PATIENT RELATIONSHIP MANAGEMENT SOLUTION

Healthcare delivery organizations are adopting Customer Relationship Management (CRM) technologies to meet rising patient expectations, improve customer service and create loyalty. Stiffer competition and evolving markets have inspired customer-centric business models that require extremely efficient communication and relationship management processes to succeed. In such a scenario, a Patient Relationship Management (PRM) solution becomes the answer to most problems that arise in the process of dealing with patients outside of face-to-face clinical services delivery.

Infosys' PRM solution helps care 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 Features & Benefits

Infosys' PRM solution is built on the Microsoft Dynamics CRM 4.0 platform. The solution is built to help care delivery organizations optimize revenues through greater patient satisfaction, improved communication, more effective outreach campaigns and increased user productivity. For patients, the Web-based patient self service portal enables interaction with the healthcare service provider, providing access to relevant information and helping them network with specialists. The portal also provides opportunities to become a part of communities comprising of individuals with similar ailments.

Solution Building Blocks: Scheduling Management, Knowledge Management, Patient Management, Marketing Management

1. **Patient Engagement**

   Outpatient (accounting for 45% of net patient revenue) is the key area for patient engagement. The PRM solution enables creation of a Master Patient Index to hold all the patient information, including demographic profile, history of visits, vitals, condition and medication. Integration capabilities with back office and other clinical systems provide a 360 degree view of the patient. Patient case details provide access to relevant information for analysis and marketing communications.

   The patient satisfaction survey functionality of the solution provides an insight into patient behavior and satisfaction levels with the routine processes and thereby eliminates unnecessary transaction steps and streamlining of the patient interaction processes. The ability to search, browse and update patient contact information quickly results in faster and more effective transactions.

2. **Registration and Scheduling Management**

   The PRM solution provides strong front office capabilities such as scheduling appointments and registering patient information. The out-of-box integration between Microsoft Dynamics CRM and Microsoft Outlook enables scheduling patients for examinations, visits, treatments and procedures by blocking the calendars of relevant personnel within the care provider organization. Microsoft Dynamics CRM workflow capabilities can be used to send reminders and alerts to patients and physicians.

1. **Marketing Management**
   The PRM solution enables targeted marketing communications by profiling patients based on the illness category (e.g. wellness related or chronically ill). Focused outreach campaigns can be created for specific categories of patients informing them of upcoming events, services and new prod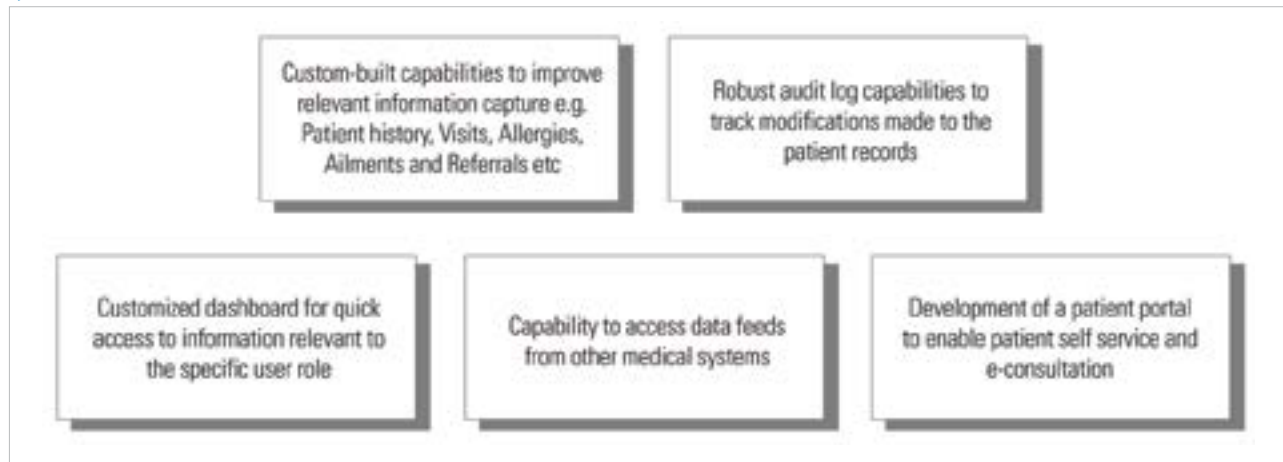uct offerings. Risk calculators can be run on the patient database to identify prospects for offerings such as screenings and wellness related checkups and examinations.

2. **Knowledge Management**
   The PRM Solution enables creation of repositories which can be used by patients and physicians alike for accessing relevant information. It also provides links to other sources of information and helps networking among individuals with similar ailments using blogs and social media. The knowledge repositories can be static or dynamic depending upon the individuals who are accessing. Administration of information can be done using Microsoft Dynamics CRM role-based security model.

Infosys Value Adds

| Custom-built capabilities to improve relevant information capture e.g. Patient history, Visits, Allergies, Ailments and Referrals etc | Robust audit log capabilities to track modifications made to the 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 |

Allied services

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