



# Digitizing Healthcare

Learn from the leaders in the field!

This eBook covers the strategies  
you need to automate and  
improve patient management.



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# Introduction

The healthcare industry has rapidly evolved from its traditional model. While the change was on its way, the pandemic pushed hospitals and pharmaceuticals to adopt technology in different ways.

Innovation has seeped into every aspect, from new vaccines and smart wearables to improving the operational efficiency of healthcare practices. Patients and their expectations have also been the driving forces for the digital transformation.

Patients no longer use the internet just to google their symptoms. These stats outline the gap that traditional setups need to meet:



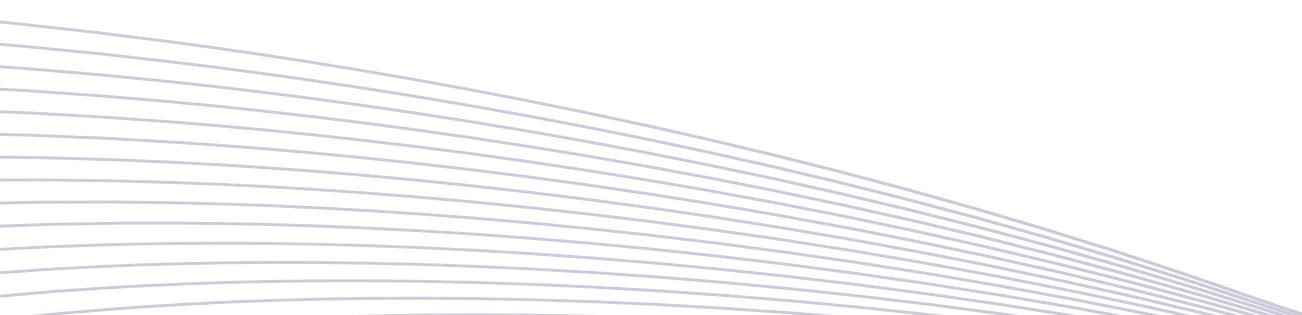
**77%** of patients book medical appointments online (Source: Accenture Patient Engagement Study 2017).



**74%** of millennials prefer virtual consultations over in-person visits to the clinic (Source: GlobalMed).



**50%** of the patients look for information on the treatment before the appointment (Source: DMN3 Report).



The public and private healthcare sectors struggle to meet these demands without adopting the right technology.

Implementing these changes can be a long and expensive process, but it's crucial for any healthcare practice's success. According to Deloitte, **92%** of healthcare providers believe that digital transformation improves patient engagement and satisfaction.

Along with building a presence online, digitization also enables healthcare establishments to build **Integrated Patient Units (IPU)**. With many teams—clinical and non-clinical—working with the patients, the transfer of information and medical records lengthens and delays the treatment process.

Adopting technology decreases operational inefficiencies. Especially when a patient visits multiple doctors for treatments. Integrating all your teams—bookings, doctors, testing labs, payments, and feedback—helps improve the value of care at every touchpoint.

LeadSquared helps healthcare establishments manage patients digitally and integrate their offline teams to create well-structured care delivery systems. Leading healthcare and HealthTech businesses **Manipal Hospitals, Practo, Psyché, Proactive for her, and Oasis Fertility** partnered up with LeadSquared to digitally transform their practice.

Here's their journey!



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# Manipal Hospitals Improves Patient Management with LeadSquared



Manipal Hospitals is India's second-largest hospital chain. Its network of over 27 multispecialty hospitals provides both curative and preventive care. They have one of the highest numbers of doctors and hospital beds that supported the country during the pandemic.

With a high patient volume and each team working on a different platform, keeping track of each patient's journey and managing appointments became increasingly hard for Manipal Hospitals. They needed to centralize leads across India while securely managing patient information.

## Challenges faced by Manipal Hospitals

1

### Disconnect Between Teams

It was hard to track previous activities and transfer patient leads across multiple teams.

2

### No Transparency in Patient Inquiry Generation

Tracking patient inquiries from multiple sources was extremely complicated.

