

An illustration of six healthcare professionals standing in a modern, brightly lit environment. From left to right: a woman in a white lab coat, a man in blue scrubs, a man in a white lab coat with a red tie, a man in green scrubs with a stethoscope, a woman in blue scrubs holding a clipboard, and a man in a white lab coat. The background features large hexagonal patterns and a clean, futuristic aesthetic.

STUDY ON THE ROLE AND POTENTIAL OF TECHNOLOGY IN THE PATIENT ACQUISITION, RETENTION, AND REFERRALS IN INDIA

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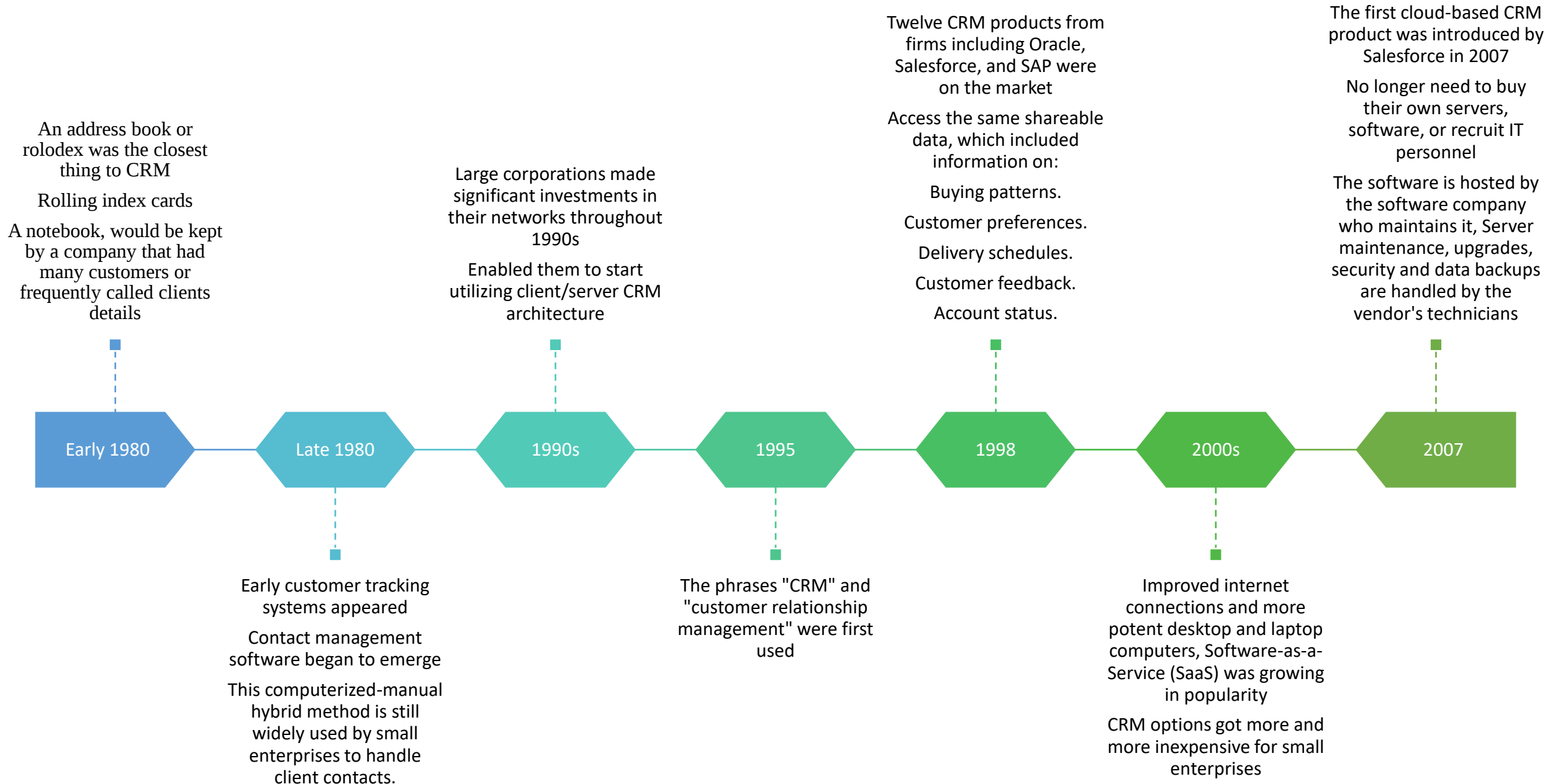
Introduction

