

Dynamics CRM for Clinical Lab 2.0

Due to budget cuts, clinical labs today are struggling to maintain the quality of customer service and the physician and patient services necessary to remain competitive, retain clients, and expand their market share. Furthermore, few labs are actively engaged in integrating laboratory diagnostics with clinical workflows & population management. Implementing a lab-specific CRM can drive better outcomes for patients, providers, and financial stakeholders alike.

Clinical labs up until now have followed a transactional business model, focusing on increasing the *volume* of tests they conduct to reduce costs and maximize fee-for-service revenue. Despite the fact that clinical labs inform the majority of healthcare management ([up to 70% of decisions](#)) they have been viewed as commodities rather than integrated members of the care team. Given that only 2.5% of the US \$3 trillion healthcare budget is allocated for clinical laboratory services and that this budget is shrinking (Centers for Medicare and Medicaid Services are cutting reimbursements for lab tests by 10% in 2018, 2019, and 2020), clinical labs either need to continue cutting costs or adopt a new business model in order to stay afloat. This new business model is referred to as the **Clinical Lab 2.0** business model, characterized by its focus on increasing the *value* over the *volume* of its data in order to become integrated parts of the care team. This is where Dynamics 365 comes in. Implementing a [lab-specific CRM](#) would help facilitate this shift in business models by allowing labs to remain competitive in the transition from fee-for-service to [fee-for-value](#).

[“Every lab manager knows that the path to improved profitability is blocked by poor workflows, time-consuming quality metrics processes, and disconnected sales and customer service teams.”](#) A lab-specific CRM would improve worker productivity and customer service, cut costs, and increase the accessibility of their data -- all of which would bolster their value in the lab-testing marketplace. Features of this lab-specific CRM would include:

- Tracking relations with client physicians
- Real-time monitoring of lab operations and workflows
- A comprehensive view of all sales and customer service activities at both aggregate and provider levels
- Benchmark tracking
- Provide financial and operation trend-analysis to key stakeholders

- Track productivity
- Help sales reps gain more field time
- Centralize client information
- Track sales activities
- Properly store data
- Gain access to real-time analytics
- Enable personalized care
- Care team visualization
- [Patient timeline](#)

Resources

1. <https://journals.sagepub.com/doi/full/10.1177/2374289517701067>
2. <https://www.darkdaily.com/lab-specific-crm-helps-innovative-clinical-laboratories-and-patology-groups-to-intelligently-cut-costs-while-boosting-service-to-physicians-patients-731/>
3. <https://www.darkintelligencegroup.com/the-dark-report/laboratory-management/ceo-describes-characteristics-of-the-clinical-lab-2-0-model/>
4. <https://www.intersystems.com/bnl-nl/bronnen/detail/tricore-reference-laboratories-transforms-to-the-clinical-lab-2-0-model-with-intersystems-healthshare-and-rhodes-group-software-4/>