3

### Inefficient Patient Management

Manual lead collection and distribution for over 27 hospitals was slow and error prone.

4

### Lack of an Extensive Reporting Tool

Generating cohesive revenue and productivity reports was a high-effort task and took several days.

# Solutions provided by LeadSquared



## Efficient Processes with Integrated Teams

All the teams have complete visibility into the patient's information and journey. Integration across teams increased sales productivity and led to a shorter TAT.



## Improved Lead Source Tracking

Lead stages and lead sources are tracked in real-time. The team can now plan marketing activities based on the most profitable sources.



## Automated Sales Processes for Higher Productivity

LeadSquared needs no manual intervention as lead management is automated. Manipal Hospitals can now keep a tab on all the leads across all their hospitals in the country.



## Actionable Insights with Detailed Reporting

These reports help Manipal Hospitals build data-driven strategies. They also save a lot of time and effort which is now directed to high-value tasks.

## The Results

**Zero**

Lead Leakage

**360-Degree**

View Across Teams

**Better**

Patient Management

**Improved**

Team Collaboration



"LeadSquared's APIs and connectors help us collect the data and integrate it with the system. The dashboards and reports enable us to work with this data and derive great insights from it. Both these features help **streamline processes, save time and in turn boost team productivity.**"

- Kiran Ramakrishna, Assistant Manager

Manipal Hospitals loves LeadSquared because it:



Improves Patient-Journey  
Tracking



Simplifies Monitoring  
and Reporting



Boosts Team  
Productivity



Allows Lead  
Source Tracking

**Want such results too?**

[Request a demo](#)



•practo•



# Practo Increases Call Center Efficiency by 60% with LeadSquared



Practo is the world's leading healthcare platform that provides video consultations to over 7 million patients every year. They equip users with accurate and comprehensive information to make better healthcare decisions.

High patient volume created many scheduling conflicts. Practo needed a system to manage incoming calls, map patient journeys, and simplify patient management.

## Challenges faced by Practo

1

### Low Customer Engagement

High inquiry volume led to scheduling conflicts and missed opportunities.

2

### Scattered Patient Journey

Practo lacked visibility into the patient's journey. It led to miscommunications between the doctor and patients.

3

### Lack of a Scalable Patient Management Tool

With the growing number of sales agents, it was difficult to modify the existing software to accommodate them.

# Solutions provided by LeadSquared



## Automated Patient Inquiry Management

LeadSquared automatically captures, distributes, and engages the patient inquiries for Practo. Smart views help agents intercept calls quickly and decrease the TAT.



## End-to-End Patient Journey Mapping

From the first inquiry to booking the call, the entire patient journey is tracked and mapped on LeadSquared which improves patient engagement and sales efficiency.



## Scalable and Customizable Patient Workflows

Sales workflows on LeadSquared can be easily customized based on the business' requirements and growing team sizes.

## The Results

**Short and smooth**

Implementation Process

**Decreased**

Turn Around Time

**Increased**

Call Center Efficiency

**Reduced**

Decision Making Time



"This has been the best decision we have made.

All the automations running within LeadSquared ensure that all our lead management activities, from **lead allocation to lead prioritization** are handled easily. It's amazing what we can do now, thanks to LeadSquared."

- Siddhartha Nihalani, Vice President

Practo loves LeadSquared for:



Intelligent patient  
segmentation  
automation



Better productivity  
of sales team



Omnichannel  
lead capture



Significant increase  
in conversions

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PSYCHē



# PSYCHē More than Doubles its Pipeline with LeadSquared



Nashville-based **PSYCHē** connects people seeking mental health therapy with the right therapist for virtual or in-person sessions. Over a span of 10 years, the company has built a network of therapists in multiple states and provided its clients with research-based therapies.

PSYCHē's prior CRM solutions such as Salesforce and other healthcare-specific CRMs were either too cost-prohibitive or lacked the required functionality. PSYCHē required a cost-effective and HIPAA-compliant platform to manage patient information.

## Challenges faced by PSYCHē

1

### De-centralized Operations Across Teams

Sales and case management processes were manual. They also needed a central system to track leads.

