

HEMOCARE

CRM

## CRM Software Integration for Horizon Homecare™ and Hospice™

Experience the best of both worlds - with your clinical and billing operations running on McKesson Horizon software - and marketing, sales and customer service operating on HomecareCRM. And to make the experience even better, share information between applications to drive efficiencies, customer satisfaction and growth. It's no longer a dream...it's a reality.

With HCRMlink for McKesson, organizations can now integrate McKesson Horizon Homecare™ and Horizon Hospice™ applications with HomecareCRM - the first and only commercially available CRM software program specifically designed for home care providers.

HCRMlink identifies demographic and encounter data from referral entities in the Horizon database and copies it to HomecareCRM, eliminating duplicative data entry and making valuable referral and admission data available instantly to agency marketers. Managing, reporting and analyzing referral development initiatives now become far more efficient and powerful.

### What can this software do for you?

- ◆ Automatically populate HomecareCRM with McKesson data:
  - ◆ demographic data on selected entities with referral/admission history
  - ◆ referral/admission transactions linked to their appropriate contact entity
- ◆ Automatically update HomecareCRM with McKesson edits:
  - ◆ referral entity demographic data edits
  - ◆ referral/admission transaction edits
    - ◆ Status Changes with Dates
    - ◆ Non-Admissions with Reason
    - ◆ Multiple Episode Admissions
- ◆ Improved referral relationships... marketers gain access to referral/admission history and status for all referral sources and patients
- ◆ Better visibility of top referral sources... admission data automatically drives referral ratings and measures in HomecareCRM
- ◆ Reporting and analysis of marketing activities and expenses are now easily associated with referral/admission activity

Contact us for more information on how HCRMlink can help you.

888.843.8276

[www.homecareCRM.com](http://www.homecareCRM.com)

# HCRMlink for McKesson

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