**Contents**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | **Page No.** |
|  | *Abstract* | | | *i* |
|  | *List of Figures* | | | *ii* |
|  | *List of Tables* | | | *ii* |
|  |  | | |  |
| 1 | Introduction | | | 1 |
| 2 | Literature Review | | | 3 |
| 3 | Problem Definition | | | 7 |
| 4 | Objectives | | | 9 |
| 5 | Proposed method | | | 11 |
|  | 5.1 | Transforming Healthcare with Salesforce CRM: Boosting Efficiency, Personalization, and Patient Care | | 11 |
|  | 5.2 | Implementing Salesforce CRM in Hospitals | | 12 |
|  | 5.3 | Enhancing Patient Care through Salesforce CRM | | 14 |
|  | 5.4 | Operational Efficiency of Hospitals using Salesforce CRM | | 15 |
|  | 5.5 | Data Management in Hospitals with Salesforce CRM | | 16 |
|  | 5.6 | Case Studies of Successful Salesforce CRM Implementations in Hospitals | | 17 |
|  | 5.7 | Cost-Benefit Analysis of Salesforce CRM in Healthcare | | 19 |
|  | 5.8 | Leveraging a Salesforce-Based Patient Relationship Management System for Enhanced Healthcare Delivery | | 19 |
|  | 5.9 | Future Prospects of Salesforce CRM in Hospital Management | | 21 |
|  | 5.10 | Bridging the Data Gap and Empowering Patients: A Salesforce-Based Approach to Enhanced Healthcare Delivery | | 21 |
| 6 | Quicklink Health: Project | | | 25 |
|  | 6.1 | Object Structure | | 24 |
|  |  | 6.1.1  6.1.2 | Appointment Fields | 27 |
|  |  | Contact Fields | 29 |
|  |  | 6.1.3 | Hospital Fields | 31 |
|  |  | 6.1.4 | Prescription Fields | 32 |
|  |  | 6.1.5 | Consultation Fields | 36 |
|  |  | 6.1.6 | Medication Fields | 37 |
|  |  | 6.1.7 | Med Labs Fields | 38 |
|  |  | 6.1.8 | Patient History Fields | 40 |
| 7 | Code Snippet | | | 41 |
|  | 7.1 | Appointment Trigger | | 41 |
|  | 7.2 | Prescription Controller | | 42 |
|  | 7.3 | Invoice Controller | | 44 |
|  | 7.4 | Batch Class for Appointment Rescheduling | | 46 |
| 8 | Conclusion | | | 47 |
| 9 | References | | | 49 |