HCLTech | Supercharging Progress™

Referral management: The key to increasing revenue in your hospital system

Downloadable fact sheet

To increase revenue and grow patient bases, hospital systems rely on external and non-affiliated physicians to refer new patients to their hospitals and clinics.

When these referrals are occurring steadily, all parties are happy. But when referrals lag, decrease or disappear altogether, revenue declines and people in the organization want to know why.

Because a consistent flow of referrals is so critical, most hospital systems rely on a physician liaison – or other provider relations personnel – to manage the relationships with existing physicians, onboard new providers and meticulously track referral history and patterns. All too often, however, this person or team faces challenges, which can impact revenue and growth if not addressed.

For example:

- Critical physician, patient and referral information resides in disparate systems, with no discernable and reliable source of truth

- Stringent HL7-related requirements and other technical limitations make it nearly impossible to integrate relevant systems

- EMR may lack the necessary functionality to accurately track physician interactions and measure relevant KPIs

Most often, the causes of lost referral-related revenue can be categorized in three buckets:

1 Leaking
The difference between your *expected* and *actual* referrals from the current slate of referring providers.

2 Splitting
The difference between your hospital being a provider's *exclusive* referral destination and it being just *one of several* destinations.

3 Diminishing pool of providers
As quickly as providers leave your ecosystem (retirements, job changes, etc.), new ones arrive. Failure to effectively onboard new providers shrinks your referral pool.

Hospital systems like yours – and more specifically, your provider liaisons – must be able to surface and interpret this data. Just as importantly, they need a technology solution that empowers them to act on what the data is telling them.

You need HCLTech's referral management solution.

HCLTech leverages the **Microsoft tech stack** in referral management

Our demo solution leverages the full functionality of the Sales, Marketing and Customer Service workloads of Microsoft Dynamics 365 – the fully HIPAA-compliant, cloud-based CRM platform – enhanced by the Microsoft Cloud for Healthcare (MC4HC) schema as an accelerator. It integrates seamlessly with Power Platform, including low-code development for last-mile functionality requirements using apps, chat bots and portals. Plus, it supports natively producing and embedding meaningful Power BI dashboards.

Real-time analytics
To identify leakage, splitters and new entries to the ecosystem, as well as your loyalists, detractors and unaligned

Automation
Extreme workflow and process automation

Tools
To provide notifications, enable focused engagement, simplify prioritization and guide business processes

Marketing Automation
Fully integrated marketing automation solution to keep your hospital system top of mind with providers

Business-friendly reporting tools
To understand trends, including prebuilt reports and dashboards for:

- o Call and task management
- o Scheduled meetings
- o Prospecting activities
- o Proposals
- o Renewals
- o Follow-ups

Measurable benefits of HCLTech's referral management solution

Simply put, our demo solution:

Surfaces the data you need with respect to leakage, splitting and diminishing provider pools

This enables better insight-driven decision-making to prevent lost revenue

Delivers the functionality you need to streamline and automate referral management

This leads directly to increased referral rates and ultimately higher revenue

Provides the engagement tools you need to minimize leakage, reduce splitting and continually refresh your provider pool

This reduces your technical burden by using industry standards and best-of-breed applications

Critically, the solution also includes several features to make your overall referral management run more smoothly, including:

- o **Easy integration** with most EMR systems
- o **Native integration** with the full Microsoft technology stack, including Teams, Outlook, Excel and more
- o **Future potential** to enable AI/ChatGPT functionality to aid hospitals with next best actions

Don't get left behind

HCLTech has implemented this solution for healthcare organizations across the U.S.
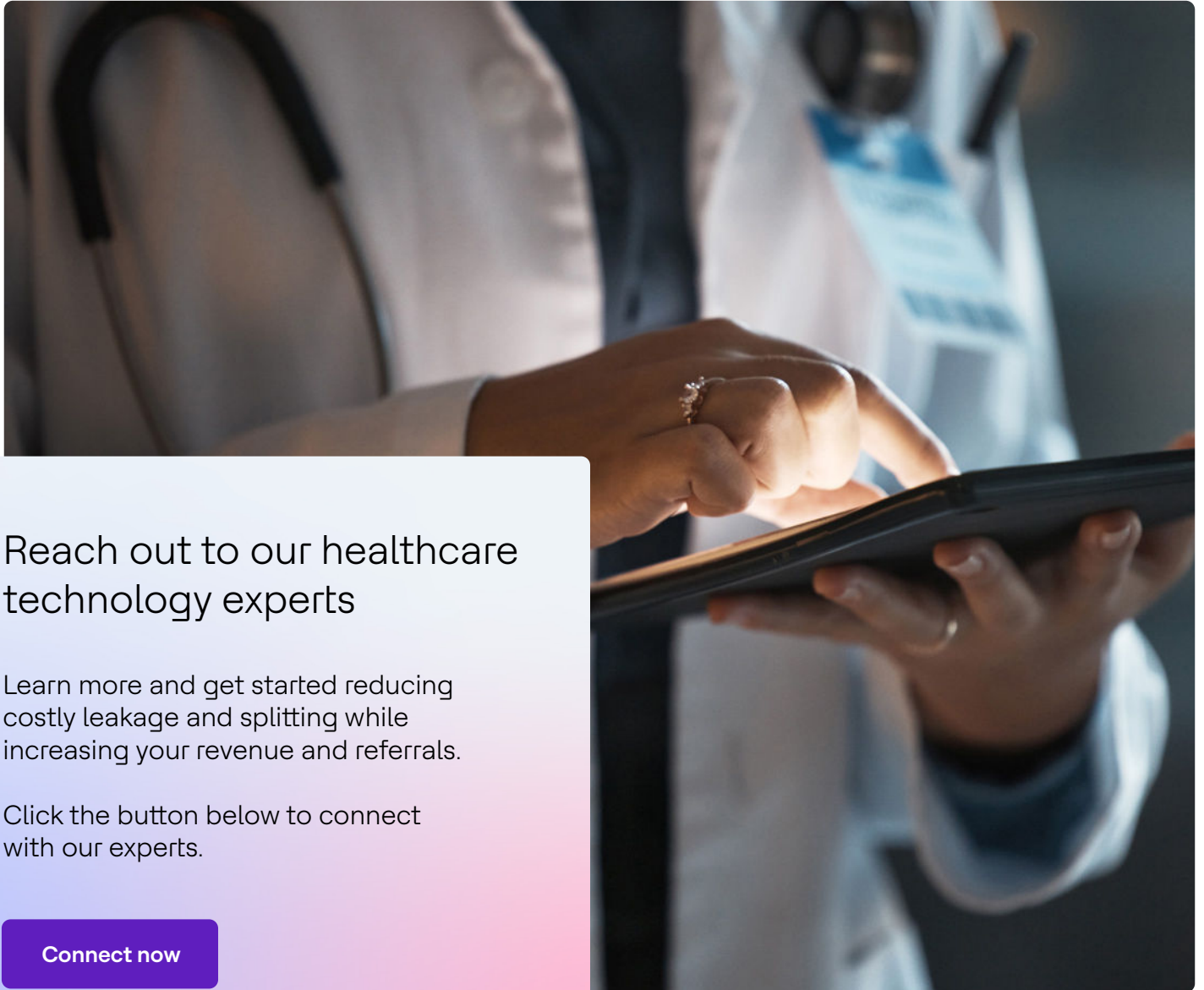
costly leakage and splitting while increasing your revenue and referrals.

Click the button below to connect with our experts.

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