



Specialized CRM-System for the Healthcare industry

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CRM for Healthcare? Why?

» Cope with Health Industry

- Privatization, Competition
- Patient Empowerment
- Co-insurance and contributing payments

» Goal: Sell services better!

» Today's standardized CRM applications cannot cope with the unique demands of the Healthcare industry



How to find the right customer

- » Marketing of services, not products
 - Address the right target groups
 - Include geo-location information
 - Spend money wisely

- » Learn about the customer
 - Influencing sources
 - Recommendations
 - Pre-entry Assessments



Multiple contacts for one lead

- » Timing is key: Health status, occupancy, care level
- » One lead, many influencers
 - Husband/wife
 - Children/parents
 - Other family members
- » Essential information management
 - Keep track of relationships and contacts
 - Collect preferences, personal details, amenities, etc.



Networking and Referral sources

- » Sources for new customers
 - Doctors: Recommendations
 - Hospitals: Admission (portals)
 - Nursing: Hospitals, doctors, ...
- » Manage partnerships and build a stakeholder network
- » CRM can serve as a tool to support Healthcare Relationship Management (HRM)



OPAS Sozial CRM-System

» OPAS Sozial CRM helps solving these challenges

- SQL-based client/server
- Modular licensing
- Multilingual user interface
- Integrated system

» Current Deployment

- 40+ installations
- Germany, United Kingdom
- Focus senior care, hospitals to be trialed

The screenshot displays the OPAS Sozial CRM software interface. The main window is titled "OPAS Datenbank - OPAS Sozial 3.0.0". The interface is divided into several sections:

- Navigationbereich:** A tree view on the left showing the system structure, including "Arbeitsplatz - Herr Toni Admin", "Vertrieb", "Klienten", "Seniorenzentrum OPAS", "Verwaltung", "Externe Daten und Sys", "Mobile Datenerfassung", "Software-Programme", "Datenreplikation", "Stammdaten", and "Zugriffsrechte".
- Marketing:** A central table displaying marketing actions. The table has columns for "Medium", "Code", "Planung", "Vorb. Beginn", "Vorb. Ende", "Durchführ.", "Abg.?", and "Bemerkung". The data is grouped into categories: "Branchenlebensprechbuch", "TV Spots", "Internet", and "Prospekte".
- Marketing-Aktion:** A detailed view of a selected marketing action, showing fields for "Marketingart", "Medium", "Code/Nummer", "Anfragen", "Zusagen", and "Abfragen". The description field contains the text "In allen Zern-Anzeigen schalten".
- Nächste Schritte:** A sidebar on the right showing "Assistenten" and "Auswertungen".

Medium	Code	Planung	Vorb. Beginn	Vorb. Ende	Durchführ.	Abg.?	Bemerkung
Branchenlebensprechbuch							
Das Örtliche PLZ-Kreis 2	00778866	04.08.2004					
Hannover	123456 / 005		23.11.2004	23.11.2004		<input type="checkbox"/>	
Hildesheim	1234		23.11.2004	23.11.2004		<input type="checkbox"/>	
TV Spots							
ZDF - WISO Sendung	653232	04.08.2004	04.08.2004	04.08.2004	04.10.2004	<input type="checkbox"/>	
Internet							
Internet Homepage			28.07.2004	28.07.2004		<input type="checkbox"/>	
Prospekte							
Flugblatt	4589		28.07.2004	28.07.2004		<input type="checkbox"/>	
Flugblatt 2	9856556					<input type="checkbox"/>	
Hauptprospekt	7896		28.07.2004	28.07.2004		<input type="checkbox"/>	

Requirements concerning the transfer business

- » We are looking for:
 - Business Partners
 - Licensees
 - New Sales Channels

- » We want to achieve:
 - R&D Cooperation
 - Licensing



Thank you

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