



## CUSTOMER RELATIONSHIP MANAGEMENT (CRM) FOR AGED CARE

### ROOM FOR IMPROVEMENT

The Aged Care industry is currently experiencing substantial growth and government imposed changes. With rapid improvements in technology there are now solutions to assist this transition and also improve resident care.

With extensive experience in Aged Care, we understand that challenges impacting your business.

- Enquiries and admissions being performed manually without process automation
- A lack of total visibility of all enquiries and pre-admission activity, which reduces potential growth
- Absence of dynamic reporting capabilities, which allow you to monitor and respond to new residents
- A system that is not monitoring interactions and records effectively across multiple sites
- Integration with Office 365 and Microsoft Outlook
- Unable to clearly identify the target audience to effectively market your business

The profit margins in Aged Care are thin. In 2012/13 of the 1054 providers who submitted data, 365 recorded a net loss and 448 recorded less than a \$10,000 net result. How do you compare?

(Data Source: DSS Aged Care Website)

Microsoft  
Partner

Silver Midmarket Solution Provider  
Silver Hosting  
Silver Small and Midmarket Cloud Solutions  
Silver Cloud Customer Relationship Management

### A SOLUTION DEVELOPED BY A NURSE

#### The Solution Features:

- Intake management process
- ACFI Estimator (in-built)
- Real-time dashboards for business insight
- Mobility and self-service portal
- Support plans for residents
- Staff roster management
- Community care bookings
- Integration to SharePoint and Microsoft Outlook
- Record all interactions with consumers and their representatives

### Options and Pricing

Please call us on 03 8679 4128 for options and pricing.



## THE FUTURE

As the government implements a Consumer Directed Care (CDC) approach to health in general, the Aged Care sector is now on a journey of transition to a 'user pays' model and a competitive market.

In a competitive market, service providers will need to position themselves to stand out from their competitors. To maintain client numbers and support financial viability, while ensuring business efficiencies, you will need to maximise the resources available for service provision. Research says that:

"The quality of a not-for-profits' (NFPs) administrative and support services directly affects their capacity to deliver critical services to people in need. Highly efficient organisations that deliver quality administrative and support services have more capability for front-of-house service delivery and their staff spend less time dealing with cumbersome administrative and support services."

(Source: <http://www.nfpbenchmarking.com.au>)

## CRM PARTNERS

At CRM Partners we have specialised skills in developing cost effective online solutions that streamline business processes, and deliver positive business outcomes.

Through extensive experience with Disability Enterprises, our team understand the unique needs to businesses in this industry. This expert knowledge allows us to develop authentic partnerships that deliver superior outcomes for our clients.

The result is added efficiencies, which allows you to redirect resources from administrative tasks to improved resident care. This allows you to not only improve your service, but will also providing a significant impact on the bottom line.

**Please contact us to learn how CRM Partners can tailor a solution for you.**



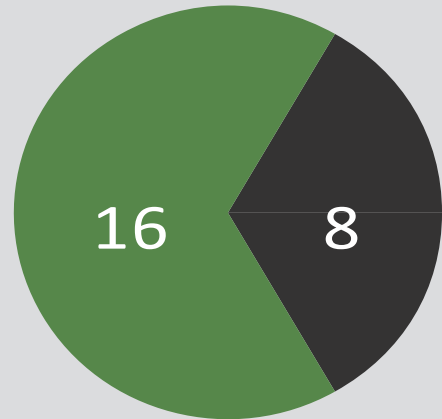
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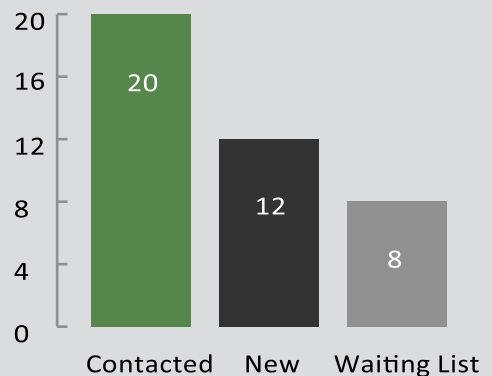
## REAL-TIME REPORTING

### ADMISSIONS BY FUNDING TYPE



● RAD/DAP ● Support

### ENQUIRIES BY STATUS



### ADMISSIONS BY CARE TYPE

