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THE GEMINI[®]
Inspiring Innovations

HEALTHCARE

CUSTOMER RELATIONSHIP
MANAGEMENT SYSTEM

Build meaningful and lasting



WELCOME TO
THE
GEMINI

ABOUT THE GEMINI



Headquartered in Ahmedabad, India, [The Gemini](#) is a leading Global Enterprise Software Provider with a reputation for Innovative Products and Outstanding Services. The company provides enterprise software solutions to multiple verticals, including Healthcare, Education, Corporate Houses, Public sector and more. Our experienced staff of professionals has worked with a wide array of platforms , languages, and tools in the course of our various projects



WHY - THE GEMINI ?

- ✓ Global Presence.
- ✓ State-of-the-art infrastructure.
- ✓ Proven offshore outsourcing model.
- ✓ Multi-cultural & Multi-location understanding
- ✓ Quick turnaround time.
- ✓ Consistent growth & performance.
- ✓ Localize existing software for use in other countries & markets
- ✓ Domain knowledge. Easy access to the team in India.
- ✓ Flexible to work with the needs of the client.
- ✓ High-quality and cost-effective services
- ✓ Diverse teams of highly qualified IT Professionals
- ✓ Latest software and technologies
- ✓ One-stop-shop for all IT needs
- ✓ Proven infrastructure to provide 24x7 supports globally.

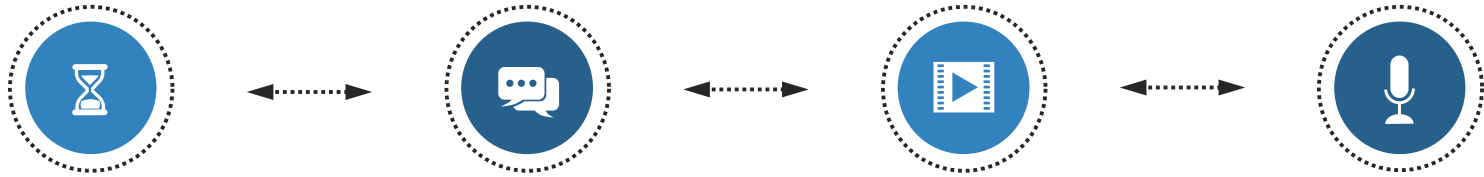




HEALTHCARE MARKETING IS CHANGING

- + Hospitals are very competitive.
- + Hospitals are moving from mass advertising to targeted direct marketing
- + Different offers, creative and techniques are used in direct mail to attract prospects to the facility.
- + Hospitals are developing “customer outreach” databases and are using traditional direct marketing techniques.

HEALTHCARE CRM MARKET: KEY TRENDS



The global market for CRM is expected to grow at a steady rate over the forecast period owing to the rising demand for automation for the purpose of documentation and the need for a single platform for information exchange. The adoption of healthcare CRM is likely to be triggered by the advancements in technology in the field of Information Technology and communication. The growing demand from patients in order to acquire early treatment through means such as disease monitoring systems, mobile monitoring, and home care is expected to bode well for the growth of the market over the coming years. Healthcare CRM also caters to several requirements of both patients and service provider such as collaborative services, chronic disease management, predictive services, database construction, communication services, and management and coordination.

KEY HOSPITAL NEEDS

Analyze sales activities to
improve overall Sales
Effectiveness

Visibility of Mktg. Efforts
(CMEs, OPDs, Camps) and
their Effectiveness

Effective patient
segmentation for
focused campaigns

Chronic Disease
Management

Timely response and
follow ups for
international prospects

Improved Post
Discharge Follow-Ups

Efficient call centre
operations

Single consolidated view
of Patients, Doctors &
Corporates from
disparate data sources

Automate/Remove
NVAs to improve overall
process efficiency

WHAT IS CRM ?

The Gemini CRM is an integrated approach that uses today's technology to collate information from all diverse channels- sales, marketing, customer care, field service.

