



Canadian College of
Health Service Executives
Collège canadien des
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Patient Outreach Screening Solution for Healthcare

Join Microsoft and KnowledgeTech for an informative webcast that will discuss the Patient Recruitment and Outreach Solution for Healthcare - an interactive Patient Relationship Management solution based on Microsoft Dynamics® CRM - that can help Healthcare groups, such as Cancer Screening Agencies and Clinical Trial Groups, meet their complex recruitment and retention needs.

Learn how the Patient Outreach Screening Solution provides the tools to manage various patient outreach functions:

- Recruitment and retention eligibility criteria for each screening program
- Automation of program booking, and follow-up process
- Complex mailings to patients and/or their physicians/healthcare providers
- Can be integrated with a Microsoft-based data warehouse to store clinical and demographic patient data that is subject to rigorous privacy restrictions
- Duplicate detection and merging/splitting of client and health care provider records
- Government mandated audit reporting

Meet the Sponsors

KnowledgeTech Consulting, gold certified Microsoft Dynamics partner, has a significant presence in the health informatics area. They have worked with health authorities, Ministry's of Health, and associated agencies and membership registries. Much of this work is in the clinical applications area.

Microsoft Dynamics® is a line of financial, customer relationship and supply chain management solutions that help businesses work more effectively. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft® software to streamline processes across an entire business.

Event Details:
Thursday, June 10, 2010
1pm ET/10am PT
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