



Case Study

Work smarter **not harder**

Description

Our client is a Swiss neurorehabilitation clinic in the central part of Switzerland, providing innovative and personalised treatments to patients who have experienced a stroke, Parkinson's disease, traumatic brain injuries and other neurological diseases.

We support patients throughout their entire recovery process from intensive inpatient rehabilitation, the transfer back home and therapy in your familiar environment with a therapist to online rehabilitation.

Initial situation / problems

The client approached us with two problems that needed to be changed. The first focus was on the patient process, from admission to discharge. Previously, this entire process line was carried out manually and coordinated by various people. In addition to administration, these people are also responsible for nursing, organizing flights, the kitchen and other teams.

The second concern, marketing, was only carried out in general after the patient's discharge and not in relation to the diagnosis, for example. They see this as a disadvantage because they want to provide patients with more targeted information.

Goal Automation

Process automation via CRM

The previous, manual process from the patient's request to the organization of and during admission to discharge must be reduced. This serves to improve the control and overview of the people involved and thus ensures that the quality is right.

Segmented marketing

Marketing must be divided into segments, i.e. a marketing flow can be generated depending on diagnosis, age and other factors. Previously, this was only possible centrally and had to be kept generalized, which meant that interested parties were contacted for topics that only interested them to a limited extent.

Requirement

Process automation via CRM

A high degree of automation of the entire process serves to increase control, overview and centralization.

All departments and persons involved thus receive a better overview of the process, as well as simple processing.

Segmented marketing

The requirement was a simple application with good control and high automation. The structure in marketing with the segmentation and the resulting workflows to generate journeys before, during and after treatment.

Challenge

The challenge was the complexity of individual treatments and patient care.

Also to get the employees to work in a process-oriented manner.

Learnings

More time urgently needs to be invested in this type of process involving a wide range of different departments and people.

Tools / Softwares



Zoho One



CRM



Social



Marketing Automation



Desk



Survey



Forms



PageSense



SalesIQ