

# Customer Relationship Management (CRM) for Healthcare

Healthcare is a business just like any other, in some ways. The major differences appear when creating a marketing strategy for a healthcare organization and CRM will play a huge part.

Communication between medical practices and their clients is strictly regulated. Compliance with the Health Insurance Portability and Accountability Act (HIPAA) and the Health Information Technology for Economic and Clinical Health Act (HITECH) is critical to legally marketing for healthcare. Stringent penalties can be enforced on healthcare marketers who do not comply with HIPAA and HITECH. Strict regulations are updated frequently, and marketing professionals must keep up with current restrictions. HIPAA compliance can be especially difficult for smaller healthcare organizations.

HIPAA guidelines require that any business working with or for a healthcare establishment sign a Business Associate Agreement (BAA). The goal of the BAA is to further protect sensitive patient information from any form of data breach. BAA requires that all calls between patients and healthcare providers feature secure encryption, among other security measures. Marketers must remain up-to-date on current legislation and stipulations.

Healthcare companies must be very cautious who they do business with, especially when marketing and technology are involved. Restrictive guidelines and possible penalties lead the healthcare industry to work with well-established businesses. Companies experienced with the hurdles that the industry faces are more likely to understand the strict marketing guidelines.

## Security Measures

Phone calls to most businesses are product, service or order related. Phone calls to healthcare providers and their representatives often involve highly sensitive, personal information. Patient calls must be handled delicately, adhering to all privacy standards laid out by HIPAA.

The Call Tracking team takes legal compliance very seriously. Call Tracking works within HIPAA and HITECH guidelines to gather all legally allowed Call Metrics. This allows healthcare clients to retrieve profitable data without violating regulations.

The Call Tracking healthcare-specific software incorporates privacy compliance. We've created software solutions specific to regulated healthcare providers. These services are compliant, yet effective. Our healthcare-specific Call Tracking services offer HIPAA and HITECH regulated entities real-time marketing analytics. Our encryption system is BAA compliant.

## Marketing: Legally and Effectively

Healthcare marketing is a complex undertaking. In addition to strict regulatory standards, competition is steep in the healthcare industry. In addition to physical competition, the internet has become an inanimate competitor for healthcare institutions. Many people attempt self-diagnosis via online information.

## Healthcare-Specific Features

The Call Tracking technology offers a variety of features to enhance marketing analytics. A few stand out with healthcare marketers in mind.

### Extensive Data Collection

Busy healthcare staff members do not have the time to sort through patient data the old-fashioned way. Digital analytics must quickly determine the most effective elements of a marketing strategy. Specialized Call Tracking technology is crucial to identifying effective marketing channels. Our advanced features reveal the most effective:

- search keywords
- web referrals
- ad campaigns

## **Call Metrics**

Healthcare costs have been rising drastically for years. In addition to patient costs, administrative costs have skyrocketed. At the same time, competition in the industry has greatly increased. Armed with Call Metrics marketers can better understand their target market and how to engage them.

Complying with all regulations, healthcare-specific call data collection includes:

- source of call
- number of calls
- length of call
- location of caller
- missed calls
- abandoned calls
- agent conversions

## **Advanced Call Routing**

Data regarding each call is available in real-time every time the phone rings. Previous interactions with the caller are immediately analyzed which allows for proper routing. Unnecessary delays interfere with the caller's experience. A smooth path to the correct associate encourages return calls and improves conversion rates.

## **Automated Callbacks**

Live engagement is the most proficient way to convert a lead. The Automated Callback feature provides an option for an immediate call from an associate trained to answer the visitor's specific concerns. A visitor engaged with a form or watching a video on your website can be contacted immediately, upon request.

## **Access Levels**

Advanced security features include access level tracking. Access to sensitive information can be limited to certain staff members, according to job description.

## **Complex, Yet Compliant**

The Call Tracking technology has software available that is specific to the strictly regulated healthcare industry. Our system opens the door to complete data collection. Send your precious marketing dollars down the most profitable path. [Call for a free consultation today!](#)