

Case Study



Client Profile

Organization

Canadian preventative healthcare agency

Size

Over 1,000 employees

Industry

Healthcare

The client provides disease control and screening programs across British Columbia and Yukon.

PATIENT RECRUITMENT & OUTREACH MANAGEMENT

Business Needs

The client faced challenges executing outreach programs designed to provide its target population with information on preventative care. Challenges were caused by:

- Fragmented IT environments, making it difficult to access complete, relevant and accurate information on individuals in the target population
- A lack of technologies designed to support patient outreach

Solution

Knowledgetech delivered a custom deployment of Microsoft Dynamics CRM On-Premise, which empowered the client to:

- Access a single, central source of up-to-date patient information
- Leverage a CRM system built with patient outreach in mind
- Integrate existing clinical data sources into outreach systems

Benefits

- Provided staff with complete patient data, integrated into outreach systems
- Streamlined communications processes in order to speed outreach activities
- Efficiently executed a diverse range of patient outreach programs
- Targeted individuals lacking a primary healthcare provider to advocate for preventative care



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