

Outcome Sciences Improves Business Processes with Oncontact Software

Real world research company implements CRM solution to increase visibility, productivity and improve customer service



Outcome Sciences designs and implements patient registries, studies and technologies to evaluate real world outcomes for life sciences companies, hospitals and physician practices. It provides services and technologies focused on evaluating the safety, effectiveness, and quality of healthcare products, services, and procedures. The company has designed, developed, and managed more than 100 patient registries, including many of the largest and most well-recognized programs for disease outcomes and safety and risk management.

Challenges

- Unable to organize and display data effectively
- Needed a customizable and intuitive solution to meet their needs

Solution

Oncontact CRM helped Outcome improve its customer service. Customers can request a contact history report at any time which was impossible before. In addition, Oncontact CRM was integrated with Outcome's accounting program allowing it to pull information to provide users with enhanced visibility to the customer's account.

Results

- Outcome customized tabs to help its users track feedback and complaints
- Oncontact CRM has been customized to display activity status, issues and complaints on a multitude of screens so nothing is overlooked.

Once a drug or device achieves regulatory approval, the need exists for real-world data to demonstrate the safety and effectiveness of that product on real-world populations. Outcome provides the data collection technology that follows the products into the medical market, where they are prescribed. Servicing more than 350,000 patients across 30 therapeutic areas per year, Outcome realized that it needed a customer relationship management (CRM) solution that was capable of organizing and tracking customer information effectively to achieve greater visibility and increase productivity across the organization.

"Our previous solution could not organize and display our data efficiently," said Michael Katherine Haynie, manager of site management, Outcome. "Due to our large and complex database, we needed an extremely customizable and intuitive solution to meet our needs."

Accurate Reports in Real-time

Discovered while researching top CRM solutions in ISM's CRM Guide, Outcome selected Oncontact Software's Oncontact CRM solution for its easy-to-use, yet customizable features.

Since Outcome works with major medical centers and doctors' offices across the country, it is common for a particular medical center to be enrolled in multiple programs and studies simultaneously. Often, each program that a customer is enrolled in contains different information including contact, mailing address, and activity status.

With its previous solution, each program for every site had to be documented in a separate entry field although it was the same customer. When searching for a specific customer, it was typical for eight to ten different records to pop up, often reporting contradicting activity statuses about the different programs. This system made accessing an accurate, full-view customer report a time-consuming process with a large margin for error.

"Many of the CRM solutions we researched could not work with one entity with multiple program and contacts under different enrollment statuses," Haynie added. "Oncontact's CRM solution enabled us to organize our database allowing users to view an up-to-date, complete report on one screen."

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- Michael Katherine Haynie
Manager
Outcome Sciences

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Improved Customer Service

Outcome improved its customer service as a result of the implementation as well. As part of each contract agreement, customers can request a contact history report to view their full history at any time. Typically, creating a complete contact history is a daunting, time-consuming project, but with Oncontact CRM, performing this mandatory task is now a simple, hassle-free process.

"Previously it was impossible to compile a customer's history in a format that a customer could easily read and fully understand in a timely manner," Haynie said. "With Oncontact CRM, we can now access a customer's full history on the spot, simply with a few clicks."

In addition, Outcome integrated the solution with its accounting program, allowing it to pull information to provide users with enhanced visibility to the customer's account. Now, each time a customer calls in, their invoice number and payment status appears on the screen immediately. This allows the user to troubleshoot and address any immediate accounting issues in real time.

Tailored to Complement Operations

Outcome customized Oncontact CRM extensively to meet its specific needs. The company customized its issues and defects tab allowing users to track feedback and complaints. This feature enables Outcome to perform its trending to provide management with better insight to the current status and future of the business.

In addition, the solution has been customized to display the activity status, issues and complaints on a multitude of screens. This function ensures that the user does not overlook a significant issue no matter what screen they are viewing, resulting in increased customer satisfaction.

"By customizing Oncontact CRM, we now have ability to collect and track a wealth of additional information to increase visibility and improve our business processes," Haynie added. "The additional fields and reporting features have allowed us to utilize and maximize our data to grow Outcome to meet and exceed the needs of our customers."