



Leading Telemedicine Company Replaces CRM, Streamlining Service Delivery and Improving Productivity and Overall Patient Care

Organization

Specialists on Call (SOC) is an accredited provider of emergency telemedicine consultations dedicated to solving the national specialty physician shortage. Their clinical telemedicine services provide innovative, cost-effective answers for hospitals nationwide seeking immediate 24/7/365 access to experienced, board certified specialists.

In partnership with hospitals and affiliated physicians, SOC's world-class specialists provide emergency consultations on demand—at a patients' most critical times of need—through state-of-the-art, secure technology.

Challenge

As one of the country's leading neurology practices and largest providers of emergency telemedicine (virtualized medicine), SOC partners with hospitals to provide on-call services to patients who need care across the country. As the demand for SOC's services was continuing to grow, they needed a scalable CRM solution that would help streamline overall service delivery to patients and hospitals, increase productivity of its staff and physicians, as well as support its sales and marketing teams. Prior to implementing Microsoft Dynamics CRM online, SOC was performing consultations on paper templates and manually faxing them to client hospitals. While this provided a consistent approach, it did not allow for database capture, data mining, collaboration, centralized control and ultimately, scalability. In addition, they needed a CRM that offered greater scalability and was more user-friendly than their previous CRM solution, Salesforce.com.

Overall, SOC needed a CRM solution that would provide:

- A single data source and cost-effective platform to support growth
- An integrated and user-friendly solution for all staff
- Clinical consistency and the ability to streamline and support various work processes
- Improved sales and marketing capabilities
- Enhanced customer and patient service capabilities by leveraging intelligent real-time data
- Remote access from anywhere, anytime due to a decentralized staff

Solution

SOC initially looked at both EMR (Electronic Medical Records) platforms as well as CRM applications. "Quickly, we found that strict EMR platforms were limiting for our business model. While EMRs were perfect for specific clinical delivery, being a non-traditional specialty practice, it introduced challenges that could not easily resolve," said Chris Treptow, Senior Systems Manager at SOC. Relying heavily on workflows for service delivery, SOC started evaluating CRM solutions that offered strong customization capabilities.

After reviewing several CRM applications, SOC decided to move off of Salesforce.com and chose Microsoft Dynamics CRM online for many reasons including the ability to easily customize workflows and data elements without coding; the ability to code inside the environment for a more customizable user experience; strong scalability of the system as well as the familiar look and feel to other Microsoft applications.

CHALLENGE

As one of the country's leading neurology practices and largest providers of emergency telemedicine (virtualized medicine), demand for Specialists On Call services was continuing to grow and they needed a scalable CRM solution that would help streamline overall service delivery to patients and hospitals, increase productivity of its staff and physicians, as well as support its sales and marketing teams.

SOLUTION

After reviewing several CRM applications, SOC decided to move off of Salesforce.com and chose Microsoft Dynamics CRM online.

BENEFITS

- A single data source and cost-effective platform to support growth
- An integrated and user-friendly solution for all staff
- Clinical consistency and the ability to streamline and support various work processes
- Ability to triple the number of patients that they care for
- Improved sales and marketing capabilities
- Enhanced customer and patient service capabilities by leveraging intelligent real-time data
- Ability to access CRM from anywhere, anytime due to a decentralized staff

Key Benefits

Microsoft Dynamics CRM has given SOC a true platform for scalability and growth. From a service delivery perspective, it has allowed them to automate their patient consultation process, increasing physician productivity as well as streamline patient care. "Before CRM, we had a very manual process for patient consultations that involved taking written notes and faxing to them to the hospital. With CRM, we've eliminated those steps and have automated the entire patient consultation process, increasing physician productivity and responsiveness as well as overall patient care," he added. "Since we've implemented CRM, we've been able to triple the number of patients that we've been able to care for."

SOC now has multiple specialties built out in CRM. "The common platform has allowed not only for our individual specialty practices to collaborate, but has allowed for "cross specialty" collaboration which not only improves internal relations, but more importantly provides a better experience with our hospitals having multiple specialty coverage from SOC and ultimately better patient care," he said.

As the company continues to expand into new markets, the new CRM solution has allowed the sales, marketing and service delivery teams to access a centralized database of information. "With the help of PowerObjects, we now have an integrated solution that our clinical, sales, service and operational teams can access to retrieve and share information quickly and easily," he added. From a sales perspective the company now has the ability to view contact data in real-time, track sales from start to finish, and get the reports they need to better understand sales trends. "With the workflows in place, it's made us much more effective in our sales and marketing efforts and has allowed us to view the information we need through intuitive dashboards allowing us to quickly analyze account status and make adjustments as needed. It's been huge time-saver for us." Before CRM, the marketing team wasn't able to efficiently execute targeted mailing and emailing campaigns. "Now we can quickly build marketing lists, execute multi-touch campaigns and track the results in real-time."

Overall, with Microsoft Dynamic CRM's flexible architecture, ease of use and PowerObject's ability to bring it all together, has allowed SOC to streamline operations and build a strong foundation for continued growth. "Working with PowerObjects has been a lifesaver. Their level of professionalism, CRM expertise and ability to meet our tight deadlines has far exceeded our expectations," he added.

About PowerObjects

Established in 1993, PowerObjects is one of a handful of organizations recognized as a leader in delivering Microsoft Dynamics CRM/xRM solutions to customers. As a Microsoft Partner Gold Certified in the CRM competency, 2011 Microsoft Dynamics Inner Circle recipient, and Microsoft President's Club member (2009-2011), PowerObjects has an impressive and rapidly growing list of customers benefiting from Microsoft CRM/xRM. PowerObjects fully embraces the power of customer choice and offers hosted, on-premise and online CRM deployment options.

Headquartered in Minneapolis with offices in Dallas, Columbus, and St. Louis, PowerObjects provides CRM solutions to businesses and non-profit organizations in multiple industries including healthcare, life sciences, insurance, financial services, publishing, distribution, manufacturing and professional services. For more information, visit www.powerobjects.com or call 612-339-3355.



Microsoft Partner

Gold Customer Relationship Management
Silver Customer Relationship Management

2011 INNERCIRCLE
for Microsoft Dynamics

"Working with PowerObjects has been a lifesaver. Their level of professionalism, CRM expertise and ability to meet our tight deadlines has far exceeded our expectations."

"Since CRM, we've automated the entire patient consultation process, increasing physician productivity and responsiveness as well as overall patient care. We've been able to triple the number of patients that we've been able to care for."

*Chris Treptow
Senior Systems Manager
Specialists on Call*

POWEROBJECTS

Minneapolis • Columbus

Dallas • St. Louis

612-339-3355
866-770-3353