Industry
Healthcare

Product
Integrations, Marketing Cloud, PRM, Sales Cloud

Challenge

- The client had recently acquired several businesses that were all using different systems and processes
- Potential patients would book an appointment and not show up and then they would never hear from them again
- They had no visibility into the activity or results of their Community Managers responsible for building the referral network

Solution

- With Sales Cloud and the Salesforce API we were able to bring all data into a single platform
- Salesforce and Marketing Cloud were implemented to be the "System of Engagement" for patients
- We built the Physician Referral Management model so that Community Managers could track their follow up and see their results

Results

- The client can now report and interact with data from all locations in one system that gives them a holistic view
- They have a system that automatically follows up with Potential Patients and increases the amount of converted leads
- Community Managers now have visibility into who refers the most and who they need to engage with to increase referrals