- A healthcare CRM system is a solution that is tailored to **any medical institution**, such as a hospital, laboratory, medical centre, public or private clinic, and so on.
- Healthcare CRM gives **important data** and **analytics** for analyzing the facility's operations.
- Healthcare organisations can **maintain client data accurately** (medical history, visits, medical bills etc.).
- To schedule and manage appointments for medical care, they can also set up an **online medical portal**.
- Marketing and sales are also heavily emphasized.
- This entails assisting clinics or other medical practitioners
- Good for keeping **track of referral networks**.



History

- CRM was an unheard-of idea before computers and sophisticated software were essential components of the majority of enterprises.
- CRM is relatively new—about 20 years—the healthcare sector is not an exception. It is primarily patients in this scenario. Thus, patient relationship management (PRM) or healthcare CRM is another name for it.



Methodology

OBJECTIVES:

- To assess the **contribution** of **technology in the patient acquisition, retention, and referrals**, as well as how it impacts the patient journey and the bottom line of the company.
- To do landscaping of **various available CRM** resources and doing a **comparative analysis**.
- Determine **how AI and big data** may be used to **enhance the patient service experience**.

MATERIAL AND METHODS:

- STUDY DESIGN:** Descriptive Study Design
- TYPE OF DATA-** Secondary Data
- ACTIVITY-** Secondary data highlighting role of technology in the patient acquisition, retention, and referrals concerning will be reviewed in addition to CRM (Customer Relationship Management) and PRM (Patient Relationship Management) tools will be analyzed.
- STUDY TOOLS-** Research Studies, Blogs, Surveys, Analyst Reports, Healthcare Organization Websites

The Role of CRM

While different organizations can use CRM solutions for different purposes, at its core, the role of CRM in business can be summarized with four common goals:

- To get **more customers**.
- To **retain existing customers**.
- To **increase profitability**.
- To **increase customer loyalty**.

Different types of healthcare CRM software:

- | | |
|--|---|
| <ul style="list-style-type: none">• Patient relationship management• Medical data management• Patient engagement• New patients acquisition• Appointment scheduling tools | <ul style="list-style-type: none">• Referral management• Payer management• Treatment sales pipelines• Clinic reputation management |
|--|---|

Key Players



zendesk



INFLEX | MD™



PlayMakerHEALTH
The Post-Acute Growth Platform



Different Component of PRM

1. Operational :

Businesses can manage their daily marketing, sales, and customer service activities with the help of an operational CRM. Every connection company has with existing and future customers may benefit from a functional CRM. It further divides into three smaller sections:

a) Automation of sales

This may entail tracking a contact automatically and changing their status from prospect to qualified lead once they have carried out a set of predetermined tasks..

