Turning physician satisfaction into physician loyalty
Physician Relationship Management (PRM) for Microsoft Dynamics CRM gives your staff a central place to gather information about departments, groups, and contacts; log and analyze business development activities to determine which outreach activities produce the best results. With PRM you can track issues and follow-up on physician requests; monitor physician referrals and payer mix to identify important trends and opportunities.

Use PRM to organize events, track invitations, attendees, speakers and expenses. You can also gather feedback and notify attendees of upcoming events.

Physician Recruiters can use PRM to track opportunities, candidates and expenses; manage site visits, offers and onboarding activities. Plus, “Time-to-fill” and “Cost-to-fill” reports by candidate, department or by specialty are available on demand.

**Technology at work for you**

*Turning physician satisfaction into physician loyalty*

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**FLEXIBLE**

*It was very easy to deploy and to get our users up and running. It's very flexible so we can easily make small tweaks to it as our needs change.*
CONTACT & ACTIVITY MANAGEMENT

PRM provides a secure location to share information about groups, contacts and candidates; log office visits and other outreach activities, manage follow-up actions and provide management analysis to identify those business development activities that are having the desired results.

ISSUE TRACKING

Quickly capture physician issues, notify the appropriate personnel and monitor follow-up activities to confirm issues are resolved on a timely basis. Management reports and dashboards provide up to date information on trending issues and help monitor the effectiveness of quality improvement initiatives. Powerful workflow processes minimize data entry and insure that documented procedures are followed.

PHYSICIAN RECRUITING

Track opportunities, expenses, candidates, interviews, site visits, offers and onboarding processes. View management reports on “Time-to-fill” and “Cost-to-fill” various positions.

PHYSICIAN REFERRAL TRACKING

Who are our top/bottom referring physicians to a given specialty? What is the payer mix from a particular physician? Which physicians have seen a sustained decline in their referral volume? Who are the top referrers to one of our given docs?

PRM can receive referral data from your hospital information system and display it within the physicians contact record within CRM.

MARKET & SPLITTER ANALYSIS

Analyze splitter behavior of your referring docs; Identify the facilities used by providers; See their influence network and develop strategies to encourage primary care physicians to refer patients to specialists that are friendly to your hospital. (*Market data is purchased separately).
Keeping up with change

Turning physician satisfaction into physician loyalty

CHANGE IS INEVITABLE

Employers, health plans, providers, consumers and government are constantly reshaping the healthcare market. To keep up with these changes, you must have a CRM/PRM solution that changes as quickly as your needs change.

When evaluating CRM/PRM solutions, it is important to understand how a vendor deals with future changes. For most vendors, such changes are quoted separately and cost extra. This means that the only way to get needed changes is to wait for next year’s budget and hope the cost is approved. That is unless you are a PRM client.

PRM’s unique subscription model eliminates year 1 start up costs and lets you request changes at any time. Whether you need to track new information, create a new report/dashboard or train a new staff member, just contact our help desk and we will take care of your request quickly and at no additional cost.

ARE YOU COVERED?

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<thead>
<tr>
<th>What is included in your price?</th>
<th>PRM</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Licenses?</td>
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<td></td>
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<td>Ongoing maintenance &amp; updates?</td>
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<td>Loading our contact data?</td>
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<td>Integrating physician referral data?</td>
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<td>Future End User Training?</td>
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<td>Customizing system to our needs?</td>
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<td>Future changes &amp; customizations?</td>
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<tr>
<td>Future reports &amp; dashboards?</td>
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FIT

This is a program that is ready to go for us! Other programs had nice features but PRM has it all.

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