A healthcare CRM is a customer relationship management system designed specifically for use by healthcare organizations. The Gemini Healthcare CRMs weave together multiple sources of data (consumer and patient demographics, psychographics, social, behavioral, clinical, financial, website, call center, provider credentialing, etc.) to provide a comprehensive view into patient habits and activities. The primary goal of a The Gemini healthcare CRM system is to engage, acquire, and retain patients.



WHY CRM FOR HEALTHCARE

Till recently, doctors would not pay much heed to either marketers or marketing, but not anymore, especially after the advent of customer relationship management or CRM solutions for healthcare, which assimilates operational processes and improves customer relations for maximized efficiency. With an ever increasing number of patients and their growing personal and confidential information, records and referrals, healthcare providers have a lot to handle and organize in order to succeed. This valuable data is critical to provide good customer care and helps in maintaining fruitful connection with them. The Gemini Healthcare CRM system not just collaborates and collates all the customer information for efficient patient management, it also automates processes and streamlines inter-departmental functioning, thus justifying company's investment in a CRM software.



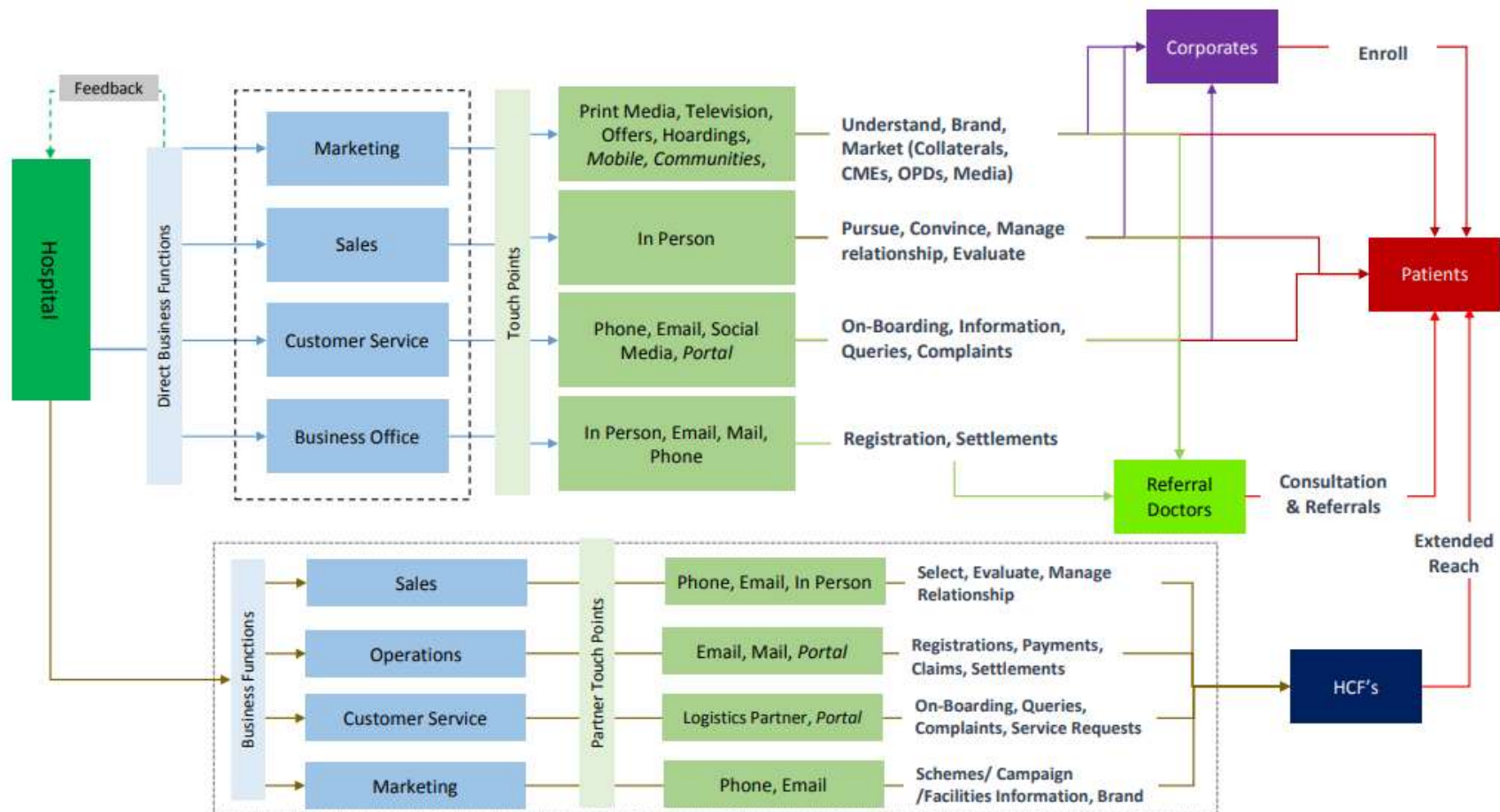
WHY CRM FOR HEALTHCARE



- All-round profiling of prospective and current patients
- Outcome-focused management of referring providers
- Facilitation of pre- and post-treatment communication with patients
- Measurable patient experience
- Web content personalization based on website-CRM-EHR interaction
- Email marketing automation



CRM as an enabler



HEALTHCARE CRM FUNCTIONALITIES



HealthCare CRM Functionalities (1/5)

Referral Sales Management