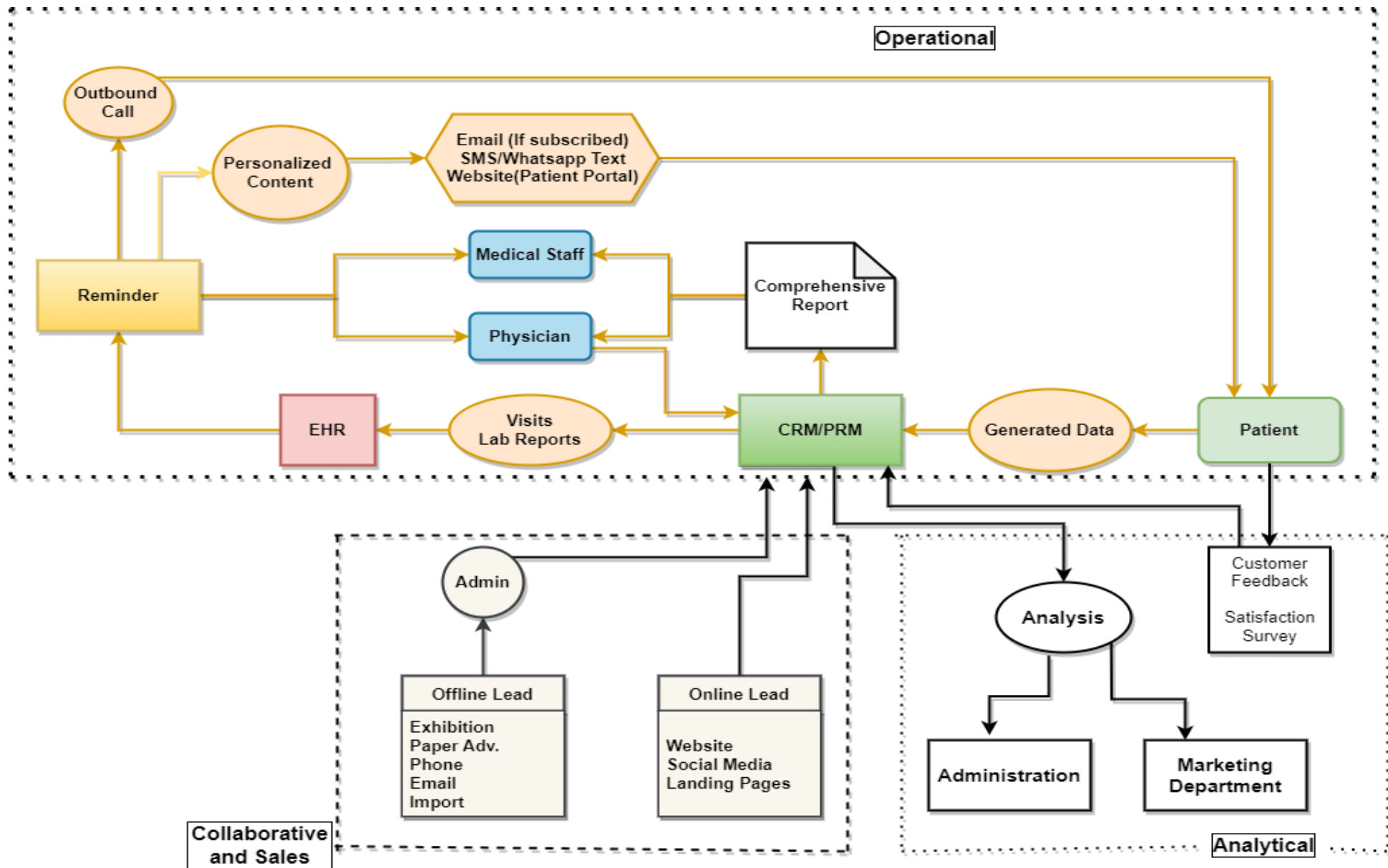
b) Automation of marketing

In this form of operational CRM, the marketing team is able to outsource repetitive and time-consuming operations to the machine for greater efficiency.

Management of marketing campaigns requires marketers to use customer-specific data to identify, assess, and create communications that are tailored to customers' (patients') unique needs.

c) Automation of services

This assists in automating the procedure it utilises to connect with its customers (patients), improves customer experience, communication, and care, and even motivates them to promote the brand personally.



Flowchart of PRM

2. Analytical :

- While analytical CRM **works behind the scenes** to analyse gathered data, operational CRM supports front-line business actions. Multiple performance parameters are tracked by analytical CRM **to deliver actionable insights to guide corporate business decisions**.
- The **collection of client data and its analysis for patterns and trends** are major concerns for an analytical CRM system. The patient's contact information, feedback, and any other pertinent information that may be used to spot trends or preferences are all included in this data.
- The more information it collects on **consumer behaviors, habits, and pain areas**, the more effective marketing and sales methods it may employ with both potential and current customers (Patients). Analytical CRM gathers and examines customer information of many sorts, such as:
 - **Sales data:** purchase and return history, brand preferences, etc.
 - **Financial data:** payment and credit history, including payment type, credit stores, etc.
 - **Marketing data:** customer response rates to marketing campaigns, customer satisfaction data, retention data, etc.

3. Collaborative :

Collaborative CRM require different **groups in an organization to exchange client data**. this is also **known as a strategic CRM** which helps organization to share the information of Customers (Patients) to various businesses units like marketing team, sales team, support team, Technical Support, etc.

