

Cincinnati Children's Hospital

Leading US hospital collaborates with Aspect to bring life-saving early innovations to market with Microsoft Dynamics CRM



Results

- Ability to track over 800 leads a year
- Sustainable data on 2,500 contacts which has improved target outreach
- Significant campaign management improvement

The Organization

Cincinnati Children's Hospital Medical Center is a 577-bed non-profit pediatric hospital currently ranked third among all Honor Roll hospitals by the U.S. News and World Report. Cincinnati Children's offers every primary and sub-specialty healthcare service. The clinical procedures and treatments pioneered at Cincinnati Children's are used throughout the world. The institution employs more than 14,000 people including 900 faculty members. The revenues for 2013 exceeded 1.9 billion.

The Center for Technology Commercialization (CTC) is the technology transfer office at Cincinnati Children's. This office identifies, protects and commercializes Cincinnati Children's intellectual property through industry collaborations, licensing and new company formation. The objective of the office is to advance early innovations to the market in an effort to improve child health. Early innovations can become breakthrough therapies for children and adults.

Motivation for Change

Intellectual property from Cincinnati Children's can span any clinical or research area and include an array of therapeutic, diagnostic, medical device, software, research or educational tools. Growth facilitated the need to track and manage leads and opportunities around individual technology licensing efforts. However, the office was experiencing challenges tracking conversations with industry partners and effectively targeting the right companies that had an interest in the technologies. It is paramount that the office gets the technologies in front of the right industry partner to ensure they reach the market quickly and have the best chance of reaching patients.

To ensure that the technology went to the best-suited company, the CTC wanted to move from a generalist to a specialist model for marketing the technologies but they lacked the supportive infrastructure to implement a Customer Relationship Management (CRM) solution. CRM organization and data compilations are a necessary part of bringing new technologies to market. The CTC sought a CRM solution that could help them answer the question, "What is the path of activities needed for a successful licensing transaction?"

The Desired Solution

The CTC determined that a CRM database designed to track the campaigns, activities and communications was required to deliver a retrospective analysis on program success and monitor real-time opportunities. They desired an organized and consistent approach to leads and opportunities as well as an effective way to target and communicate with their target audience.



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*-Michael Pistone, Marketing Manager,
Cincinnati Children's Center
for Technology Commercialization*

Why Aspect

After interviewing Dynamic CRM partners and with Microsoft's recommendation, the CTC selected Aspect to deploy the CRM application.

Aspect's Professional Services team worked with the CTC to understand their business and think creatively to build a CRM solution using Microsoft Dynamics CRM to address all their requirements.

The Results

Through collaboration, Aspect and the CTC designed The Intellectual Property Commercialization Framework solution using Microsoft Dynamics CRM. The solution was designed to automatically identify Cincinnati Children's technologies that match the areas of interest of potential industry partners. This automation provided the CTC the ability to quickly identify organizations that would be the best fit.

Before the launch of the Intellectual Property Commercialization Framework solution the organization was unable to track metrics around leads, opportunities and

licenses. Since the launch of CRM in the Intellectual Property Commercialization Framework, Cincinnati Children's is able to track close to 800 leads, 400 opportunities, and eight exclusive licenses. There is now sustainable data on 2,500 contacts within 1,500 accounts. The team launched five technology campaigns in the first six months. Based on areas of interest the technology identifies appropriate industry partners to target with the new campaigns.

"Aspect's strategic vision and support during our Microsoft Dynamics CRM installation helped us fully realize the potential of the CRM software," says Michael Pistone, Marketing Manager for Cincinnati Children's Center for Technology Commercialization. "Today we have the technological infrastructure to identify and reach industry partners that are capable of advancing the innovations discovered at Cincinnati Children's. Through better outreach and communications, new healthcare solutions like these have the potential to save lives and affect outcomes for patients around the world."

The CTC now has better relationships with partners and an elevated brand name due to the successful market strategy made possible with the CRM deployment. In addition, the organization experienced reduced costs and more focused labor points. The increased capabilities of a CRM solution means that Cincinnati Children's can continue to strive to be the leader in bringing innovative solutions that have the potential to save lives and positively affect patient outcomes.

Corporate Headquarters East

300 Apollo Drive
Chelmsford, MA 01824
+(1) 978 250 7900 office
+(1) 978 244 7410 fax

Corporate Headquarters West

2325 E. Camelback Road,
Suite 700
Phoenix, AZ 85016
+(1) 602 282 1500 office
+(1) 602 956 2294 fax

Europe & Africa Headquarters

2 The Square, Stockley Park
Uxbridge
Middlesex UB11 1AD
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East Headquarters

8 Cross Street
25-01/02 PWC Building
Singapore 048424
+(65) 6590 0388 office
+(65) 6324 1003 fax

About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern customer engagement strategy: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centers and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit www.aspect.com.

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