Customer relationship management in healthcare

Mahsa GHAZİ ASGAR*[1], Somayeh SHAHRİ[2]

[1]*MSc in Healthcare Services Management,Supervision and Public Affairs Development Manager, Tehran University of Medical Sciences, Tehran, Iran.

[2]PHD Student in Health Care Management, Young Researchers Club, Islamic Azad University, Roodsar & Amlash Branch, Roodsar, Iran.

_____

Abstract. Background and purpose: Customer relationship management research is utilized to explain the need for a more patient-oriented support. This paper argues about customer relationship managemet in healthcare **Method:** the present article has utilized the valid resources in the subject under study. **Conclusion:** CRM tools and strategies will be implemented in the marketing and service layer. The healthcare organization should perform re-engineering process to adapt their CRM strategy and tool in order to acquire potential customer coming for the service

Keywords: customer relationship managemet, healthcare.

_____

1. INTRODUCTION

One of the most interesting aspects in healthcare management is how to manage the relationship between a healthcare provider and its customers (patients) in order to create a greater mutual understanding, trust, and patient involvement in decision making.

A good relationship between a healthcare provider and its customers will lead to improve customers' satisfaction, which in turn make them loyal customers customer relationship management (CRM) systems enable organizations to create and manage relationships with their customers. In 1990s, interest in this area began to grow and in the early 2000s academic literature grew significantly.

CRM applications are targeted to build new relationships, increase customer value and obtain higher customer retention, better recruitment and higher profitability. The need for customer relationship management arose when organizations realized that it was cheaper to retain existing customers than acquire new ones.

CRM has its roots in relationship marketing; organizations use a combination of marketing, communication and service approaches to identify individual customers and create relationships between the customers and the company.

_____

*Corresponding author. *Email address*: manage_ghazi@yahoo.com

In healthcare, where patients may be seen as hospitals' key customers,the term patient relationship management (PRM) is used. With PRM, healthcare organizations' focus is set on determining and meeting patients' needs.

In the business world, CRM is used to retain customer loyalty in order to increase revenue. This loyalty usually benefits the customer because of associated low prices and quality customer service. Healthcare organizations have all the potential to build the same kind of relationship with patients,and it can offer more tangible benefits, too. In the business world,customer relationship management is used to retain customer loyalty in order to increase revenue. Healthcare organizations can build the same kind of relationship with patients,and it can also offer more tangible benefits.

If a patient keeps changing the hospital, his or her medical recordcan be scattered around various sites. Ideally, if the patient is treated by the same physician in every visit, that physician will get more familiar with the patient, which could improve treatment.

The most tangible benefit, however, is time. If the patient goes to the same physician every time, there is no need for long check-ups at the beginning of each visit.

CRM provides a healthcare organization with a one-to-one communication solution that improves care delivery, lowers costs, and increases loyalty among the key stakeholders most necessary to organizational success. Perficient provides industry-specific service offerings tailored specifically to address healthcare business challenges and opportunities. Our teams understand how to develop and execute CRM strategies that best apply CRM technology to support your key healthcare processes. We know the complex problems that you face when implementing CRM solutions, and we can help your team overcome these challenges.

With the Web technology, CRM also affords healthcare providers the ability to extend services beyond its traditional practices, and it provides a competitive advantage environment for a healthcare provider to achieve a complex patient care goal. CRM enables a healthcare provider to capture essential patient (customer) information to be utilized effectively, especially in integrating the patients' information in a system to promote superb service here are many challenges in adopting CRM for healthcare organizations. Due to the complexity of the business nature in healthcare, there are many issues dealing with patients that must be considered. A healthcare is undergoing a paradigm shift, from 'Industrial Age Medicine to Information Age Healthcare' It is important to examine each business process as a layer of value to the service. Patients place a value on these services according to quality of outcome, quality of service, and price. The value of each layer depends on how well they are performed. When a healthcare provider cannot achieve its strategic objectives, it needs to reengineer its activities to fit business processes with strategy. If the business processes do not fit the strategy, it will diminish the value. For example, the value of a health education is reduced by a delay respond of patient's query or poor communication skills. The value of service is reduced by a poor schedule of physician.

2. CONCLUSION

Relationship management in healthcare industry is vitally important both for healthcare providers and patients (customers); therefore managing customer relationship is a key factor for healthcare providers to sustain their business in a competitive environment. Health Plans can reduce costs through more targeted member outreach. Communicate with your members to increase preventative care, encourage healthy lifestyles, and decrease the use of out-of-network providers. Deliver one-to-one customized communications that cater to a member's unique healthcare needs and increase their loyalty to your organization.

REFRENCES

[1] Afshari, Goli (1999)0 A study of the relationship of manager s expertise and organizational commitment among teachers of junior and high schools in kazerun, M,A. thesis, Islamic Azad unversity, shiraz branch.[Persian]

[2] Askari, Mahbubeh, siadat seyed Ali, Azizi Hamid Reza (2004) . The relationship of organizational commitment and mental health and comparision of them with managers of public and private in Isfahan high schools, knowledge and research in psychology , Islamic Azad university, khurasgan branch , No.19 & 20. .[Persian]

[3] Askarpur , Azam(2010). The relationship of organizational commitment with performance and effectiveness among managers of public high scools in Gachsaran , M.A. Thesis, Islamic Azad university , Marvdasht branch . .[Persian]

[4] Azad , Hossein(2008) . A comparative study of mental health, academic motivation and educational performance among the students of Isfahan boarding university, M.A thesis, Isfahan university. .[Persian]

[5] Bagheri, Moslem aud Tavalai,Ruhollah(2010). A surrey of the effects of organizational commitment on the performance of organizations, available on the site of www. Magiran. Com in 1389.11.15. .[Persian]

[6] Cullinan, Blined, Farrav R(2008). organization-harm. Vs. organization- gain ethical issues: an exploratory examination of the effects. Of organizational commitment. J Business Ethics.,P. 80: 225-235.

[7] Ebrahimi, Tahereh(2004) . a study of the relationship of participative management with creativity among high schools teachers in kherameh , M.A thesis ,Islamic Azad university , shiraz branch . .[Persian]

[8] Effy,o(2001). organizational commitment and ethical behavior. An empirical study of information sysyem professionals. JBU siness Ethics, 34: 137 – 142.

[9] Frahani, Mahbubeh(2002). A study of the relationship of Participative managemen and job satisfaction and organizational commitment a mong teachers , M.A. Thesis, shiraz university. [Persian]

[10] Heidari, Maryam (2005) . An investigation of mental health of students of Isfahan university by use of Neo personality test, Journal of education, second year. .[Persian]

[11] Jalil khani, Bahram(2009) . suggestions systems in participative management , Jornal of Tehran- emruz . .[Persian]

[12] jackson. Susan (1983). " participation in decision moking ASA strategy for reducing job related strain" jonral of applied psychology , vol.68.

[13] altiala- Heino.R.and Frijd S(2007). severe mental disorderas abasic commitment criterion for minors. Internetional journal of law and psychiatry. 30 (1): 81-94.