

# Bangkok Dusit Medical Services Reduces Transaction Costs by 50% with CRM System



Bangkok Dusit Medical Services  
Bangkok, Thailand  
www.bangkokhospital.com

## Industry:

Healthcare

## Employees:

9,000

## Oracle Products & Services:

Siebel CRM

## Key Benefits:

- Reduced transaction costs by 50%
- Enabled e-mail management staff to respond to inquiries within a day, rather than two or three days previously
- Provided staff with access to patient information from any location
- Allowed staff to easily capture and store information about services selected by health management program members, enabling hospitals to tailor offerings for customers
- Set framework to provide contact center and outbound sales staff with patient data, allowing them to make better decisions about each patient's requirements

*“With Oracle’s Siebel CRM, staff can respond to e-mail enquiries from people within a day and propose better solutions for patients. The solution has enabled BDMS to reduce transaction costs by 50%. We have gained a competitive edge over other hospitals in Thailand.” – Chatree Duangnet, M.D., CEO, Bangkok Hospital Medical Center, a flagship facility under Bangkok Dusit Medical Services*

Bangkok Dusit Medical Services (BDMS) has been providing healthcare services to patients in Thailand and overseas since 1972. BDMS operates 18 specialized medical centers including Bangkok Hospital Medical Center, a flagship facility that combines Bangkok General Hospital, Bangkok Heart Hospital, Bangkok International Hospital, and Wattanosoth Cancer Hospital. The four hospitals have been accredited by the Joint Commission International Accreditation in the United States for excellent international standards.

BDMS’ Bangkok Hospital Medical Center is its primary facility for internal medicine, pediatrics, and general surgery and houses numerous specialized centers. BDMS employs around 9,000 staff.

Customer tracking and retention is crucial in helping BDMS’ hospitals stay in front in Thailand’s competitive healthcare industry. As BDMS strives to offer the best healthcare, it requires a customer relationship management (CRM) system to help deliver faster, more personalized services to patients.

In August 2008, BDMS engaged Oracle Certified Partner Locus Telecommunication to deploy Oracle Siebel CRM to speed up responses to patient inquiries and improve the long-term competitive advantage.

“Patient information was sitting across many hospital systems and databases, which made it difficult for hospital staff to quickly find the right information when they were answering customer inquiries,” said Veerasak Kritsanapraphan, General Manager, Technology, at Greenline Synergy Co., Ltd, an IT subsidiary of BDMS.

“With the addition of Oracle Siebel CRM, staff now has a powerful tool to propose suitable solutions for patients and follow up appropriately so patients can consider their treatment options.”

### **Patient Queries Answered Fast, Transaction Costs Cut**

BDMS uses Oracle Siebel CRM to gain a 360-degree view of all patient data, including their medical history, insurance membership details, and other information relating to their current condition.

“With Oracle Siebel CRM, we have created a database of customer information that can be used over and over again,” said Kritsanapraphan. “The solution provides us with the ability to see every piece of information relating to an individual patient. This means that we can respond to enquiries much faster than before,” said Kritsanapraphan.

Before the group deployed Oracle Siebel CRM’s e-mail management module, around 25 staff in the hospital’s e-mail management team would receive enquiries from a Lotus Notes mail box. They would sometimes spend two to three days searching for the relevant information to answer a patient’s request.

Now, staff can access information wherever they are located, thanks to Oracle Siebel CRM’s Web-based interface.

“With Oracle Siebel CRM, staff can respond to e-mail enquiries within a day and propose better solutions for patients,” said Chatree Duangnet, M.D., CEO, Bangkok Hospital Medical Center.

“The solution has enabled BDMS to reduce transaction costs by around 50%. We have gained a competitive edge over other hospitals in Thailand.”

### **Enhanced Health Management Program**

Oracle Siebel CRM has enabled BDMS to deploy a tailor-made health management program for local and international patients. By cross-matching individual patients with their medical history and risk profile, the personalized system generates advice that helps mitigate the danger of becoming exposed to, or contracting, diseases.

“Hospitals can capture and store information about every disease and the range of treatment plans that are available, allowing us to tailor prevention programs to these patients and their families in the future,” said Kritsanapraphan.

“For example, a prevention plan might be put in place for diabetic patients to help reduce the risk of heart disease, eye problems, or kidney failure.”

### **Help for Call Center Staff**

By the end of 2009, BDMS will deploy Oracle Siebel CRM to 45 staff working in its contact center and external sales force.

“Staff in our call centers will have information about existing and former patients at their fingertips, enabling them to make better decisions about the services that are most suitable for each patient’s individual requirements,” said Kritsanapraphan.

“In addition, our outbound marketing and sales staff will also take advantage of the most accurate and up-to-date data to help them design care plans and manage medical benefits costs for patients.”

### **Why Oracle?**

BDMS chose Oracle Siebel CRM because it includes a best practice template that caters specifically for healthcare organizations. “This meant that the deployment was completed quickly because we did not need to reinvent the wheel for practices that already worked well across the hospitals,” said Kritsanapraphan.

“Oracle Siebel CRM is the best solution in the marketplace for healthcare organizations,” added Kritsanapraphan.

### **Implementation Process**

In August 2008, technical staff at Greenline Synergy began defining the e-mail team’s processes. Locus Telecommunication then loaded these processes into Oracle Siebel CRM and configured BDMS’ hardware infrastructure. The installation was completed by January 2009.

*Bangkok Dusit Medical Services (BDMS) has been providing healthcare services to patients in Thailand and overseas since 1972. BDMS operates 18 specialized medical centers, including Bangkok General Hospital, Bangkok Heart Hospital, Bangkok International Hospital, and Wattanosoth Cancer Hospital.*