

CASE STUDY

Geisinger

HOW DAMO HELPED GEISINGER WITH A MULTI-YEAR DIGITAL TRANSFORMATION PROGRAM


Geisinger Health System (GHS) is a regional health care provider to central, south-central and northeastern Pennsylvania. Headquartered in Danville, Pennsylvania, Geisinger services over 3 million patients in 45 counties. Starting 2019, Geisinger has been on a multi-year enterprise digital transformation journey to transform patient and member experiences.




Digital Transformation Office (DTO) at Geisinger

In the early stages of Geisinger's digital transformation journey, Damo Consulting was selected as a strategic consulting partner and worked as an extension of Geisinger IS and Digital Transformation Office (DTO) organization to support various transformational initiatives.

- Damo leveraged in-house research and its extensive technology sector connections to accelerate partner selection for multiple digital transformation programs as part of the roadmap. These included:

 Developing a vendor selection playbook: process maps, RFI/RFP templates, and more

 Leveraging the **DAMOINTEL™** platform for extensive research on potential vendors

 Managing vendor selection processes and supporting vendor management and governance

How Damo Helped:

- The Damo team of senior consultants engaged with key stakeholders across multiple programs to advance the implementation of the digital roadmap for Geisinger.
- Damo CEO Paddy Padmanabhan worked closely with senior executive stakeholders at Geisinger to establish priorities, implement program governance and communicate with leadership on the progress of various initiatives program and track programs.



We had the need for a seasoned consulting firm who could assist with the rollout and deployment of our digital strategy. Paddy and his firm served as our resource to help organize and facilitate this process. He and his team brought forth a unique blend of project management, leadership and demonstrated expertise in all things digital. Their contribution to our CRM strategy, in particular, has been significant.

John Kravitz, CIO, Geisinger Health System



CRM COE at Geisinger

As a part of the digital transformation effort, Geisinger has invested significantly in an enterprise CRM program with Salesforce as a primary platform. To support the CRM program, Geisinger engaged Damo Consulting to develop a multi-year CRM strategy and roadmap, establish governance, and provide operational support.

How Damo Helped:



CRM strategy and roadmap



Operationalized CRM COE in a very short time



Established vendor governance and streamlined communication processes



At the request of Geisinger leadership, Damo CEO Paddy Padmanabhan led an effort to develop a comprehensive 3-year CRM strategy and roadmap for Geisinger.



The Damo team conducted expert interviews with a broad group of senior leaders across the enterprise to assess the internal needs for CRM, eventually summarizing the findings in a set of recommendations.



Damo leveraged its unique database and market intelligence platform DamoIntel™ to enable Geisinger to gain visibility to the high-impact use cases for CRM in healthcare and build an understanding of the technology provider landscape.



Damo consultants helped developed a consumer data strategy for Geisinger's patients and members to create a single unified record for driving patient engagement and experience.



Damo's integration architects and informatics specialists helped developed an integration roadmap for CRM applications between the Salesforce and Epic platform using an API approach.



The Damo team helped establish a CRM center of excellence (COE) in a very short time to support the needs of the health system and the health plan.



Program communication

- Established processes to manage requests for CRM technical support
- Initiated and managed bi-weekly partner calls to facilitate collaboration
- Published weekly program updates
- Provided guidance to leadership on critical issues



Worked closely with Geisinger leadership to implement foundational processes for privacy and security compliance and Identity and Access Management (IAM).



Operational oversight

- Provided CRM technical and operational leadership to ongoing projects
- Onboarded key technical resources
- Established ADO processes and governance around technology operations pertaining to the CRM program

For more information



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Damo Consulting provides digital transformation advisory services to enable healthcare organizations navigate the technology-enabled transition to telehealth and virtual care. We bring deep industry knowledge, market insights and technology skills to help develop and implement enterprise digital roadmaps.