- a. Interaction management
- b. Channel management

Quality Checklist for Medical CRM

- **Security**

A medical CRM system **must use the latest security technology to protect sensitive information from cyber threats.**

- **Interoperability**

Look for a platform that you one **can integrate with third-party systems** through APIs or custom connectors. To create a barrier-free data flow throughout the organization, all systems should be compatible and connected.

- **Flexibility**

CRM solution should be **flexible enough to cater to evolving business needs.** Choose a platform that can customize based on requirements.

- **Ease of Use**

A healthcare CRM should have a **logical and user-friendly UI/UX** to reduce manual workload and streamline routine tasks.

- **Cross-Platform Compatibility**

A truly accessible **CRM should run on any operating system and device.** Select a tool that you can run on major platforms and deploy on-premises or in the cloud.

- **Manageability**

Admins and executives must have **easy access to internal workflow** and user account management.

Comparison Between Healthcare CRM

			
<u>Health Cloud</u>	<u>Influx MD</u>	<u>Pipedrive</u>	<u>PlanPlus Online</u>
• By Salesforce • Located in United States • Founded in 2003	• By ifX medical • Located in United States • Founded in 2003	• By Pipedrive • Located in United Kingdom • Founded in 2010	• By PlanPlus Online • Located in United States • Founded in 2006
Pricing			
\$300/Per-Month ≈ ₹ 24000 /Per-Month	\$64/Per-Month ≈ ₹ 5000 /Per-Month	\$15/Per-Month ≈ ₹ 1200 /Per-Month	\$14/Per-Month ≈ ₹ 1100 /Per-Month
Pricing Model: Per User	Pricing Model: Per User	Pricing Model: Flat Rate	Pricing Model: Flat Rate
Free Trial	-	Free Trial	Free Trial

BEST FOR

1-1000+ users	1-500 users	1-1000 users	1-1000+ users
Healthcare and life science companies of all sizes who want to drive a connected transformation across their business to deliver seamless experiences, greater efficiency, and healthier outcomes.	Influx MD is designed for medical practices delivering elective procedures looking for truly effective lead nurturing and management software that is intuitive to use and increases lead conversion.	Sales teams looking for a simple, yet powerful sales tool to get them organized.	Former franklin planner users, organized people with busy lives, and organizations who want maximum individual effectiveness for their people.

Features

 9/14	 9/14	 13/14	 4/14
✓ Activity Dashboard ✓ Appointment Management ✗ Audience Targeting ✗ Campaign Management ✓ Contact Management ✓ Document Management ✗ Lead Management ✗ Marketing Automation ✓ Medical History Records ✓ Mobile Access ✓ Patient Communications ✓ Predictive Analytics ✗ Reminders ✓ Scheduling	✓ Activity Dashboard ✓ Appointment Management ✓ Audience Targeting ✓ Campaign Management ✓ Contact Management ✗ Document Management ✓ Lead Management ✓ Marketing Automation ✗ Medical History Records ✗ Mobile Access ✓ Patient Communications ✗ Predictive Analytics ✓ Reminders ✗ Scheduling	✓ Activity Dashboard ✓ Appointment Management ✗ Audience Targeting ✓ Campaign Management ✓ Contact Management ✓ Document Management ✓ Lead Management ✓ Marketing Automation ✓ Medical History Records ✓ Mobile Access ✓ Patient Communications ✓ Predictive Analytics ✓ Reminders ✓ Scheduling	✗ Activity Dashboard ✗ Appointment Management ✗ Audience Targeting ✗ Campaign Management ✓ Contact Management ✓ Document Management ✓ Lead Management ✓ Marketing Automation ✗ Medical History Records ✗ Mobile Access ✗ Patient Communications ✗ Predictive Analytics ✗ Reminders ✗ Scheduling

Reviews

Overall ★★★★☆ 4.7	Overall ★★★★☆ 4.4	Overall ★★★★☆ 4.5	Overall ★★★★☆ 4.0
Ease of Use ★ 5.0	Ease of Use ★ 4.5	Ease of Use ★ 4.6	Ease of Use ★ 3.8
Customer Service ★ 4.3	Customer Service ★ 4.5	Customer Service ★ 4.4	Customer Service ★ 4.0
Features ★ 4.0	Features ★ 4.2	Features ★ 4.3	Features ★ 3.9
Value for Money ★ 4.7	Value for Money ★ 4.1	Value for Money ★ 4.4	Value for Money ★ 3.3
Likelihood to Recommend 100.0%	Likelihood to Recommend 83.3%	Likelihood to Recommend 82.5%	Likelihood to Recommend 64.2%

