

ENNU HUBSPOT OBJECTS - QUICK REFERENCE LIST

Total Objects: 29

Total Properties: 267+

ENHANCED STANDARD OBJECTS (19 Objects)

Core CRM Objects

1. **Contact** - Comprehensive Patient Management Hub (153 healthcare-specific properties)
2. **Deal** - Healthcare Service & Revenue Management
3. **Ticket** - Patient Support & Clinical Coordination
4. **Company** - Corporate Wellness & B2B Healthcare Management

Commerce Objects (6 Objects)

1. **Product** - Healthcare Service Catalog Management
2. **Order** - Transaction Management
3. **Cart** - Shopping Cart Management
4. **Commerce Payment** - Payment Processing
5. **Invoice** - Billing Management
6. **Subscription** - Membership & Recurring Service Management

Marketing & Communication Objects (4 Objects)

1. **Email** - Email Communication Tracking
2. **Marketing Event** - Event Management
3. **Campaign** - Marketing Campaign Management
4. **Social Media** - Social Media Management

Content & Knowledge Objects (3 Objects)

1. **Knowledge Article** - Patient Education Content
2. **Blog Post** - Content Marketing

3. Landing Page - Conversion Optimization

Analytics & Reporting Objects (2 Objects)

1. **Report** - Business Intelligence
 2. **Dashboard** - Performance Monitoring
-

CUSTOM OBJECTS (10 Objects)

Clinical Data Management (4 Objects)

1. **Lab Results** - Comprehensive Laboratory Data Management
2. **Measurement History** - Biomarker Tracking (62 biomarkers with gender-specific ranges)
3. **Health Scores** - Advanced Analytics & Patient Engagement
4. **Clinical Triggers** - Automated Patient Safety System

Care Coordination (3 Objects)

1. **Treatment Plans** - Comprehensive Care Coordination
2. **Medication Management** - Prescription Tracking & Safety
3. **Telehealth Sessions** - Virtual Care Excellence

Operational Management (2 Objects)

1. **Staff Management** - Provider Coordination Excellence
2. **Package Credits** - Service Utilization Management

Patient Acquisition (1 Object)

1. **Assessment Results** - Intelligent Lead Qualification
-

OBJECT RELATIONSHIP SUMMARY

Primary Hub: Contact Object (Patient-centric model)

Key Relationships:

- Contact → Lab Results (1:Many)
- Contact → Measurement History (1:Many)
- Contact → Health Scores (1:Many)

- Contact → Treatment Plans (1:Many)
- Contact → Telehealth Sessions (1:Many)
- Contact → Assessment Results (1:Many)
- Lab Results → Health Scores (Many:1)
- Treatment Plans → Medication Management (1:Many)
- Deal → Package Credits (1:Many)

Integration Points:

- Open Medical EHR
 - WordPress/WooCommerce
 - MINDBODY
 - Google Workspace
 - Zoom Healthcare
 - Communication Platforms
-

IMPLEMENTATION PRIORITY

Phase 1 (Critical for Monday Launch):

- Contact Object (50 essential properties)
- Assessment Results Object
- Deal Object (basic configuration)
- Package Credits Object

Phase 2 (Week 1-2):

- Lab Results Object
- Health Scores Object
- Telehealth Sessions Object
- Staff Management Object

Phase 3 (Week 3-4):

- Measurement History Object (full 62 biomarkers)
- Clinical Triggers Object
- Treatment Plans Object
- Medication Management Object

Phase 4 (Ongoing Enhancement):

- All remaining standard objects
- Advanced automation workflows
- Comprehensive reporting suite