Territory and Sales
Hierarchy Definition

GP Coverage

Sales Goals and KPI
Definition

GP Lead
Management

GP Profiling and
Categorization

Analysis For Tour
Plan Creation

Tour Plan Creation

Tour Plan Approval

Visits Update

Referral Patient
Tagging Process

Referral Revenue
Trend Analysis

Sales Performance
Analysis

HealthCare CRM Functionalities (2/5)

International Sales Management

HCF Empanelment
Process

Query Capture
from Multiple
Sources

Lead Management

Qualification of
Leads to
Opportunities

Associating
International
Patients with HCFs

Getting Medical
Records from
Patient

Gathering Other
Services
Requirements

Communication
with Internal
Doctors and
Quote Creation

Follow Ups with
Patients

Patient Arrival
Management

Post Discharge
Patient Care and
Reminders

International Sales
Performance
Analysis

HealthCare CRM Functionalities (3/5)

Corporate Sales Management

Corporate
Categorization –
PSUs, TPAs,
Institutions

Territory, Sales
Hierarchy and Goals
Definition

Corporate Lead and
Opportunity
Management

Corporate Profiling
and Categorization

Corporate Key
Contacts
Management

Service of Charge
(Packages)
Definition

Price List
Association

Quote Creation and
Revision

Corporate SOC
Renewal Process

Associating TAT
with each
Corporates

Corporate Revenue
Trend Analysis

Sales Performance
Analysis

HealthCare CRM Functionalities (4/5)

Marketing Programs Management

Marketing
Budgeting, Planning
and Categorization

Media Planning and
Collateral
Management

CMEs, OPDs,
Events, Camps,
Digital Campaigns

Segmentation of –
Patients /
Corporates /
Doctors / GPs

Program Objective
Definition and
Creation

Program Activity
Distribution

Programs
Communication –
bulk Email / SMS

Digital Asset
Management

Programs
Outsourced-Vendor
Tracking

Program Execution

Program's ROI
Analysis

Program
Performance
Report

HealthCare CRM Functionalities (5/5)

