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Case Study #1 Forget the Donkey Work— Seamless CRM Data Integration Arrives in Latin America

Customer Relationship Management (CRM) strategies and processes are the foundation of a company's success in targeting, acquiring and serving its customers, and Latin America is no exception. CRM solutions are the fastest growing enterprise application today with tools like Salesforce and Microsoft Dynamics taking the region by storm. But CRM software is only as good as the data that populates it, which until recently has been quite poor in Latin America.

With inconsistent hospital data, companies operating in the region attempted to fill this gap by diverting sales rep time towards data gathering. Some estimate that upwards of 50% of sales rep time can be dedicated to CRM data entry via surveys and questionnaires, resulting in a partial database full of inaccuracies. A reluctant salesforce feels burdened by the requirement to populate an IT solution with information they already know.

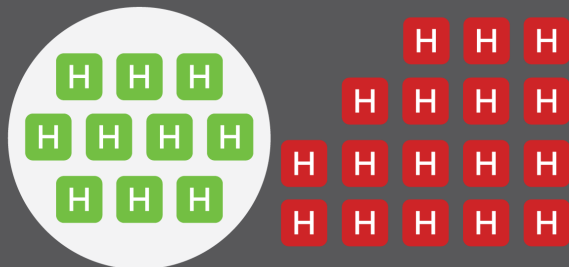
Most importantly, the CRM will inevitably focus on existing clients and fail to provide a view of additional market potential. Despite the millions invested in CRM, the data problem prevents companies from obtaining the desired return—identifying and quantifying revenue opportunities. The problem isn't the engine, it's the fuel.

Thankfully, the CRM data dilemma has changed for healthcare companies operating in Latin America. With highly detailed profiles on over 12,000 hospitals, the Global Health Intelligence (GHI) Hospital Demographics Database can be used to populate CRM solutions so they deliver results. Over 2 million datapoints provide clients with CRM coverage for 80% of hospitals in Latin America across the top markets: Brazil, Mexico, Colombia, Argentina, Peru, Chile, Panama, Guatemala, Costa Rica, Puerto Rico and the Dominican Republic.

Companies can finally get a full picture of the potential market for their equipment and assess their sales performance against it. Automated data updates keep the CRM current and relevant for the sales teams, improving sales force effectiveness and ultimately boosting revenue for the business.

Identify Opportunities through CRM Complement

Always looking at the same accounts. Not considering the rest of the potential market - Low hanging fruit.



Current clients

Other potential accounts in the market.

Solution

Integrated potential customers into your CRM to drive sales force effectiveness,



Data in Action

Global medical device player uses GHI database for CRM

Who:

A leading global player in infusion pumps operating in Latin America.

How the data is used:

Quantifying infusion pumps in key hospitals; Identifying potential clients representing his sales opportunities; Delivering qualified leads to clients.

What they love:

It's eye opening to have concrete data. We can see which hospitals have the most number of pumps and, more importantly, which hospitals represent the greatest new revenue opportunities.

Best feature:

Database integrates into our CRM so that it can be accessed company-wide.

About Global Health Intelligence

Global Health Intelligence provides detailed information on healthcare infrastructure in emerging markets in order to help clients understand the competitive landscape and identify opportunities for growth.

Founded on over 20 years of research expertise in emerging markets, Global Health Intelligence has developed the world's largest hospital demographics database focused on Latin America.

Find out how Global Health Intelligence can help you grow in emerging markets:

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Our Services

● Hospital demographics

The world's largest hospital demographics database focused on Latin America

● Market size / share

A unique methodology based on the analysis of import data to deliver reliable insights in a timely manner

● Tailored research

Refined with 20+ years Market Intelligence experience:

- Market sizing and segmentation
- Partner search & market due diligence
- Competitive profiling
- Pricing and cost analysis
- Best practices
- Positioning and opportunity identification

Hospital Database Characteristics



12,000 hospitals
profiled



Coverage in 11
countries



Over 100 data
points per hospital



Raw data exports
to Excel



Integration into
your CRM



Prebuilt Tableau
dashboards



Available
immediately!

