marketing needs, to support operations in automating appointment reminders, satisfaction surveys, and follow-ups? Can CRM play an important role in aiding clinicians in their efforts to better manage diverse populations of low-, rising-, and high-risk patients?

Certainly.

Ultimately, your organization should be able to use the wealth of consumer information at its disposal not only to acquire new patients and build loyal consumer relationships, but to deliver information and exceptional support to patients in real time, throughout every stage of their healthcare journey.

This is the enterprise potential of Healthcare CRM.

Common features of Healthcare CRMs

C Common

S Sometimes

A Advanced

Healthcare CRMs are often comprised of a variety of modules, applications, and features that enable consumer-centric marketing approaches essential to any modern marketing department.

C **Healthcare consumer data model**: A proprietary method of data hygiene, matching, and storage that makes it easy for people and systems to access healthcare consumer demographic, clinical, and behavioral data in real-time.

C **Role-based views**: Control what different users see within your CRM.

S **Customizable home screen and layouts**: The UI of the program is flexible enough to accommodate the visual perspective of unique users.

C **Intelligent targeting**: The system helps you determine the best consumers to follow up with based upon demographic, clinical, and pyscho-graphic factors.

C **Predictive analytics**: Machine-learning algorithms that study consumer data and analyze it to predict health needs and behaviors.

C **Direct mail campaigns**: Healthcare CRM is a powerful tool for sending direct mail messages to prospects and patients. Typical direct mail campaigns include service line communications, screening reminders, and New Mover's programs.

A **Lead tracking and management**: For identifying optimization opportunities by measuring success of various marketing channels; determining high-quality leads and managing those leads by role and territory.

C **Reports and dashboards**: Users can view statistics in a highly visual, engaging perspective using customized reports and dashboards.

A **Benchmarking**: Lets you know a benchmark by which you can determine whether your results are on par with your efforts.

A **Pipeline view**: A good way to keep score of marketing's contribution and campaign success is a pipeline view with a breakdown of how many leads are in each stage, and with an option to drill down to the specific leads.

C **Marketing Automation Platform (MAP) Integration (e.g., Watson, Pardot, Hubspot, Marketo)**: Marketing automation is a powerful tool for sending automated email messages based on pre-determined rules, and bi-directional integration between your CRM and MAP will be crucial to scaling your personalized marketing efforts. Expect your vendor to have or offer an integration here, but be leery of standard "connectors," as a one-size-fits-all integration is unlikely to meet your needs.

S **Custom reporting**: Takes reporting beyond the standard out-of-the-box reports and allows you to dive deeper into your CRM database and analytics.

C **Web forms integration**: Allows you to capture data from completed web forms to follow-up with both prospective patients and patients in a personalized way.

S **Website personalization**: An API that allows your web CMS to call data from the CRM database to personalize web content and offers.

C **Contact center automation and integration**: Control your call center from your CRM UI and integrate any third-party program into a single platform.

S **API access**: Attach your CRM to various platforms that extend its capabilities.

A **Real-time HL7 and CDA data feeds**: Your EHR and other clinical systems are rich with consumer data that can be fed to the CRM in close to real-time.

The CRM market is hot right now

Anxious to engage consumers and establish themselves as the patient's lifelong brand for healthcare, provider organizations are under pressure to meet increasingly high consumer expectations through the delivery of personalized communications and omni-channel experiences — which is impossible to do without rich consumer data, found in a CRM.

CRM growth not slowing down

A forecast from Gartner calls for the CRM market to be worth some $37 billion in 2017.

According to the Society for Healthcare Strategy & Market Development (SHSMD), among members of the American Hospital Association (AHA), 60% of US hospitals now use CRMs. This number is rising steadily.

The increase in healthcare CRM demand is tied to the overall evolution of the industry

- Consumer expectations continuously rise for personalized, seamless, omni-channel experiences.
- Emerging regulations and care delivery standards require providers to know their patients better and communicate with them over the entire care continuum.
- Legacy technology, data silos, regulatory obstacles, and security/privacy concerns continue to compound the digital transformation problem.

As other complex industries like financial services have proven, CRM solutions are at the heart of better consumer experiences because of their ability to help organizations address these challenges. In addition to bolstering marketing ROI, in healthcare they can be used to increase consumer profitability and loyalty and improve patient engagement and quality outcomes. CRM is a bottomless box that has the potential to support an infinite number of use cases, and with the right vendor partner, it can ultimately be configured the way your organization wants and needs it.

Internet

1995 2000 2005 2010 2015 2020

CONCLUSION

There you have it...

everything you ever wanted to know (and then some) about healthcare CRM. Whether your organization is a first-time CRM buyer or looking to replace an existing healthcare CRM with a contemporary solution designed for the digital era, now you understand why CRM is the technology that will propel your organization into the new era of relationship-based marketing and consumer experience enablement with quantifiable results.

Undoubtedly, healthcare CRM is constantly evolving. We'll continue to stay on the forefront of CRM trends and keep you up-to-date with our website, blog, and CRM resources at https://partners.healthgrades.com/systems/healthcare-crm.

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