Patient Care and Services

Patient Care at
Multiple Sources –
Contact Center,
Social, Feedback

Knowledge Base
Articles

Agents' Call Scripts

Call Categorization

SLA / TAT Definition

Agents'
Performance
Analysis

Acknowledgment
of Posts in Social
Media

Sentiment Analysis

Response within
defined TAT

Patient Feedback
During Stay and
Post Discharge

Personalized
Reminders to
Chronic Disease
Patients

Vaccination
Reminders to
Patients

FEATURES

1

Manage customer contact information

2

Manage sales pipeline or territory results

3

Provide access to customer data for salespeople

4

Provide data for coaching by sales managers

5

Improve handling of leads and prospects

6

Automate reports for salespeople and management

7

Provide data for management decisions

8

Execute marketing programs through salespeople

9

Optimize product mix sold to customers

10

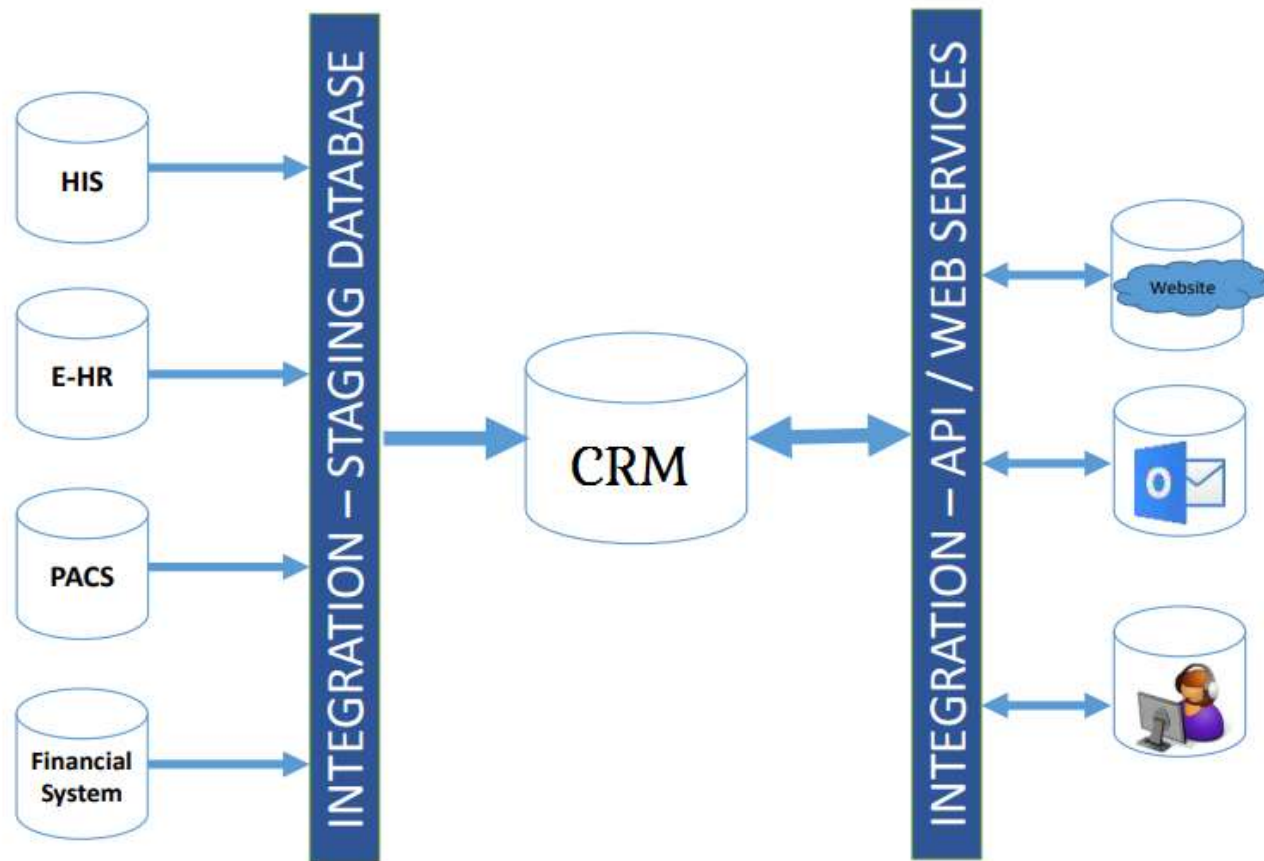
Improve accuracy of sales forecasts

PRODUCT FEATURES

- + Centralized Multi City Appointments
- + Lead Management (Boost leads conversion)
- + Cloud Telephony Integration
- + Patient Data Management
- + Electronic Medical Record (EMR)
- + Billing (Advanced)
- + Pharmacy & Inventory (Multi-location)
- + Prescription Templates
- + Consultant Association Network
- + MultiClinic Support & SaaS Based
- + High End Security control on Data
- + Medical Equipment Management
- + Referral Management
- + Real Time Analytics
- + Comprehensive Reports
- + Loyalty Program
- + Patient Membership Management
- + Mobile Application
- + Post Treatment Connect
- + Leave Management
- + Track Expenses

