

## Foster patient-centered care to deliver connected experiences

Healthcare CRM is poised to be the next BIG thing as healthcare professionals strive to individualize care and nurture patient-provider relationships. Hospitals are looking at CRM with a different lens and opting for an advanced healthcare CRM solution that can manage the entire patient lifecycle and offer seamless & connected patient experience.

### Resource of the Month



#### Elevate patient experience throughout the continuum of care with robust Healthcare CRM Solutions

Healthcare CRM helps manage the complexities of operations between service providers and customers; in this case between hospitals, clinics, laboratories, and the people who use their facilities.

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### Product of the Month

#### Easyrewardz Healthcare CRM

**A blend of utilitarian and delight features for enhanced Patient Experience**

Patient Engagement via WhatsApp | Patient Loyalty Program | Patient Feedback Engine | Omnichannel Patient Support & more

[Know More](#)

### Brand Speak



**Archana Sangam**  
Head – CX & CRM  
Motherhood Hospitals

"Both Motherhood Hospitals & Easyrewardz are delighted with the launch of the 'Motherhood Delights' program. Easyrewardz has helped us achieve the same with their end-to-end solutions making it easier for us to know the 360° view of our customers, retain them and build loyalty. We look forward to continuing this partnership and unlocking the full potential of CRM in the healthcare industry...."

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### Latest News



#### Motherhood Hospitals Partners with India's leading CLM Platform Easyrewardz For "Motherhood Delights" Loyalty Program

Easyrewardz, India's leading end-to-end CLM & Loyalty solution provider today announced that Motherhood Hospitals, India's fastest growing women & childcare chain, has leveraged Easyrewardz Healthcare CRM solution stack for the success of their nationwide multi-hospital "Motherhood Delights" program.

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### Latest Webinar

#### Redefining Patient Experience Strategy for 2022 & beyond

Listen to Healthcare CRM leaders discussing the role of technology in improving the continuum of patient care and in offering more connected experience.

[Watch Now](#)


### In Conversation With

Technology is transforming the healthcare sector because of rise of virtual care, rapid digitization, increased patient expectations, customer data platforms and more. The focus is to keep patients at the core, remove silos, improve patient engagement, automate repetitive tasks and thus, deliver connected patient experiences by implementing robust technologies.



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