

## Patient Relationship Management solution

Facing healthy competition and needing to create loyalty, hospitals must provide quality care to meet rising patient expectations with higher efficiencies and lower costs. However, disparate and disjointed silos of information across the hospital constitute one of the important pain points in the delivery of efficient healthcare. Non-clinical tasks are often managed in isolation, thereby creating added paperwork and applying undue pressure on the healthcare provider.

Facing such challenges, healthcare delivery organizations have adopted customer-centric business models and Customer Relationship Management (CRM) technologies. These require efficient communication and relationship management processes even as they help improve customer service, cement customer loyalty and meet customer expectations. In such a scenario, a Patient Relationship Management (PRM) solution provides the answer to most problems that arise in patient-related non-clinical service delivery.

Infosys' PRM solution helps healthcare delivery organizations achieve the following objectives:

- Increase patient satisfaction
- Integrate silos of information through a Central Master Patient Index
- Coordinate the delivery of care through efficient multiple communication channels
- Efficiently manage patients with chronic diseases
- Improve efficacy and outcomes of outreach initiatives
- Retain and expand patient base through efficient Referral Management processes

### Solution Overview

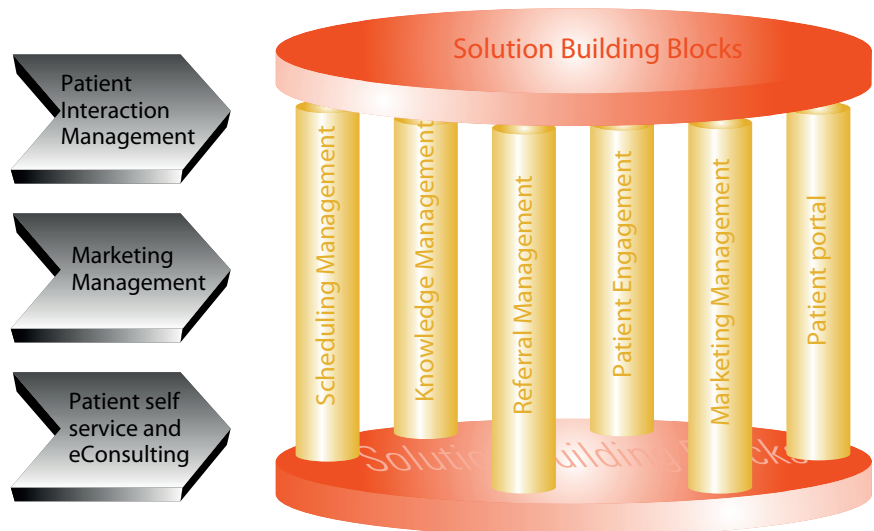
Built on the Microsoft Dynamics™ CRM 4.0 platform, Infosys' PRM solution is designed to meet the needs of healthcare providers as well as patients.

Providers benefit from optimized revenue through greater patient satisfaction, improved communication, effective outreach campaigns, and increased user productivity.

Patients can use the Web-based patient self-service portal to interact with the healthcare service provider, gain access to relevant information and network with specialists. The portal also provides patients the opportunity to engage with communities of individuals with similar ailments.

**Patient Engagement:** The Central Master Patient Index is a comprehensive storehouse of patient information including demographic profile, history of visits, vitals, condition, and medication. Well integrated with the back office and other clinical systems, it provides a 360-degree view of patients, helping the hospital address their healthcare needs with efficiency. Further, the Patient Satisfaction Survey functionality generates insight into patient behavior and satisfaction levels with routine processes, which in turn helps eliminate unnecessary transaction steps and streamline patient interaction processes.

**Scheduling Management:** This feature strengthens front-office capabilities such as appointment scheduling and registering patient information. The out-of-box integration between Microsoft Dynamics™ CRM and Microsoft Outlook enables easy scheduling of patients for examinations, visits, treatments, and procedures by blocking the calendars of relevant personnel within the care provider organization.



Staff can use the Microsoft Dynamics™ CRM workflow capabilities to send reminders and alerts to patients and physicians.

**Marketing Management:** With the Marketing Management capability facilitating targeted marketing communications by profiling patients based on the illness, hospitals can create focused outreach campaigns for specific patient categories. Risk calculators can be run on the patient database to identify prospects for offerings such as screenings and wellness-related checkups and examinations.

**Knowledge Management:** Patients and physicians can access relevant information through static and dynamic repositories. Individuals with similar ailments can network using blogs and social media. Further, hospitals can administer information using the Microsoft Dynamics™ CRM role-based security model.

**Referral Management:** It enables referral source capture and updating status to referral sources. It provides automated messaging, summary of clinical records to referral sources and end-to-end referral management from referral source to the final healthcare service provider.

**Patient Portal:** The Patient Portal helps patients avail of self service and interactive capabilities. They can access e-consultation using health-risk assessment and disease screening functionalities. The 'physician-patient interaction' feature enables patient education and displays communities related to the patient.

<b>Infosys Value Adds</b>	Custom-built capabilities to improve relevant information capture, e.g., patient history, visits, allergies, ailments, referral s, etc.
	Robust audit log capabilities to track modifications made to patient records
	Customized dashboard for quick access to information relevant to the specific user role
	Capability to access data feeds from other medical systems
	Development of a patient portal to enable patient self service and e-consultation
	Improved efficacy and outcomes of outreach initiatives
	Efficient Referral Management processes for retaining and expanding patient base

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