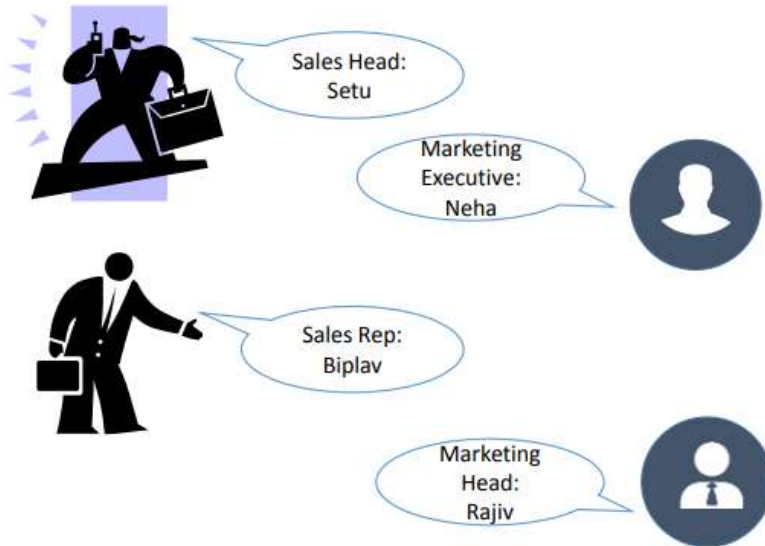


HealthCare CRM Integrated with Auxiliary Systems

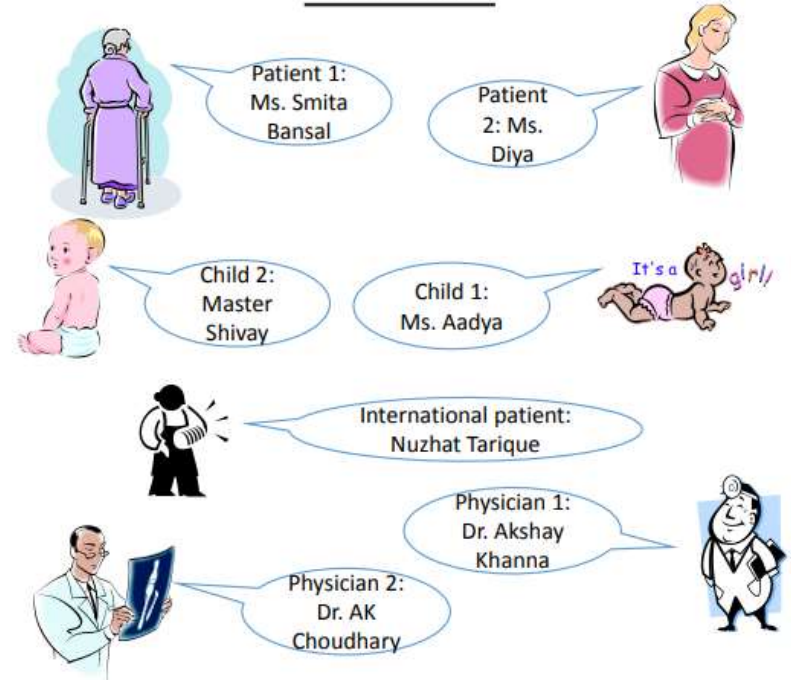


Major Actors

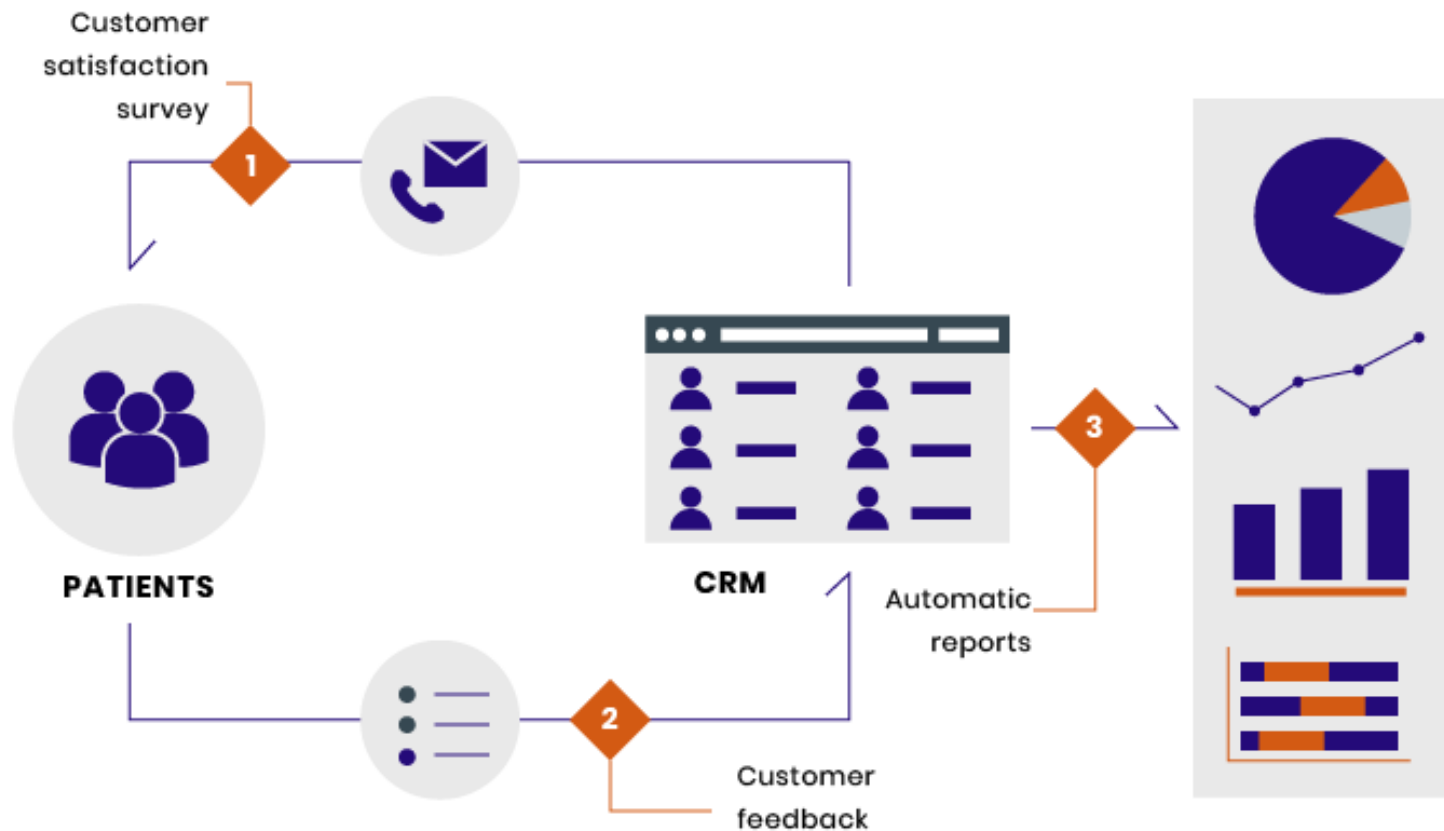
Internal



External



How a healthcare CRM provides insights on your patients



BENEFITS OF USING THE GEMINI CRM



INCREASED REVENUE

- Improve Customer Retention
- Attract New Customers
- Up Sell - Cross Sell

DECREASED COSTS

- Automate Tasks
- Improve Campaign Efficiency
- Improve Forecast Accuracy and Timeliness

INTANGIBLES

- Increase Customer Satisfaction
- Improve Product and Pricing Models
- Increase Knowledge Retention
- Differentiate yourself in the Marketplace
- Increase your Understanding of your Customers

