

AWARDS +  
RECOGNITION

**2016**  
Microsoft Modern  
Marketer Partner of  
the Year

**2015**  
Microsoft Dynamics  
Cloud CRM Partner of  
the Year

**2014**  
Microsoft Dynamics  
CRM Partner of the  
Year Finalist

**2012, 2013**  
Microsoft Dynamics  
CRM Partner of the  
Year

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**2011 - 2015**  
Inner Circle for  
Microsoft Dynamics

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**2009 - 2015**  
President's Club for  
Microsoft Dynamics

# Total Care Management by PowerObjects

Managing complex healthcare relationships to streamline engagement for healthcare providers.

## What is Total Care Management?

Total Care Management is an engagement model for how support teams can engage and manage "customer" relationships across the complex combination of hospital systems—including multiple EMRs, locations, specialties and operating units. Total Care Management is deployed on Microsoft Dynamics 365 and Unified Service Desk (USD).

## Why say "customers" and not, say, patients?

We use the term "customer" because each individual has multiple personas when interacting with a health system. Although a customer might be a patient, he may also be a physician, group administrator, vendor, or government official. Total Care Management facilitates a consistent customer interaction regardless of their persona.

## What are the common Total Care Management features?

Total Care Management focuses on streamlining business processes outside of the core clinical work. These include referral management, cross-specialty scheduling, patient onboarding, concierge services, executive health management, wellness services, complaint management and patient outreach.

## Isn't this redundant to EMR systems?

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## ABOUT POWEROBJECTS

Established in 1993, PowerObjects is one of a handful of organizations recognized as a leader in delivering Microsoft Dynamics 365 solutions to customers. PowerObjects fully embraces the power of customer choice and offers hosted, on-premise and online CRM deployment options.

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.

# Total Care Management

## Examples & Use Cases

### Executive Health

Executive health programs often provide multiple touch points for a new customer. Programs may offer travel coordination, welcome receptions, and complete physicals, but may also add non-clinical appointments such as wellness classes or meetings with a nutritionist. Total Care Management supports these activities by tracking all related activity as well as providing access to EMR's to schedule clinical appointments.

### Referral Management

Total Care Management can track inbound patient referrals and the associated business processes required to accept and onboard new patients. Business processes include physician approval workflows, coordinating available beds and arrival times, and verifying financial readiness as well as tracking referral sources for analytical purposes.

### Concierge Services

Concierge services provide an extended level of support for patients. Total Care Management provides a mechanism to track each patient request and provide the Concierge Agent an efficient mechanism to complete the request.

### Patient Outreach

Total Care Management provides mechanisms to outreach to future or current patients through direct marketing programs and event registration and management.