

Salesforce CRM helps LifeSpring deliver a sustainable model for low-cost maternity care in India

“We use Salesforce to track all of our customers, from the time they’re prospects through their delivery at LifeSpring. By storing our data in the cloud we’re able to monitor our customer pipeline in real time and allocate resources to efficiently meet their needs.

----- Tricia Morente – Head Strategy and Marketing, LifeSpring Hospitals Private Ltd.

Industry:

Healthcare/Social Enterprise

Region:

India

Challenges:

- LifeSpring Hospitals built on a sustainable model in which cost-effectiveness of systems paramount
- Recording information for up to 150 births per month per hospital challenging and prone to inaccuracy
- CRM required to track pregnancies of local, low income women from antenatal through delivery to post natal care
- Need to educate women on the benefits of antenatal care and increase the number of times they see their doctor prior to pregnancy
- CRM system to be instantly scalable to accommodate aggressive growth target - LifeSpring plans to double the number of hospitals this year from 9 to 18
- 180+ processes to be standardised across the chain as more hospitals built
- CRM to be highly flexible and customisable to accommodate both in-hospital and community outreach programs
- Aggressive scale-up plans to double the number of hospitals this year make it important for data to be accessible from anywhere

Solution:

- Cloud solution selected for its ability to scale quickly and cost-effectively across multiple regions
- Salesforce CRM implemented by salesforce.com partner Tvarana Software Solutions in 2007 for 5 users across corporate office and hospitals.
- System customised to emulate outreach workers’ notebooks as closely as possible for familiarity and ease of use
- Extensive customizations carried out to map Lifespring’s business processes to salesforce.com by Tvarana, including:

- Leads renamed to Prospects (expectant mothers as prospective LifeSpring customers)
- Accounts (qualified leads) renamed to Customers
- Opportunities (sales and pending sales) used by LifeSpring to track and monitor pregnancies, including the following sub categories:
 - Customized to first trimester, second trimester etc.
 - Close date in Opportunities changed to EDDBuilt-in automatic workflows and triggers around each pregnancy, e.g. first month visit, second month visit etc.
 - LifeSpring's service to the customer added to pregnancy object for capturing services availed by customer, revenue generated, hospital and details of entire lifeSpring experience
 - Products renamed to services with birth register and post delivery completely customized objects
 - Formulas fields built in (Socio economic rating, based on EDD to automatically reveal the month of pregnancy)
- Automatic workflows and triggers automate the reminder process for periodic checks and visits

Results:

- LifeSpring teams share information easily in the cloud for complete end-to-end visibility of each individual customer case.
- LifeSpring better able to persuade women to come for antenatal check-ups by checking when their last visit to the hospital was and carrying out reminder calls for their check-ups
- Teams easily able to identify, target and educate key family decision makers
- Customer tracked through antenatal care to post delivery including the baby's vaccine schedule
- Salesforce CRM makes light work of co-ordinating LifeSpring's Health Camp community education sessions and 'Book Your Bed' advance inpatient bed booking promotion
- Salesforce CRM reporting instrumental in revealing community group most in need of attention to raise survival rates, i.e. those who have not sought care before 2nd trimester
- Estimated increase of approximately 15% percent women coming into the hospital to give birth since roll out of Salesforce CRM

LifeSpring Hospitals Private Ltd. is a joint venture between HLL Lifecare Limited (formerly Hindustan Latex Limited) and US non-profit Acumen Fund, committed to providing affordable healthcare to low income women in India. More than 100,000 women lose their lives to pregnancy-related complications every year and as many again suffer severe infection. LifeSpring reaches out to the bottom 60% plus female population - the most impoverished who would normally not have the means to afford maternity care - offering them healthcare services for around one sixth of the standard market price. In this way, LifeSpring saves lives on a daily basis.



"Salesforce CRM has taken us from a point where we knew little about the women we serve, to the point where we now know have a holistic view of our customers – where they delivered before LifeSpring, who the key decision-maker in their family is, and what they care about when choosing a hospital. This enables us to reach out individually and better educate women about antenatal care and safe delivery," says Tricia Morente, Head Strategy and Marketing, LifeSpring Hospitals Private Ltd.

ABOUT TVARANA:

Tvarana works with Small and Medium size Businesses (SMBs) to realize the potential taking the technology advantage. We provide end-to-end business solutions (Enterprise Resource Planning, Customer Relationship Management, Custom Applications) helping our clients get a one stop advisory and implementation support in leveraging technology. We specialize in Salesforce.com and Force.com Development. We recommend suitable software applications purely on your needs, business practise and business strategy.