

ePartnersMD™

Healthcare Solution Series

Simplify Physician
Credentialing, and
Streamline Medical
Resources Management
with Microsoft CRM





ePartnersMD Relationship Management

The Benefits of Relationship Management in Healthcare

More than ever, healthcare organizations are improving staff, partner and patient relationships by leveraging user-friendly Microsoft technologies to replace inefficient manual tracking processes. ePartners' tailor-made healthcare solution was designed using Microsoft's award winning CRM platform and provides an impressive array of benefits, like:

- > Simplifying the physician credentialing process
- > Reducing redundant data entry through automated admissions data collection
- > Increasing physician and hospital staff retention rates
- > Lowering the costs of managing key relationships
- > Minimizing user errors with automated workflows and quality control mechanisms
- > Maximizing user productivity through Microsoft Office Integration including Outlook, Excel, and Microsoft Word
- > Saving time with advanced search capability and shared schedules
- > Enhancing records management with custom HR, billing, and accounts receivable integration

With recruiting fees, salary guarantees, relocation costs, benefits, and practice marketing at an all-time high, providers and outsourced medical management companies are spending \$250,000 to \$400,000 to attract physicians. These physicians generate \$1-3M in yearly inpatient and outpatient revenue for the hospital. Investing in physician relationship management can save hundreds of thousands of dollars by streamlining the recruiting and management of these valuable resources, improving retention rates and providing detailed performance analysis.

Bringing the Power of the Microsoft Platform to the Healthcare Industry

Enhancing existing solutions as a web-based application, Microsoft CRM offers secure local and remote access to data entry, extensive searches and key performance indicators displayed right in your browser or mobile device. The ePartners CRM for Healthcare series not only provides rich functionality and simple customization, but enhances technologies you already have in place, like physician and nurse scheduling systems, billing solutions, accounting applications, and HR/ Payroll solutions. Information can be shared directly with these applications or rolled up with data from multiple sources and displayed in simple user portals that help reduce training time and eliminate unnecessary steps.

Experience You Can Count On

With more than 500 successful CRM implementations under our belt and a dedicated staff of healthcare technology professionals, ePartners offers powerful healthcare solutions and a track record for success. Our proven methodology for change management, workflow automation and collaboration are essential elements to success and the reason we were Microsoft's Global CRM Partner of the Year in 2004.

ePartnersMD Relationship Management for Healthcare series is the perfect solution for physician management groups, hospitals, and other healthcare providers seeking to streamline operations and improve their bottom line.

Our solution not only provides robust physician tracking and credentialing but provides a cost-effective platform for cross-departmental collaboration. Advanced activity management, scheduling, and automated workflows simplify the user experience and help create the most positive patient experiences possible.

Visit our website at www.ePartnersMD.com and see how other healthcare organizations are taking advantage of the ePartners Healthcare Solution Series.

