



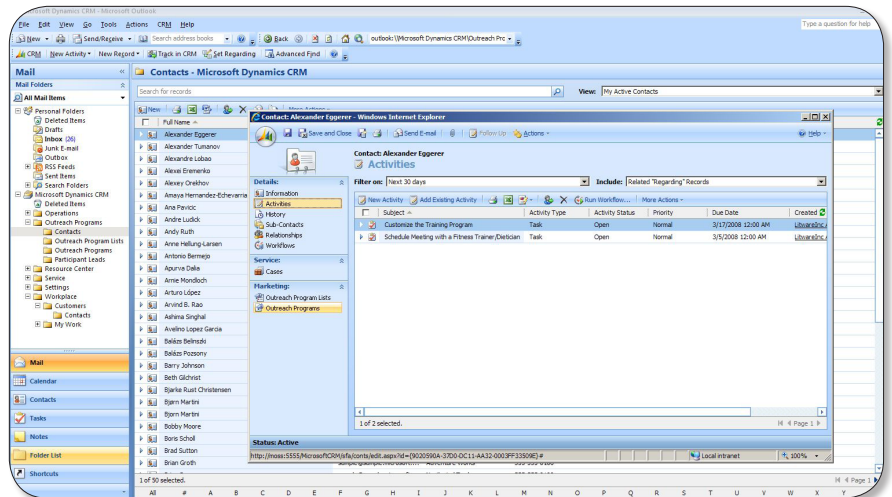
Microsoft Dynamics CRM

Benefits

- Increase Patient Satisfaction.** By analyzing the performance of routine processes over time (such as admissions, discharges, transfers, and referrals), improvements can be made to eliminate unnecessary steps and increase patient satisfaction.
- Coordinate the Delivery of Care.** Customized workflows can be developed to automate care coordination activities between provider organizations, which can help improve patient outcomes while increasing operational efficiency and reducing costs.
- Proactively Manage Chronically Ill Patients.** Clinicians can flag patients with specific chronic illnesses and automate targeted, proactive communications to inform them of upcoming educational offerings and remind them of ways to manage their illnesses.
- Improve Community Relations.** Targeted outreach campaigns can easily be developed and sent to community members to promote new services and educational offerings. Relationship management tasks and communications with financial donors can be automated to increase efficiency and improve results.
- Extend Existing IT Investments.** Existing applications can be integrated and extended by building workflows that can help bridge gaps between separate systems and processes, maximizing the value of current IT investments.

In addition to providing quality care, healthcare organizations continue to search for ways to increase patient satisfaction and assist patients in proactively managing their overall health.

The expectations of consumers have increased dramatically in recent years as commercial businesses have adopted customer relationship management (CRM) technologies to improve service and proactively respond to customers. Healthcare providers traditionally have been hindered by silos of information stored in multiple systems and manual processes that make routine activities challenging. Healthcare organizations are now beginning to look for ways to leverage CRM technologies to increase efficiency, improve patient satisfaction, and even assist in proactively managing patients' overall health.



Microsoft Dynamics CRM works like and with familiar Microsoft productivity tools, such as Microsoft® Office Outlook®, making it easy for healthcare providers to learn and use. Microsoft Dynamics CRM can be integrated with multiple systems and be tailored to automate workflows within and across organizations.

Choose a solution that works the way you do. Healthcare is an information intensive industry with many processes and requirements. Microsoft Dynamics CRM provides a platform that can be molded to work the way you do while streamlining processes and improving efficiency across your organization.

FEATURES

Referrals Management

Consistent processes and strong communication channels are critical to patient well-being and satisfaction when referrals are needed between clinicians, specialists, departments, and facilities. Create standard procedures that are agreed upon across organizations. Automate communications that help ensure patients receive uninterrupted care through transitions. Create triggers that remind clinicians of appointments with referred patients so they can familiarize themselves with their cases.

Chronic Disease Case Management

Ongoing reminders and education can help patients manage chronic diseases. Use automated communication tools to send targeted mailings to specific groups of patients alerting them to upcoming educational sessions. Create alerts to remind patients of upcoming appointments, or to be diligent about their treatment plans.

Patient Information Management

Patients want quick and efficient interactions that don't require them to provide the same information again and again. Build workflows that streamline the collection and authorized sharing of patient information across departments.

Community Outreach Management

Help increase the focus on prevention and wellness through ongoing community outreach. Use automated tools to distribute newsletters inviting community members to educational seminars. Easily track responses and automate follow-up activities.

Physician and Nursing Recruitment

Attracting high quality healthcare professionals is an ongoing challenge. Create outreach campaigns to attract physicians and nurses to your healthcare facility. Easily import potential candidate lists, track responses, and automate follow-up tasks to improve your success.

Comprehensive Business Intelligence

Ensuring your healthcare facility operates efficiently is critical to your success. Easily view key performance indicators like revenues per department using dashboards available through integration with Microsoft Office SharePoint Server. Share real-time information using familiar Microsoft tools. For example, through integration with Microsoft SQL Server®, live links to patient data can be established in Microsoft Office Excel® worksheets allowing managers to quickly identify and respond to trends, such as increased cases of viral infections.

Payment Authorization and Processing

Streamlining processes is essential for timely authorization and payment, as well as patient satisfaction. Use centralized patient information and standard processes to help ensure all necessary information is collected at the appropriate time.

Clinical Trial Management

Furthering medical research is essential for improving treatment and prevention. Use automated outreach campaign tools to recruit patients. Create customized processes to track results and ensure compliance to trial standards. Use centralized dashboards provided through integration with Microsoft Office SharePoint Server to view trial results and drill into specific key performance indicators.

For more information about Microsoft Dynamics CRM, visit www.microsoft.com/dynamics/crm.

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