

2019 Spring Symposium

Track B: Customer Service in Healthcare

Session 2

Topic: Harnessing the Power of CRM

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Session Abstract

Healthcare Providers have made significant investments in EHRs and will continue to do so. However, as the move towards patient centered and pro-active care management progresses, these same providers are recognizing they have gaps with their existing technology in their ability to interact and engage with patients across their entire journey - before, during, and after a clinical episode. Further, the blurring of the lines between Providers and Payers is forcing the need for more holistic care management and coordination of a patient's wellbeing.

Enter CRM. With Epic creating a CRM, Cerner partnering with the world's largest CRM, and Allscripts acquiring a CRM, the market has clearly validated the need for a CRM, further reinforced with statistics suggesting 70% of healthcare organizations are evaluating or utilizing a CRM. Despite this reality, many organizations still struggle to rationalize how, what, and where the value proposition lies. This is partially due to the historical approach of Healthcare IT in addressing business needs with point solutions as opposed to recognizing the value of streamlined workflow, data, and collaboration across the enterprise.

Further, a fundamental lack of industry education still exists at its core - What is CRM in a healthcare context? How does the acronym Customer Relationship Management relate to my job? This is where we would like to take this discussion. Matt's presentation will focus on explaining why CRM is such a critical factor in the technology portfolio of the most innovative healthcare organizations, but also on educating how to evaluate, implement, and evolve this new tool.

During this discussion, Matt will provide specific examples from my interaction with over 150 customers into how this technology can not only drive innovation but expedite the achievement of greater patient engagement - not to mention, the ancillary importance of improved relationships with providers and caregivers. We will also discuss what patient engagement really means, in this context, we will highlight how patient access, alternative communication channels, population health, and improved patient self-service, can work in coordination with a robust provider network to drive an engaging, effective, and constant patient experience. Finally, we will provide a compelling Provider Roadmap for Success as a takeaway for participants to bring back to their organization to jump start their evaluation or validate their approach.