Case Study – Mount Alvernia Hospital

Objectives:
- Centralize valuable patient information on a shared platform accessible by all user departments
- Enable the provision of better service through knowledge of patient history, interactions, and needs
- Effect and track targeted marketing campaigns and loyalty programs based on selected customer profile and preferences
- Collection of patient data for reporting and analysis

Solution
- Patient, Doctor, Agent and Member Profiling
- Campaigns and Loyalty Programs Management
- Multi-channel Marketing Campaign and Loyalty Program Management (Email, SMS, Web, Social Media)
- Event Management and Tracking (Maternity Tours, Health Events etc.)
- Patient Service & Support (Activities, Interaction and Feedback Management)
- Call-center Implementation for Patient Assistance
- Integration with back-end hospital system for patient transactions and materialization information
- Tracking Health Screening Packages and Corporate Contracts etc.
- Management Reports and Analytics

Results
- Increased visibility into patient information for targeted marketing and customer service
- Increased efficiency and optimization of customer service team by promoting self-service for tour bookings, event registrations by integrating with MAH website.
- Better collaboration among various teams and improved data sharing
- Real-time visibility into marketing campaign performance and analysis, customer service levels etc.