Solution Overview

Key Features	Description & Business Need		
Healthcare Business Entities	Physician Tracking Model > Entity relationships to activities, certifications, training, medical facilities, credentials, state licenses	Medical Facility Profiling Model > Entity relationships to activities, physicians, contacts, associations, other facilities (hospitals, urgent care centers, treatment centers), provider & insurance companies	Medical School Profiling Model > Entity relationships to activities, certification programs, state affiliations, residents, physicians
Extended Activity Management for Physicians, Medical Facilities & Provider Insurance Companies	> Extended core Microsoft CRM activity management to all Healthcare Business Entities > Automatic workflow for task, meeting, call assignments > Reduce & eliminate manual paper processes and data entry		
Dynamic Worksheets and Pivot Tables	> Dynamic real time reporting with Microsoft CRM information > Interactive tables to view patterns, trends, relationships		
Executive Dashboards	Physician Management Dashboard > Proactive and predictive reporting on physician sourcing	Hospital Management Dashboard > Census Data, occupancy, billing trends, hospital profitability, physician profitability	
Business Intelligence & Analytics	> Tracking all key performance indicators (KPI's) using Microsoft's SQL Analysis Server and Reporting Services > Ad-Hoc reporting within Microsoft CRM > Queries – physicians, medical facilities, training, credentials		
Physician Sourcing	> Increasing physician lead pool > Automating physician lead process (online intelligence, information capture) > Tracking physician lead sources (schools, conferences, publications)		
Extended Physician Qualification	> Tracking physician certifications, board certifications, facility certifications, expiration thresholds & notifications, state license requirements		
Physician Resume and Application Management	> Ability to attach resume and application documents / packages to physician records as well as automatic submission for provider enrollment > Digital tracking > Email routing > MS Word, Adobe PDF, .TXT, HTML		
Medical Facility – Physician Tracking	> Track medical facility demographics, certification requirements > Tracking onsite working physicians and billing activity > Time management > Medical facility sheets		
Merge & De-Duplication Processing	> Online physician information comparison > Easy, visual display and merge capability > De-duplication of physician information (address, phone, email)		
Email Integration	> Seamless email integration with Microsoft Outlook > Email notifications, physician expiration dates > Email follow up calls, activities, task assignments, alerts > Email blasts for marketing campaigns and targeted sourcing		
Form Generation, Rendering & Distribution	> Automatic form generation with Microsoft Word > Digital form rendering and template rendering > Automatic form and package distribution > Form printing, shipping, tracking		
Advanced Lookup	> Eliminates complex SQL queries > Medical facility, physician views generate real time reports with pre-filtered data		
Map Point Integration	> Auto searching of nearby hospitals in a 50 mile radius of selected facility		
Remote Accessibility / Wireless Connectivity	> Installs as a Outlook plug-in to allow users full access to data anywhere, anytime > Web accessible from devices such as Pocket PC and Blackberry		
Flexibility	> Rapid implementation and low total cost of ownership > Highly scalable, customizable, configurable		

Utilizing the Power of Microsoft Technology

Created to deliver tangible benefits and rapid return on investment today, ePartnersMD has been engineered to provide a solid platform for integrating new innovations that will emerge to help healthcare organizations in their quest to provide high-quality, affordable healthcare.

Built on proven Microsoft technologies, ePartnersMD protects business value and provides an integrated environment that can be extended across systems and platforms.

Microsoft Windows Server™ is the foundation that delivers reliability, security, and scalability, along with efficient management, ease of use, and support for the latest advances in networking and server hardware.

Microsoft SQL Server™ 2000 A data management and analysis engine with extensive enterprise-level management, development, and business intelligence capabilities, SQL Server 2000 delivers timely business information tailored to healthcare organization needs. The ePartnersMD Healthcare Solution Series utilizes the full scalability and performance power of SQL Server 2000 for data management and analysis.

The Microsoft Office System The business productivity software that healthcare professionals are more familiar with, the Microsoft Office System is a tightly integrated system of applications that deliver easier access to critical information, and better collaboration between healthcare providers and across healthcare teams. The Microsoft Office System includes Microsoft Office InfoPath® 2003, which makes it easier to capture and share data, and eliminates the problem of repeated manual data entry, reducing costs, and minimizing errors.

Microsoft Office SharePoint Portal Server 2003 enables healthcare providers to develop portals that integrate data from various systems into a single solution, helping doctors, nurses, and administrators share information quickly and easily.

Microsoft CRM integrates with Microsoft Office, Microsoft Dynamics GP for Financial Management, and other business systems to give employees a complete view of medical relationships and information. The ease of integration with Microsoft Office is of particular value – enabling staff to access Microsoft CRM information from Microsoft Office Outlook and work online or offline.

The World's Leading Microsoft Business Solutions Consultancy.



After more than a decade of arming its customers with a competitive advantage, ePartners has established itself as one of the leading Microsoft consultancies worldwide.

From aligning clients' business and IT strategies and improving business processes to deploying and supporting solutions that accelerate business results, no other technology partner offers more comprehensive information technology solutions and services than ePartners. Last year alone, more than 400 leading companies spanning 45 industries turned to ePartners for strategic business solutions and consulting services.

Visit www.ePartnersMD.com to view our case studies and learn more.

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