

A large, stylized green chevron graphic pointing to the right, composed of two parallel lines that converge at the tip. The text "High performance. Delivered." is centered within the chevron.

High performance. Delivered.

How is the Role of CRM Changing in Healthcare?

Video Transcript

Matthew Collier:

The role of CRM in health today is changing fairly dramatically, and is at the center of increased collaboration between different levels of the value chain. Historically, CRM was really a sell-to model – a tool to enable to rack and stack your customers in an effective and controlled way and address them in an informed way.

What we're seeing in this new phase is that it is actually becoming more and more a collaborative tool. It's a tool of collaboration. It's a

collaborative between the hospital and the patient, between the hospital and the physician and the patient. And as we're beginning to see in some very recent market announcements, CRM is now being morphed into a tool that manages collaboration between suppliers and hospitals and providers and patients. It's a completely new era in CRM.