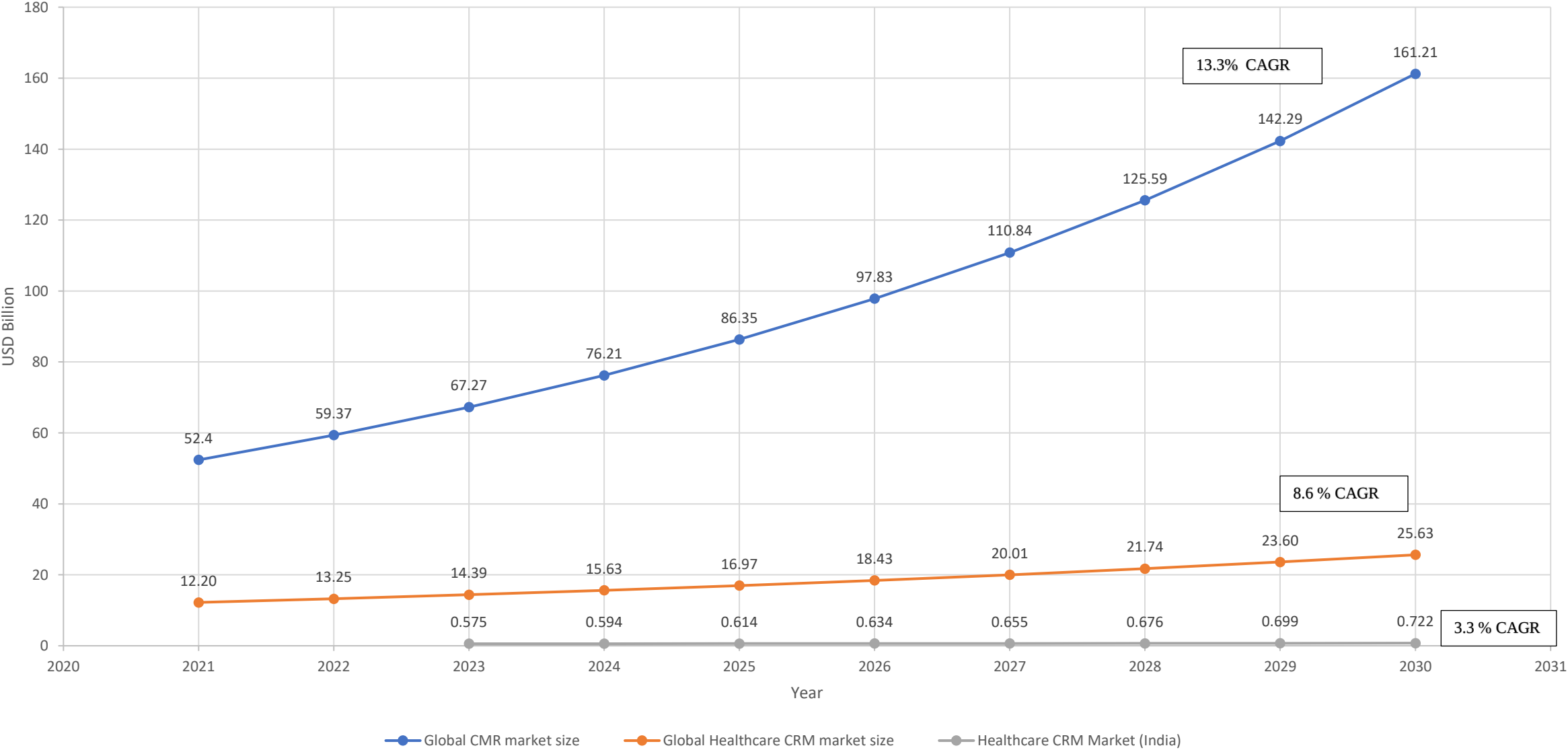
Deployment and Support

Deployment ✔ Cloud, SaaS, Web-Based ✘ Desktop - Mac ✘ Desktop - Windows ✘ Desktop - Linux ✘ Desktop - Chromebook ✘ On-Premise - Windows ✘ On-Premise - Linux ✘ Mobile - Android ✘ Mobile - iPhone ✘ Mobile - iPad	Deployment ✔ Cloud, SaaS, Web-Based ✘ Desktop - Mac ✘ Desktop - Windows ✘ Desktop - Linux ✘ Desktop - Chromebook ✘ On-Premise - Windows ✘ On-Premise - Linux ✘ Mobile - Android ✘ Mobile - iPhone ✘ Mobile - iPad	Deployment ✔ Cloud, SaaS, Web-Based ✔ Desktop - Mac ✔ Desktop - Windows ✔ Desktop - Linux ✘ Desktop - Chromebook ✘ On-Premise - Windows ✘ On-Premise - Linux ✔ Mobile - Android ✔ Mobile - iPhone ✔ Mobile - iPad	Deployment ✔ Cloud, SaaS, Web-Based ✔ Desktop - Mac ✔ Desktop - Windows ✔ Desktop - Linux ✘ Desktop - Chromebook ✘ On-Premise - Windows ✘ On-Premise - Linux ✔ Mobile - Android ✔ Mobile - iPhone ✔ Mobile - iPad
Support ✔ Email/Help Desk ✔ FAQs/Forum ✔ Knowledge Base ✔ Phone Support ✔ 24/7 (Live Rep) ✔ Chat	Support ✔ Email/Help Desk ✘ FAQs/Forum ✘ Knowledge Base ✔ Phone Support ✘ 24/7 (Live Rep) ✔ Chat	Support ✔ Email/Help Desk ✔ FAQs/Forum ✔ Knowledge Base ✔ Phone Support ✔ 24/7 (Live Rep) ✔ Chat	Support ✔ Email/Help Desk ✔ FAQs/Forum ✔ Knowledge Base ✔ Phone Support ✘ 24/7 (Live Rep) ✔ Chat
Training ✔ In Person ✔ Live Online ✔ Webinars ✔ Documentation ✘ Videos	Training ✘ In Person ✔ Live Online ✔ Webinars ✔ Documentation ✘ Videos	Training ✘ In Person ✘ Live Online ✔ Webinars ✔ Documentation ✔ Videos	Training ✔ In Person ✔ Live Online ✔ Webinars ✔ Documentation ✔ Videos

CRM Market Size, Projections and Developments

- In 2021, the market for customer relationship management was estimated to be worth **USD 52.4 billion**. From 2022 to 2030, it is expected to **increase at a CAGR of 13.3%**.
- The size of the **worldwide healthcare CRM** market was estimated at **USD 12.2 billion** in 2021, and it is anticipated to increase at a **CAGR of 8.6%** from 2022 to 2030.
