

Microsoft Dynamics CRM For Hospitals and Healthcare Organizations



Created for organizations that want to improve their sales and marketing communications, messaging and processes with doctors, physicians and other care providers in their community.



A highly customized version of Microsoft's wildly popular Customer Relationship Management application, built specifically for hospitals and healthcare organizations. This specialized system can be integrated with in-house systems if desired.

"Our CRM system helps us manage our relationships with our targeted group of family practice doctors so that everyone in our group knows what everyone else is doing. That way we can spot opportunities and build a strong community."

Nancy Iachini
CRM Administrator
Lehigh Valley Hospital System

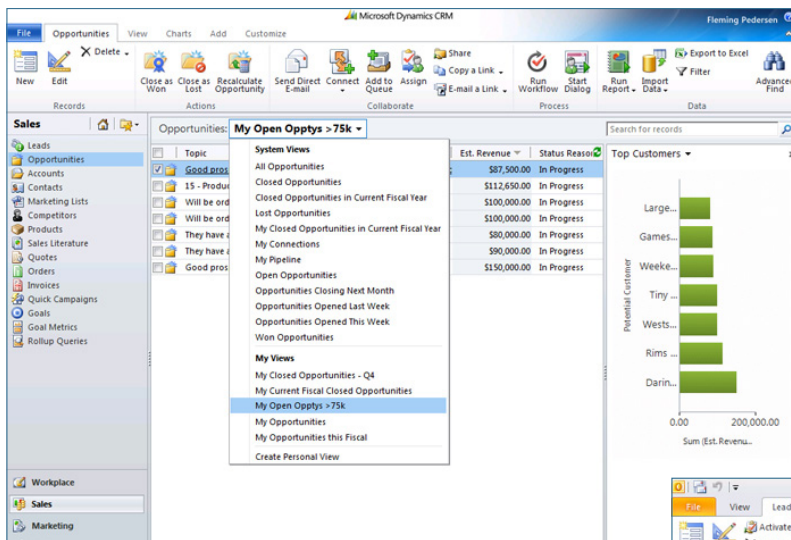


Over One Million Users and Counting



Microsoft Dynamics™ CRM

This is Microsoft's flagship Customer Relationship Management product. It can be delivered as a cloud based service or an on-premise solution. It's highly customizable and easy to use. The product integrates with Microsoft accounting (Dynamics GP, Solomon, etc) and collaboration technologies (Office, Sharepoint, etc). It is built into Outlook and can be used through a browser or mobile device. Dynamics CRM has more than a million users throughout the world and is a vital part of Microsoft's future growth plans. *More information can be found at www.microsoft.com/crm*



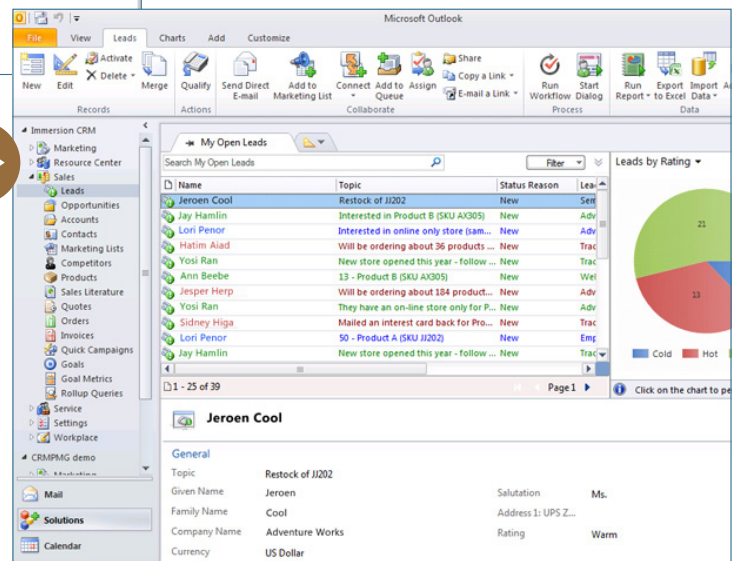
Manage Relationships Effectively

- Track all touchpoints with physician or liason offices.
- Enable more effective team communications.
- Create and monitor events and meetings.

Streamline Physician Account Management



- Track all activities and interactions for each contact and account.
- Identify influencers, constituents, allies and roadblocks for each account.
- Quickly identify, and stay on top of opportunities with embedded analytics.