2

### Lack of a HIPPA-Compliant Platform

HIPPA compliant CRMs were either too expensive or lacked the right features.

3

### Tech-Heavy Platforms and Implementation

The team lacked the tech expertise to implement a CRM software and set up workflows on their own.

4

### Ineffective Customer Engagement

Conversations with the patients were limited and couldn't be tracked end-to-end.

# Solutions provided by LeadSquared



## Flexible and Agile CRM Software

LeadSquared integrates with various platforms to bring all the leads to a central database. The automation has helped PSYCHē decrease the turnaround time and improve patient management.



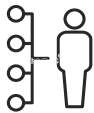
## Secured Patient Information Across Different Channels

HIPPA compliance regulations have been built into the LeadSquared platform. The data stored on the system, in notes, and shared over emails is completely secure and private.



## Easy and Hassle-Free Implementation

LeadSquared's support team helped PSYCHē set up workflow automations which were customised as per their requirements. The team members find the platform intuitive and easy to use.



## Automated Customer Engagement Processes

Engagement touchpoints and lead channels have increased with LeadSquared. The team can track which stage the patient is at and investigate the history of every interaction to personalize customer experience.

## The Results

**2x+**

Pipeline Growth

**Fast**

Implementation

**Zero**

Support Issues

**HIPAA**

Compliant



"We've roughly **doubled the amount of leads** we're able to manage. A lot of that is due to the time-saving factor of working with LeadSquared.

We're able to cut down **our turnaround time** responding to inquiries and reach out to and

- Tamara Young, Director of Marketing

## PSYCHē loves LeadSquared because it:



Simplified product implementation and adoption



Increases speed-to-lead



Automates time-consuming processes



Provides exceptional reporting capabilities

## Want such results too?

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# PROACTIVE

— *for her* —



# Proactive for her Decreases Patient Turnaround Time with LeadSquared

PROACTIVE  
— for her —



 leadsquared

Proactive for her is a digitally native healthcare platform that offers patient-centric, liberal, and empathetic care to women in India. They are a full-stack healthcare experience with services ranging from teleconsultations and support programs to customized diagnostic panels.

As the patient volume increased, managing operations manually got complicated. They needed a tool to streamline processes and provide their teams with advanced reporting capabilities.

## Challenges faced by Proactive for her

1

### Low Customer Engagement

There was no way to engage with leads and understand their intent. This led to missed opportunities.

2

### Slow Turnaround Time

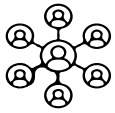
Their CRM system couldn't handle the lead inflows leading to improper lead management and delayed patient TAT.

3

### Complicated and Tough-to-use CRM Tools

The team relied on tools such as Zoho; but the adoption was low owing to the tool's complexity and lack of customer support.

# Solutions provided by LeadSquared



## Automated Communications to Boost Engagement

LeadSquared helps the team automate communication by sending out emails and WhatsApp communication based on crucial patient actions. The analytics also help them improve their campaign performance.



## Consolidated and Centralized Database

LeadSquared unifies teams and processes, making it easier for the sales team to coordinate and lower patient turnaround time.



## CRM That's Easy to Adopt and Implement

Proactive for her found it extremely easy to shift their operations to LeadSquared with its intuitive interface and unmatched customer support.

## The Results

**Efficient**

Patient Intent Tracking

**Increased**

Patient Conversion

**Zero**

Missed Opportunities

**Reduced**

Patient Turn Around Time



"LeadSquared as a platform has a lot of value and is appropriately built with excellent features and integrations with almost all platforms that we require. It acts as our **central database** and we can map our entire sales process into LeadSquared, hence it has been **very efficient to track and convert patients.**"

- Seerat Kaur, Head of Retention

Proactive for her loves LeadSquared for:



Targeted  
Communication



Third Party  
API Integrations



Smart  
Automations



Impeccable  
Customer Support

Want such results too?