- Market expansion is **anticipated** to be fueled **by rising healthcare organisation need for structured data** and automation. Technology advancements in the fields of communication and information technology are predicted to have an impact on the need for Customer Relationship Management (CRM) for the healthcare industry.

Global CRM Vs Healthcare CRM



- The **payer segment dominated** the **healthcare CRM** market and accounted for the **largest revenue share of 48.0%** in 2021.
- According to GlobalData, a renowned data and analytics company, the entire expenditure on customer relationship management (**CRM**) in India is predicted to reach around **US\$2.3 billion in 2023**.
- Enterprise CRM will be driven by new technologies like **artificial intelligence (AI)**, especially **machine learning (ML)** and **natural language processing (NLP)**, which are opening up interesting avenues for businesses of all sizes and verticals. Indian businesses that have been using CRM software for more than ten years will see this.
- In 2023, CRM BPO services will provide the majority (three-fourths) of revenue, while CRM apps will generate the remaining share (575 million), according to GlobalData's Market Opportunity Forecasts Model.
- With total revenue estimates of \$ 8.0 billion and \$ 5.6 billion, respectively, China and Japan will be the only nations ahead of India in terms of potential CRM revenue.
- The **CRM applications market** in India is predicted to reach **\$722 million in revenue by 2030** at a compound annual growth rate (**CAGR**) of **3.3 percent**.
- **Future of AI in CRM** The possibilities in recent times are nearly endless when it comes to applying AI in CRM. Globally by 2020 AI-enabled CRM market will be worth **\$73 billion** according to Infoholic Research.

