



## Solution Spotlight



# Customer Relationship Management (CRM)

PointClickCare Customer Relationship Management (CRM) helps skilled nursing providers streamline operations to improve revenue cycle performance and simplify the processes that lead to referrals becoming residents.

CRM provides a unified view into the potential resident throughout the pre-admission and move-in process. With streamlined admissions decisions, consistent, profitable occupancy levels are more attainable. Most importantly, CRM helps you ensure that residents get placed at the right location according to their preferences and care delivery needs.

**PointClickCare®**



### Improve revenue cycle performance

As an executive leader in Skilled Nursing, effectively managing profit margins is a top priority. Industry margins have traditionally been slim, and the introduction of more complex payors makes it more important than ever to keep your facility profitable.

PointClickCare's CRM includes pre-admission assessments to collect prospect information that can impact Medicare reimbursements under PDPM. To succeed, you need the right resident mix, coupled with effective debt and receivables management. With a steady stream of quality, potential residents and clinical data you are able to make better decisions to increase occupancy levels for improved financial results.



### Optimize census quality mix

If you use eReferral with nH Intake (naviHealth) or CarePort (Allscripts) to receive referrals, you can evaluate whether you have the ability to provide treatment and the required vacancy to care for the resident effectively.

Efficiency matters – nearby facilities may also be receiving the same referrals from area hospitals. Delays in responding can lead to a lost referral. Your team needs to analyze the quality of the potential resident, evaluate whether your facility can meet their needs, and make an offer decision in a relatively short period of time.

CRM provides:



Realtime availability and occupancy at a glance.



Simplified, integrated referral pipeline management.



Easy-to-use reporting dashboards and exports.



Quick access to contacts and referral sources.



Lead and marketing activity, along with scheduling, tracking, and reporting.



Anytime, anywhere access to leads and referrals via iOS devices using the Availability & Occupancy application.



Expedited admission processes, with resident-specific data acquired from first contact.

## To learn more about Customer Relationship Management (CRM)

[SCHEDULE YOUR DEMO](#)

PointClickCare Technologies Inc., helps long-term and post-acute care (LTPAC) providers gain the confidence they need to navigate the new realities of value-based healthcare.

For more information on PointClickCare's software solutions, please visit [www.pointclickcare.com](http://www.pointclickcare.com).