

RAZVOJ MENADŽMENT ODNOSA SA PACIJENTIMA KAO FAKTOR KONKURENTSKE PREDNOSTI ZDRAVSTVENIH USTANOVA

DEVELOPMENT MANAGEMENT RELATIONSHIPS WITH PATIENTS AS A FACTOR OF COMPETITIVE ADVANTAGE OF HEALTHCARE INSTITUTIONS

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Rezime

U zdravstvenom sektoru današnjice, u kome je uticaj konkurencije značajan tako da se nameće potreba prikupljanja informacija o trenutnim i potencijalnim pacijentima da bi im se pružila adekvatna medicinska usluga. Što je efikasnija usluga koju zdravstvene ustanove pružaju svojim pacijentima to će se ići korak dalje u zadržavanju odnosno lojalnosti pacijenata. Sistem menadžmenta odnosa sa pacijentima/korisnicima (engl. Customer Relationship Management – CRM) pruža zdravstvenim ustanovama kompletno rešenje za upravljanje odnosima sa pacijentima. Koncept odnosa sa pacijentima osigurava da marketinška politika zdravstvene ustanove bude u skladu sa tržišnim potrebama. Uloga informacija u stvaranju konkurentne prednosti za CRM poslovnu strategiju za zdravstvene ustanove je presudna. Kvalitet informacije je neophodan da bi ona bila korisna u kreiranju konkurentske prednosti zdravstvene ustanove, odnosno informacija mora da bude tačna i pristupačna svima kojima je potrebna. CRM sistemi za zdravstveni sektor pružaju usluge prodaje, marketinga i zahteva korisničkog servisa najvećim zdravstvenim ustanovama.

CRM sistem pokriva sve procese koje zdravstvena ustanova koristi da organizuje i prati interakcije sa potencijalnim ili postojećim pacijentima dok se korišćenjem CRM alata omogućava efikasno reklamiranje zdravstvenih usluga koje organizacija pruža. Rad ukazuje da je neophodan uslov, efikasnog iskorišćenja CRM, jeste da zdravstvene ustanove spoznaju potrebe svojih pacijenata, što se postiže prikupljanjem i analizom podataka o preferencijama i ponašanjima pacijenata a na taj način im je omogućeno ostvarivanje konkurentske prednosti.

Ključne reči: customer relationship management, zdravstvo, pacijenti

Summary

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In today's healthcare sector, in which the influence of competition is very important, there is a need to collect information about current and potential patients to provide them with adequate healthcare services. The more efficient the service that healthcare organizations provide to their patients, the step further will be made in retaining patients and their loyalty. System of managing relations with patients (CRM) provide healthcare organizations complete solution for managing of patients' care.

One of the most interesting aspects in healthcare is the question how to manage relations between the givers and receivers of healthcare services. CRM for healthcare contains a number of software products which will help healthcare organizations to maintain efficient relations with their patients.

CRM solutions are focused on helping healthcare organizations to prepare suggestions and process applications in faster and more accurate manner, as well as to understand the needs and habits of their patients in order to give them better services on time-efficient manner. CRM concept ensures that marketing policy of the healthcare organization is in accordance with market needs. Adequate CRM system gives a healthcare organization a chance to win over patients as well as to maintain relations with them. Primary task for the managers in healthcare sector is to create an insight into patient perception on service quality as well as their appropriate sources of satisfaction and dissatisfaction. The role of information in creating competitive advantage for CRM business strategy for healthcare institutions is crucial. Quality of information is necessary for it to be useful in creating competitive advantage, information must be accurate and accessible to all who need it. CRM systems for healthcare provide services for sale, marketing and demands of customer services to the biggest healthcare organizations.

CRM system covers all the processes that healthcare organization uses to organize and monitor interactions with potential or current patients, while with the use of CRM tools it is enabled to efficiently advertise healthcare services that organization provides. This paper points out that necessary requirement of efficient use of CRM is that healthcare organizations must know needs of their patients, which is accomplished with collecting and analyzing data about patient preferences and behaviors and this way it is allowed to get competitive advantage. Corporate image, patient satisfaction and their loyalty can help health institutions to participate in market competition in a highly competitive environment.

Keywords: customer relationship management, healthcare, patient