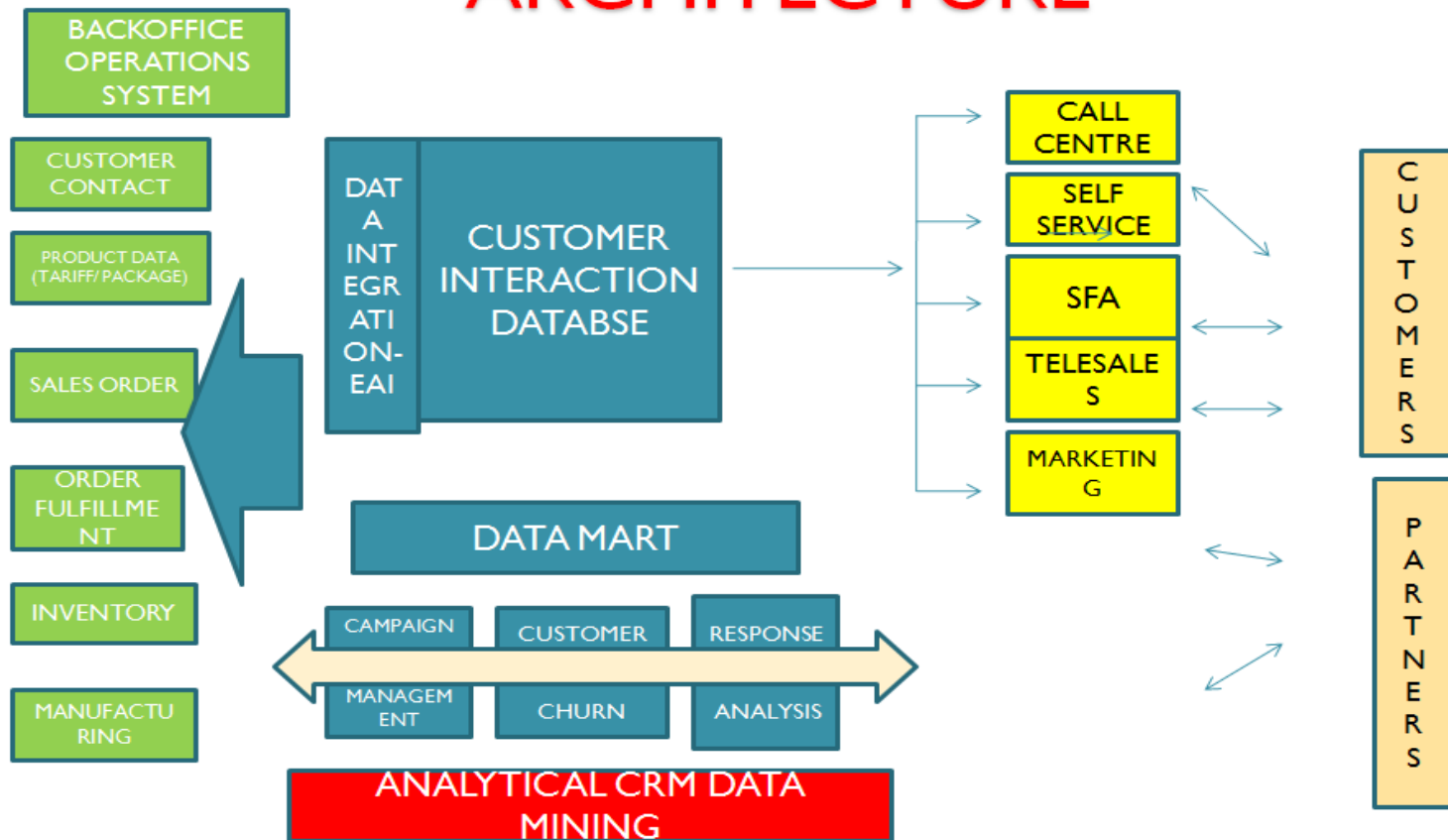
CRM PROCESS



- First map your hospital processes - from entry of patient in the hospital to final discharge from the hospital
- Integrate it in the existing operational systems
- Build a functional and technical team- a cross functional team with vertical industry knowledge, it skills and project management capabilities
- Business intelligence out of these data
- Data collection/ data transformation
- Data storage
- Presentation after analysis



CUSTOMER APPLICATION ARCHITECTURE



HOW WE HELP ?



- **FULL-CYCLE COMPETENCIES:** We start with CRM consulting and a free proof-of-concept to align your expectations and requirements. We then take you through the project stages, from Business Analysis to Maintenance, with minimum efforts on your side.
- **MULTI-PLATFORM CRM:** We have the resources and expertise to deliver healthcare CRM solutions across desktop, web and mobile platforms, including cloud-based options.
- **INTEGRATION:** We integrate CRM solutions with existing enterprise-level systems such as EHR and patient support facilities (online appointment booking, patient portals, live chat, call center).



At The Gemini, we work up and customize CRM systems with the following operating procedures:



PATIENT DATABASE helps to gain and retain all the client-, patient- and employee-oriented information and keep it in common access for more essential and well-coordinated client approach.



CONTACT MANAGEMENT SERVICE is an excellent system for storing the contacts.



CONTACT APPOINTMENT PLANNER fixates the time and place of various medical procedures for all the patients and assists to plan further examinations and tests.