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# oasis

— FERTILITY —



# Oasis Fertility Doubles its Patient Engagement Rate with LeadSquared



+



Oasis Fertility is a comprehensive healthcare provider with multiple centres across India that cater to infertility treatments. It is a 'one-stop' clinic where consultation, investigation, and treatment are taken care of during a single day.

Oasis fertility aims to provide accessible and affordable healthcare to patients. To do so, they needed a cost-effective solution to manage patient inquiries and improve patient experience.

## Challenges faced by Oasis Fertility

1

### High Patient Inquiry Leakage

Oasis fertility has multiple channels for patient acquisition and without a proper lead management system, this led to missed inquiries.

2

### Improper Lead Capture

Due to a large volume of inbound leads, the team couldn't manage inbound inquiries and assist them to nearby clinics.

3

### Lack of Process Automation

The team did not have a system to automate communication across channels with patients based on triggers.

4

### Monitoring Team Performance

Since the inquiries and response rates weren't being tracked, identifying errors in the sales process was complicated.

# Solutions provided by LeadSquared



## Automated Patient Inquiry Management

LeadSquared captures patient inquiries from all channels without leakage and helps Oasis manage and track them through a single dashboard. This decreased patient turnaround time and improved engagement.



## Powerful Third-Party API Integrations

Integrations ensure that all the inquiries from third-party aggregators—Practo, Facebook, Instagram, Google Ads, and more—are captured on a single platform. The team also uses LeadSquared's Knowlarity telephony integration to manage inbound phone calls.



## Improved Patient Engagement

LeadSquared's marketing suite nurtures patients through email automation. It automates emails and drip sequences based on their interests and intent.



## Advanced Reporting Capabilities

The team leverages LeadSquared to generate reports on the efficiency of their call center team, conversion ratios, the contribution of patient acquisition mediums, and more.

## The Results

**2x Rise**

In Patient Engagement

**100%**

Patient Profile Visibility

**Zero**

Missed Opportunities

**Reduced**

Patient TAT to Under 5 Mins



"We use LeadSquared to manage our lead funnel. The reporting section is our most loved feature as we can dive into data and best-performing sources for patient acquisition. Our patient engagement **has doubled from 4% earlier to 8%.**"

- Sreeram Kandula, Senior Digital Marketing Manager

Oasis Fertility loves LeadSquared for its:



Targeted and Personalized  
Communication



Third Party API  
Integrations



Tracking and Team  
Performance Analytics



Smart  
Automations

Want such results too?

Request a demo



# The Way Ahead

The bridge from traditional to digital is quite long but adopting the right technology helps you cross it faster. Businesses that haven't adopted technology yet stay at the risk of falling back and losing their patients to competition.

But digitization doesn't come around in a day, you need to identify and prioritize specific obstacles that can be resolved with technology. Taking the goal-by-goal approach helps businesses strategize and deliver valuable results.

The transformation must also be sustainable so that all your doctors, lab staff, and non-clinical team members can adopt it easily.

Here's a checklist of the features that your patient management software should have to enable a smooth shift towards digitization:



## **Customizable solutions**

To cater to your business' workflow and ensure a streamlined information flow.



## **An integrated interface**

So that all your teams are on the same page and patients don't have to re-enter their data or share medical records multiple times.



## **Secure data collection and storage**

Patient data is confidential and should always be secure.

The platform chosen should also be compliant with data-security laws.



## Cost-effective digital initiatives

While establishing your digital presence, a lot of your budget goes into marketing activities. But tracking the campaign outcomes helps in restructuring your expenses and channelling them towards high-performing campaigns.

The healthcare sector is undergoing radical changes under the digitization drive. Many businesses and clinics have tackled these challenges and acquired a larger market share in just a few months with LeadSquared. Our team can help you do that too!

TRUSTED BY 2000+ BUSINESSES WORLDWIDE

•practo•

 PharmEasy

 medanta

 cloudnine

 ManipalHospitals

PROACTIVE  
— for her —

TATA  1mg

 Pahlajanis'  
Women's hospital

 CK BIRLA  
HOSPITAL

oasis  
— FERTILITY —

**BOOK A FREE DEMO**

**Contact Us**

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