

# ADVISICON CONTACT MANAGEMENT SOLUTION CASE STUDY



## Department of National Center for Rehabilitative Auditory Research (NCRAR)

The United States has the most comprehensive system of assistance for veterans of any nation in the world. This benefits system traces its roots back to 1636, when the Pilgrims of Plymouth Colony were at war with the Pequot Indians. The Pilgrims passed a law which stated that disabled soldiers would be supported by the colony.

These words, spoken by Abraham Lincoln during his Second Inaugural Address, reflect the philosophy and principles that guide VA in everything.

***"To care for him who shall have borne the battle and for his widow and his orphan."***

The VA focuses on serving the US Veterans and their families, including the following:

- Restore the capability of veterans with disabilities to the greatest extent possible and improve the quality of their lives and that of their families
- Ensure a smooth transition for veterans from active military service to civilian life.
- Honor and serve veterans in life and memorialize them in death for their sacrifices on behalf of the Nation
- Contribute to the public health, emergency management, socioeconomic well-being, and history of the Nation

VA health care facilities provide a broad spectrum of medical, surgical, and rehabilitative care. The responsibilities and benefits programs of the Veterans Administration has grown exponentially during the following six decades. The VA health care system has grown from 54 hospitals in 1930, to include:

171 medical centers

More than 350 outpatient, community, and outreach clinics

126 nursing home care units

35 domiciliaries

## Business Situation

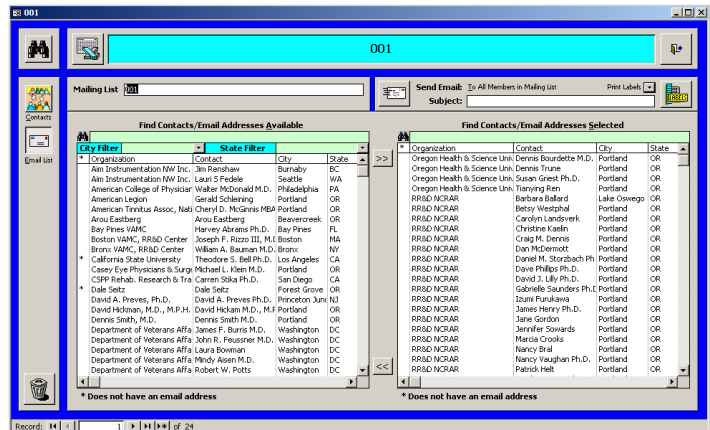
NCRAR worked with many different stakeholders, medical associations and sponsors. All of these were tracked manually and daily, weekly and monthly communication was all done through manual reporting, printing, and mailing. NCRAR needed



to maximize its limited staff's ability to work in different functions while cutting down the costs associated with managing their customer relations and marketing efforts.

## Key Pain Points

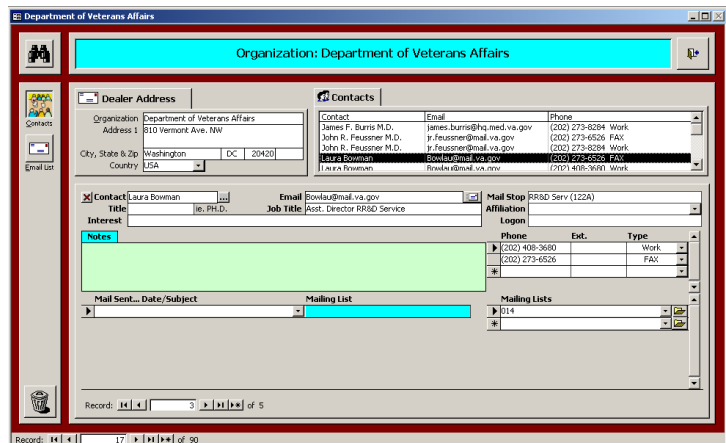
- No centralized or electronically-stored client and customer contact information data base
- Completely manual, time-intensive process for communicating and updating key stakeholders within the US of events and key activities
- System needed to integrate with current workflow and business customer and association activities



## Solution Delivered

Advisicon evaluated the business needs and created a solution that replaced most of the manual work processes with an electronic tracking and auditing Customer Relationship Management (CRM) system including the following:

- Stakeholder Analysis & Requirements Map
- Customized and configured the new system to automate current staff manual processes and reporting activities
- Documented and trained internal staff to support and run the tool solution
- Established user-based securities and permissions to limit access and functionality to role-based use



## Benefits Delivered

Benefits VA (NCRAR) received by implementing this solution through Advisicon:

- Reduced time in managing and tracking and communicating key activities and events
- Increased resource productivity in working with associations and medical communities
- Provided dashboard input and report-generating solutions for point and click interface
- Ability to drill-down into customer and association contact information
- Automated Electronic E-mail and Report Generation from Manual Print and Mail Method

- Single to Multiple User Interface for Marketing, Printing & Managing Incoming and Outgoing Communication.
- Provided 'Saved Scenario Reporting' for Memorized Criteria that was user Specific

### **Software / Services Delivered**

- Technical Project Management
- Microsoft® Access Reporting & Database Solutions
- Microsoft® Excel Portfolio Reporting

### **Key Audiences**

- Department Director and Senior Staff
- Research Staff
- Office & Administrative Staff
- Core Medical Groups & Associations