

CHAPTER - 02

STUDY ON THE ROLE AND POTENTIAL OF TECHNOLOGY IN THE PATIENT ACQUISITION, RETENTION AND REFERRALS IN INDIA

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INTRODUCTION

A healthcare Customer Relationship Management (CRM) system is a tailored solution designed for various medical institutions, including hospitals, laboratories, medical centers, public or private clinics, and more. This system helps healthcare organizations maintain accurate client data, such as medical history, visits, and medical bills. Additionally, it enables the scheduling and management of appointments for medical care through an online medical portal. Healthcare CRM provides essential data and analytics for analyzing daily operations within the facility. While CRM is a relatively new concept, especially within the healthcare sector, it plays a crucial role in managing patient relationships. Also known as patient relationship management (PRM), it not only tracks correspondence and appointment history but also maintains medical and medication information for patients [1,2].

In the healthcare industry, CRM goes beyond monitoring contacts and existing patients; it also emphasizes marketing and sales efforts. This involves assisting clinics and medical practitioners in expanding their patient bases. Contacts within the CRM system is not limited to patients; it also manages contacts of doctors and other medical professionals, as well as referral networks. Furthermore, healthcare CRM can be beneficial for customer support purposes. It facilitates report generation, issue tracking, and the establishment of online resource centers. Additionally, it offers a centralized dashboard for managing all communication from prospective and ongoing patients. Finally, some of the best healthcare CRMs include features for personal brand management, allowing users to track communications with the clinic on review websites and social media platforms [3].

RESEARCH OBJECTIVES

1. To evaluate the role of technology in acquiring, retaining, and referring patients, and its influence on the patient journey and company profits.
2. To conduct a thorough review of existing CRM resources and perform a comparative analysis.
3. To explore the potential utilization of AI and big data in improving the patient service experience.

RESEARCH METHODOLOGY

The study utilized a descriptive study design and secondary data as the type of data. It focused on reviewing secondary data concerning the role of technology in patient acquisition, retention, and referrals, along with analyzing Customer Relationship Management (CRM) and Patient Relationship Management (PRM) tools. Research studies, blogs,

surveys, analyst reports, and healthcare organization websites served as the study tools. Inclusion criteria encompassed articles from 2010 onwards related to or originating from India. The study duration spanned three months.

RESULTS & DISCUSSION

By 2026, the global healthcare CRM market was projected to reach a value of \$28.89 billion. This growth was driven by a growing emphasis on patient engagement and connections, as well as an increased demand for organized data while ensuring security. A survey conducted by Surescripts revealed that 55% of patients reported having incomplete or entirely absent medical histories during doctor visits. Patients also expressed that they spent most of their appointment time filling out paperwork and believed that doctors using computerized systems were 70% more organized, 40% more innovative, and 33% more skilled.

Investing in healthcare or medical CRM solutions facilitated easy access to patient medical, payment, and behavioral data. This data could then be utilized to customize communications, improve follow-up care, and enhance customer satisfaction and loyalty. Furthermore, healthcare organizations that implemented software solutions to replace manual tasks such as data entry, emailing, and scheduling reported feeling 68% more relaxed, 65% more confident, and 55% more at ease in their roles. Amidst constantly changing insurance coverage regulations and the additional strain caused by the COVID-19 pandemic, emphasizing patient engagement and communication became imperative. Addressing the challenge of increasing personalization through marketing automation while maintaining a human touch and mitigating security risks was achievable through the use of advanced technology.

CONCLUSION

Creating and implementing a customer relationship management (CRM) platform is a complex endeavour that requires significant time and financial investment. The process of setting up and training staff to use the platform can be lengthy. However, healthcare CRM systems offer tremendous benefits to various types of medical facilities, ranging from hospitals to small independent practices. Ensuring that patients have a positive experience with your clinic at every interaction point is essential, similar to other types of customers. CRM can streamline the entire business operation, enhance efficiency in performing key functions, serve as a comprehensive solution, boost productivity and retention, all while saving both time and money.

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