

HEMOCARE

CRM

Finally, CRM Software Designed Specifically for Homecare Providers!

Based on one of the industry's leading Customer Relationship Management (CRM) applications—[Sage SalesLogix CRM](#)—HomecareCRM is the first and only commercially available CRM software program specifically designed for home care providers.

What can this software do for you? With HomecareCRM, it's easier for your staff to gain a competitive advantage and work toward a common goal: exceeding customers' expectations, resulting in increased referrals and revenue. This unique software allows you to better capture useful information, analyze that data and then use the results to optimize future interactions with customers.

HomecareCRM will give you the tools you need to:

- Drive growth in referrals
- Counteract increased competition
- Increase revenue
- Grow market share and profitability
- Embrace customer retention tactics
- Provide operational efficiencies
- Improve job satisfaction
- Support management oversight

Whether your business is home health, hospice, private duty, home medical equipment or adult day services, HomecareCRM can make your organization more efficient, productive, and successful.

CAPTURE VALUABLE RELATIONSHIP DATA

HomecareCRM makes it easy to store, manage, report and analyze all information related to your homecare agency marketing, sales (referral development/admissions) and customer service efforts. Your agency can now maintain ownership of the valuable relationship information that influences referrals while increasing the effectiveness and productivity of existing and new agency marketers. In addition, management receives important marketing, sales (referral development/ admissions) and customer service metrics to maximize the return on investment.



AT YOUR FINGERTIPS: YOUR CUSTOMER INFORMATION ALL IN ONE PLACE

Think of the advantages when you have a single source for customer information captured across your entire organization. It enables you to access detailed account and contact information; this, in turn, allows you to track referrals, admissions and other sales opportunities from lead through close, manage team calendars, activities and expenses and report on sales activities and effectiveness.

HomecareCRM is developed, marketed and supported by Contactivation, a Sage SalesLogix CRM Platinum Business Partner with extensive CRM and homecare expertise.

SAGE SALESLOGIX

INCREASE REFERRAL DEVELOPMENT PRODUCTIVITY AND PERFORMANCE

HomecareCRM helps drive referral opportunities and improves customer loyalty by automating activities such as follow-up calls, letters and literature fulfillment, based on processes you define.

- Reinforce your face-to-face interaction – send personalized communications to individual customers or groups of prospects using customized HTML e-mail templates, fax or printed documents.
- Access the on-line Library for specialized service documents, product specifications, FAQs or marketing materials.
- Advanced Outlook Integration enables users to share contacts, send e-mails and manage calendars using Microsoft Outlook from within HomecareCRM, and record the activity to the HomecareCRM account and contact history.

GAIN INSIGHT THAT LEADS TO MORE INFORMED BUSINESS DECISIONS

Not only does HomecareCRM provide insight to help you make informed business decisions but it provides the management tools to implement them:

- Segment referrals or opportunities by source, type, speciality as well as manager, region or status.
- Use integrated query tools and Crystal Reports to gauge individual, team and agency effectiveness.
- Available business activity monitoring enables you to receive automatic alerts or schedule actions on business conditions you define.

TAKE A LOOK AT THE BIG PICTURE

With HomecareCRM, you get a truly integrated CRM. Our software provides a true 360-degree customer view, consolidating information from Marketing, Sales (Referral Development), Admissions, Customer Service and other departments.

Open architecture allows for integration with your clinical and financial applications. In addition, HomecareCRM can be accessed conveniently via multiple methods. Users can work online over a network or the Web, synchronize rapidly and work offline or use wireless phones or PDAs for quick access to customer information in the field.

HomecareCRM Features

- Customer/Referral Source Management
- Calendar and Activity Management
Advanced Outlook Integration
- Customer Communications/Mail Merge
- Expense Management
Links to Referral Source/Activity
- Referral/Admission Management
Links to Referral Source, Patient, Pt Physician
- Clinical & Billing Application Integration
- Business Activity Monitoring
Business Condition Alerts & Notification
- Lookups and Groups
- Reference Library
- Literature Fulfillment
- Product/Service Sales Opportunity Management
- Sales Process Automation
- Forecasting and Reporting
- Competitor Tracking
- Contract Management
- Territory Realignment
- Integrated Marketing
- Integrated Customer Service and Support