CRM ADVISORY FOR HEALTHCARE

by **DAMO**

Built On Deep Salesforce and Epic Cheers Expertise

The primary goal of any healthcare organization with its CRM system is to engage, acquire, and retain consumers. With rapid digitalization, healthcare organizations are looking to seamlessly connect their CRM system with systems of record to improve visibility into the entire customer journey. They want to enable personalized interactions that will strengthen relationships and build trust with customers – including patients, members, providers, and partners.

Our Key Offerings

CRM Strategy

- Enterprise CRM vision & roadmap
- Digital front door strategy & patient engagement
- Project prioritization, funding
- Organization model & governance

Governance And Center of Excellence

- Establish interim governance
- CRM COE charter
- Staffing with key roles: architects, program managers, developers
- Project and program management

Vendor Management

- Vendor research
- CRM partner selection
- Contract management
- Multi-vendor impact assessment & governance

Program Governance

- Strategic communications
- Technical program management services
- Operations support
- Staffing solutions

"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
Ex-CIO
Geisinger Health System

What Clients Say

Strong money's worth and no nickel-and-diming

Robust Executive Involvement

Firm's nimbleness and focus on finding solutions

"The firm's key strengths are that they are a very nimble organization, they are always trying to find the right talent and fit, and they make good recommendations. Our firm representative has done a good job all the way through the process. They understand what it takes to build a strategy and deploy that strategy." — VP/executive

⋀KLAS Performance Insights

First Look

Damo Consulting Digital Transformation 2022

Bringing Technology & Healthcare Expertise to Digital Initiatives

Performance Report | **April 2022**

Download

"The firm's executives are heavily involved. We have regular meetings, and the executives are very much involved in what we are doing. They sit at the table with our firm representative and have a structured approach that we have gone through. Our representative is personally accountable for a lot of things, adding great value to the process." — VP/executive

"The firm's charges are fair. They aren't the kind of firm that tries to charge me for their paper clips. We got what we expected from them, and that was a good thing because our expectations were very high. The firm's work wasn't just okay; it was very good." — CDO

WHAT A TYPICAL ENGAGEMENT LOOKS LIKE

1 Validate self-assessment with structured interviews and focus groups

2 Identify roadmap priorities and implement a strategy for achieving digital maturity goals

3 Identify technology partners using the ICEA Framework

STEP-BY-STEP APPROACH

- DigiM™ maturity assessment
- Ongoing digital initiatives: current state assessment (high-level)
- Internal survey: identify high-impact opportunity areas and high-level journey maps
- Leadership interviews: organizational priorities and gap analysis
- Digital transformation roadmap and actionable insights
- Vendor market intelligence, evaluation and selection
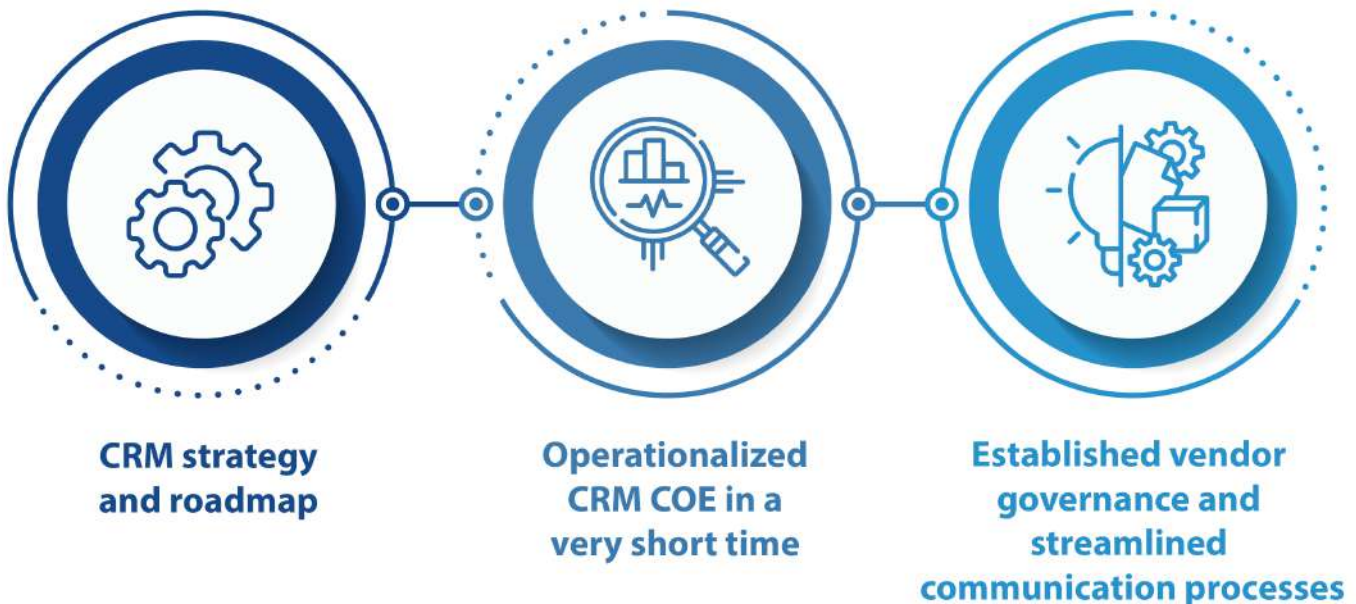- Digital Health program execution support

4 - 6 WEEKS

Investment: $49,000

How Damo Helped Geisinger With A Multi-Year Digital Transformation Program

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.

Geisinger has invested significantly in an enterprise CRM program with Salesforce as a primary

CRM strategy and roadmap

Operationalized CRM COE in a very short time

Established vendor governance and streamlined communication processes

Selected milestones:

- Damo consultants helped develop 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 develop an integration roadmap for CRM application i.e. 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.

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

Learn More

DAMO

Damo Consulting provides digital transformation advisory services to enable healthcare organizations to 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.

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