5 Benefits of Microsoft Dynamics CRM

1. Microsoft Outlook, web and mobile based
2. Highly customizable
3. Supported by Microsoft and Certified Dynamics CRM Partners
4. Hosted or on-premise available (and you can switch between the two)
5. Deeply integrated with Microsoft applications and technologies



Why Choose Dynamics CRM for Hospitals and Healthcare Organizations

Microsoft Dynamics CRM for Hospitals and Healthcare Organizations is a highly customized, out of the box version of Dynamics CRM built specifically for hospitals and healthcare organizations that want to track their activities with outside physicians and healthcare providers.

Improve Your Relationships With Physicians

- Develop a physician contact database with specialization and areas of interest and availability (and report on referral activities)
- Document and track all touchpoints with physicians, including emails, phone calls and meetings with other personnel such as office managers and nurses
- Help resolve problems or issues and keep physician satisfaction levels high

Expand Your Presence In The Community

- Create educational events and sessions and track attendees
- Send mass emails and other communications on health related topics to your community
- Increase your social network involvement to spread advice and information to your followers

Pre Call Planner: Nissen, Teodoro P Visit by: Greendyk, Maria on: 10/10/2011 9:41 AM

Information

General Objectives - Outcome Documents SCC

Service Line Focus

Service Line (Prim) *

Service Line (2) Service Line (3)

Visit Details

Owner * Meeting Status

Call Date/Time * Scheduled / Drop In *

Calling On:

Individual:

Office Location:

Attendees:

Track details of visits to physician offices for future followups and communications.

Keep a history of all communications with physicians including events they've attended.

Contact: Kahn, David Lawrence - Microsoft Internet Explorer

Save and Close Send E-mail Follow Up Reports Run Workflow... Actions

Contact: Kahn, David Lawrence

Information

General Details Administration Documents

Name

First Name * Job Title

Last Name * E-mail

Middle Name Web Site

Salutation Suffix (Jr., Sr., II) Credentials (MD, DO, RN) Gender

Contact Type *

Notes:

Primary Location

Name:

Address

Address Type State FTE

Street 1 ZIP Code Business Phone

Street 2 County

City Address updated

Other Offices

New Office Locations Add Existing Office Locations Move Actions

All Location	Street 1	City	State	County	FTE	Phone	Address update
	Modesto Arts Medical Group	15 South Center	Modesto	CA	Standard		

1 of 1 selected. 14 of 1 Page 1 of 1

Phones

Mobile Phone Pager Fax

Physician Details

Primary Specialty Specialty (2) Specialty (3)

Date of Birth Open Practice? Retainer Practice?

Accepts Med/Cal? Medical updated: Retainer %

Accepts Medicare? Medicare updated:

Degree NPI No. Staff Member as of:

Staffer Representatives

Liaison (1) Liaison (2) Liaison (3)

DI Rep Rounding List? Physician Rank

Client Services Mgr SSN Status

Create a comprehensive database of profile information for your targeted audience, including their relationships with each other.

The Marks Group, P.C.

Helping Our Clients Do Things Quicker, Better & Wiser

The Marks Group, P.C. has developed this highly customized version of Microsoft Dynamics CRM for its clients in the hospital and healthcare industries. We are a ten person technology consulting firm that specializes in Customer Relationship Management. We hold all certifications in Microsoft Dynamics CRM and service more than five hundred throughout the country.

We provide training, customization, support, integration, reporting and workflow design services. More importantly, the Marks Group uses its specialized CRM expertise to enable our clients to get the most productivity from their systems.

Our clients include Sutter Health Systems, Susquehanna Health Systems, Lehigh Valley Hospital Health System and Temple University Health System.

Microsoft
CERTIFIED

Partner

*The Marks Group has been a
Microsoft Certified Partner for ten years*



*The Marks Group has held all
Dynamics CRM competencies since 2003*

“What Microsoft has done with Dynamics CRM has really proven to fit our needs well.”

John Moynihan CTO,
Specialists on Call, Inc

“The Marks Group used their expertise with Dynamics CRM to enable us to greatly expand our reach into the Bay Area community and develop stronger relationships with doctors and other healthcare providers in the area.”

Kim Marzullo, Director,
Physician Marketing & Liaison Program
Sutter Health



If you would like a personalized demonstration of Microsoft Dynamics CRM for Hospitals and Healthcare Organizations please contact Gene Marks directly at gene@marksgroup.net or 888-224-0649 x801.