TARIFF MANAGEMENT SYSTEM allows to operate and modulate the cost of medical services.

BILLING SYSTEM helps to manage the expenses and presents the patients with the bills.

At The Gemini, we work up and customize CRM systems with the following operating procedures:



ENTERPRISE CONTENT MANAGEMENT SYSTEM enables to control and use all the patients' electronic records.



DOCUMENT MANAGEMENT AND ARCHIVATION allows to keep all necessary documentation at one server with public and easy access to it anytime.



INTEROPERATION WITH OTHER PROGRAMS helps to swap information with all types of systems and applications.



BACK OFFICE PROJECT ACCOUNTING SYSTEM is a special feature which allows handle the documents and quickly generate patient lists, control operations and check-in process, analyze the level of patient care and marketing effectiveness.

PROACTIVE MANAGED CARE PROGRAMS help to schedule all the healthcare facilities and procedures for patients, subscribed to various wellness programs, medical inspection programs and chronically ill ones.



OUR LOCATIONS:

- **DEVELOPMENT CELL :** Ahmedabad, Ajmer, Kolkata
- **TECHNICAL SUPPORT :** Udaipur, Mumbai, Bangalore, Noida, Pune, Kolkata, Bhubaneswar
- **BUSINESS ADDRESS :** Berlin, Germany
- **THE GEMINI PARTNER :** Nigeria, Kenya, Uganda, UAE, Trinidad



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[thegemini-india](#)



Thank You

We are always interested in exploring new projects, so if you're interested in discussing your particular development challenges with us, please contact us at: The Gemini. We're confident that our staff of experienced professionals can be a valuable addition to your team.