- The healthcare CRM market is anticipated to have significant expansion due to:
 - The **increasing patient demand for early illness identification** via mobile monitoring.
 - **Increase in the prevalence of chronic diseases like diabetes and cancer**, which call for prompt medical assistance and treatment and are predicted to increase demand for healthcare goods.
 - Use of **artificial intelligence in CRM** technologies.
 - **Influenced by big data** revolution,
 - **Increased usage of home care** services, and high operational efficiency requirement in healthcare companies.
 - CRM industry is anticipated to grow over the next several years as healthcare **moves away from volume-based** treatment and toward **value-based care**.
- David H. Deans, Senior Partner of David H. Deans & Associates, believes that businesses may utilise AI as a tool to manage consumer interactions more skillfully. Through machine learning, AI will be able to "**build 'personalised agents'** that address the key requirements for automated help.
- " In the near future, there will be more CRM implementations leveraging **robotic process automation (RPA)** to increase productivity.”
- According to the survey, a large number of businesses, including start-ups and mid-sized organisations, would use NLP-powered CRMs to uncover important insights about prospects and customers and increase sales effectiveness.

Effect of COVID on Healthcare CRM

- Healthcare CRM solutions were used by laboratories, medical institutions, clinics, and hospitals, during the COVID-19 pandemic, for creating and tracking medical appointments. They were also used for managing processes as well as to update patients' visits, medical history, and bills, among others.
- Furthermore, changing dynamics and strategies of hospitals worldwide due to the severe competition are anticipated to advance the approach of customer outreach and marketing techniques.
- The COVID-19 epidemic has compelled a number of firms to create a plan and to comprehend, along with their customers, how to go in the future. Client Relationship Management (CRM) solutions are in high demand across several sectors worldwide due to the rising demand for automated customer involvement, expanding the scope of digital operations, and increasing customer experience and services. The market is expected to be driven by new technologies like cloud computing, AI, machine learning, and the availability of several service models like SaaS, Infrastructure as a Service (IaaS), and Platform as a Service (PaaS).
- Rapid shifts in the fields of business intelligence and embedded analytics, Internet of Things (IoT), artificial intelligence, and their implementation in customer relationship management solutions are likely to promote product enhancement and innovation among CRM vendors.

Recommendations

- ❖ There are dozens of software options available and many pricing plans that go with them, and One of the greatest challenges to CRM implementation is the initial cost. Total cost of ownership includes:
 - Software subscription or purchase fees
 - Premium upgrades, eg add-on marketing or reporting features
 - Customizations
 - IT resources needed
 - Hardware or software requirements

- ❖ Staff training sessions must be implemented by the organization. This will include hiring a specialist to lead the training for CRM projects with a wider scope. Additionally, because many of these apps offer unique features and functions for executives and managers, the CRM training is typically different for employees and managers. Additionally, these extra traits need to be trained. These training sessions might last few days or even several hours.

- ❖ The organization's **human aspect**, which is necessary for developing strong commercial relationships with clients, will be lost. Clients are **likely to leave** an organisation when it loses its personal touch, which will result in less income for the company.
- ❖ There are instances where organization **outsource third party partner to host the data**. Although the CRM application is **secure, data** which is **found in a centralized location** is a threat for any company running the CRM solution. To avoid this, there need to be **encryption safeguards** as well as supervision and **backup system** so as to maintain the integrity of data in the CRM system.
- ❖ There are only 2 **options available for support of CRM** services, first is to **outsource** the work to a different person or second to **hire** a specialist within the organization. Generally, **organizations offering CRM solutions will offer support**, but this usually comes **at a higher rate**. Buying the software is just a part of the consideration process and many tend to forget the costs of ongoing support which is associated with the CRM application.

Conclusion

A customer relationship management platform is a very complex system. Such a platform takes a lot of time and resources to design and develop. It takes even more time to set it up and to train employees to work with it. Whether a hospital, a chain of clinics, or a small independent medical practice, healthcare CRM is incredibly useful. Patients, like other kinds of Customers (Patients), should be given a great experience at every touchpoint when engaging with organization. Especially when it comes to capturing leads for new potential patient-Customers (Patients). CRM can integrate the whole business and increase the ease of performing major functions throughout the business it can be the one-stop solution, increase productivity and convenience, acquisition and retention while saving money and time.

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