

IPRO-Software

winIPRO CRM: Targeted patient approach

Customer Relationship Management stands for a programme designed systematically to build and maintain long-term profitable customer relations.

Individual Patient approach

With CRM you can

- respond better to the individual requirements of your patients.
- make a more targeted approach during the consultation.
- provide your patients with targeted product, service and other information.
- promote patient loyalty.

winIPRO CRM-Questionnaire



winIPRO
looking forward.

Patient details

Name _____

Date _____

1 Occupation – Working distance

Which work do you do regularly?

- Close range Far Varying distances

2 Computer

Do you work at a VDU?

- Often Sometimes Seldom never

In which distance is the VDU placed? _____ cm

3 Health

Do you have visual complaints?

- Double images / swaying images
 Headaches
 Itching eyes / watering / irritated eyes

Have you had an eye-surgery?

- Kataract OP Refractive-surgical
 Glaucoma Other

6 Products

When will you next go on holidays?

On which occasions do you wear sunglasses?

- Daily use For driving
 Don't use sunglasses/ n.a.

Do you wear Contact Lenses?

- Not interested Already uses CL
 Interested Repl. scheme
 Cancelled after test Disposables
 Incompatibility Soft lenses
 Hard lenses

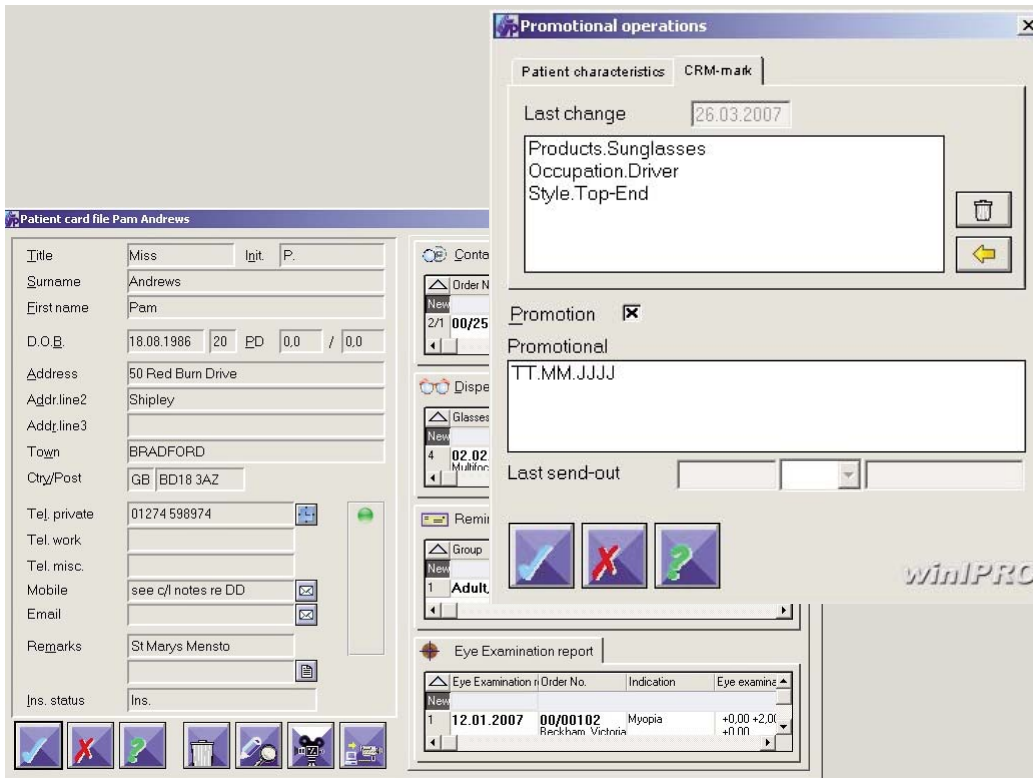
How often do you use the following aids?

(Potential)

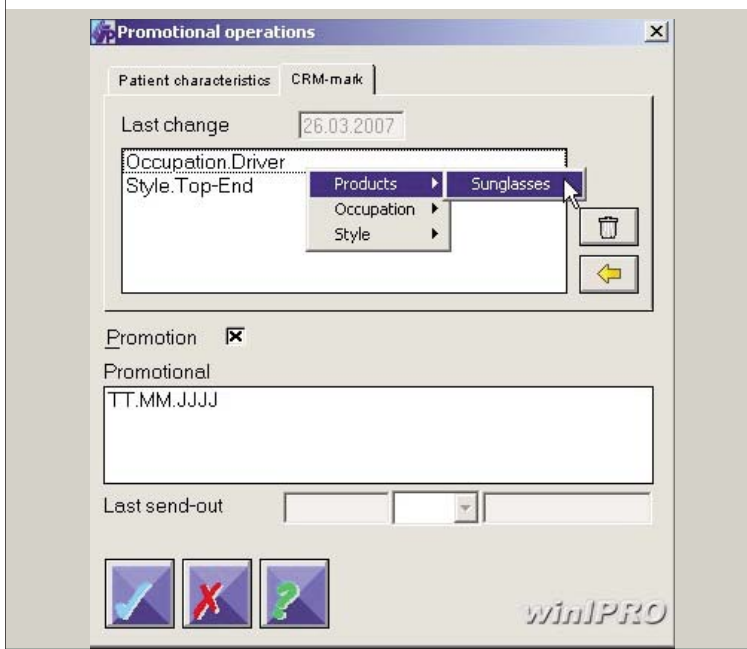
	Always	If necessary	Not used anymore
Distance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Progressive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Magnifiers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7 Product-Information

- No Info
 Info yes, but **No**
 SMS Letters Emails Calls



The CRM-mark is a tab in the Patient Characteristics window. From the patient card file, it is just one click away.



You can also record special information obtained from your patient:

- You can manage an almost unlimited number of CRM-marks and categories
- Arrange them in the CRM-tree as groups and sub-groups
- Quickly assign CRM-marks – even without using the mouse
- Use questionnaires for direct patient interviews
- Use CRM for selections in the patient promotion module
- Import patient characteristics as CRM-marks
- Directly import several pre-set sets

The “tree-structure” gives you an perfect overview on the CRM-marks in your system. This speeds up the assignment considerably.



For more information about winIPRO CRM, please contact your IPRO consultant.

Service and Support have a face

This is ours – winIPRO

Accept our invitation and contact us. All our team look forward to it.

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