



# Infor Physician Relationship Management (PRM)

## Improve revenue growth

As healthcare continues to move toward value-based payments, effective and engaged physicians are key to improved continuity of care, positive patient outcomes, and revenue growth. To keep in-network physician referrals in-house, as well as grow referrals from other providers in your market, you need to craft a physician engagement strategy that's based on an understanding of not just the revenue into your hospital and outpatient services, but also the revenue that's going to your competitors. You can do this and more with Infor® Physician Relationship Management (PRM).

## Deliver a successful physician engagement strategy

With Infor PRM, you can manage physician relationships, measure referral volume, track the resolution of issues, and escalate physician complaints. Designed specifically for the unique needs of healthcare organizations like yours, Infor PRM gives you timely access to local market claims data, as well as easy access to physician and practice information that can seamlessly integrate with your credentialing and admissions systems, ensuring that your data is always up-to-date. This, combined with an integrated business intelligence and analytics platform, can help you develop and deliver a physician engagement strategy that enhances physician loyalty, increases referral volume, and grows your bottom line.

With Infor PRM, you get access to up-to-date, relevant, and actionable market claims data.

## Improve physician loyalty

You may know the volume of business your affiliated physicians conduct within your organization, but you likely lack the timely claims access and analytic capacity to know what percentage of a particular physician's total business is currently with your organization. With Infor PRM, you can know this percentage and access additional information that's critical to informing your physician engagement strategy. While physicians at both ends of the loyalty spectrum need attention from your physician liaison staff, you'll know the type of attention they need based upon their current referral patterns.

## Access claims data for your entire market

With Infor PRM, you get a big-picture view of the business and healthcare delivery activity in your market—of both affiliated and non-affiliated physicians. Not only will you be able to know exactly which providers and practices are sending business your way and which are not, you'll also be able to understand which service lines and sub-service lines represent the greatest volume in the market and which are poised for growth. You can also drill down to see all of the physicians that are associated with patient encounters. You can even see claims activity geographically by zip code and site of service.

You can also track and escalate the issues that may be causing physicians to disengage from your organization and discover the reasons why non-affiliated physicians aren't referring business to you. With this information, your physician liaisons can have a data-driven plan to address and resolve physicians' specific issues and determine ways to improve alignment and increase referrals.

## Gain valuable insight

With Infor PRM, you gain the insight for informed business decisions. You'll have the tools you need to:

- View physician and practice information, including calls, meetings, tasks, emails, notes, personal data, service volume, and issue/complaint resolution.
- Track referral dates, service line information, category, patient type, number of surgeries, procedures, and admissions at the physician level.
- Gain access to current data that previously took days to compile.
- Use powerful and flexible query criteria to search the physician database.
- Give your managers insight into liaison action plans and activity levels, as well as physician referral volume trends.
- Visualize data with charts, graphs, and more.
- Gain customizable user interface and dashboards.

## Gain a competitive edge

Infor Physician Relationship Management (PRM) gives you the tools to build a successful physician engagement strategy. With access to current, actionable data, you can improve physician loyalty and grow your referral sources. As a result, you'll be able to increase revenue and gain a competitive edge in your market.



### Infor Healthcare

Infor PRM is part of Infor's portfolio of industry-leading, healthcare-specific solutions. Organizations globally use Infor Healthcare solutions to transform the integration, planning, tracking, and management of vital assets—including people, supplies, clinical data, relationships, and financial resources.

Infor Healthcare solutions are used by:

- 5,000+ healthcare customers in over 30 countries globally
- 72% of US healthcare provider organizations with more than 150 beds
- 7 out of 10 of the best US children's hospitals
- 12 out of 15 top US teaching hospitals

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