



Customer



Oogziekenhuis Zonnestraal
www.oogziekenhuiszonnestraal.nl
Employees: 250
Branche: Health care

Profile

Oogziekenhuis Zonnestraal is a specialized eye hospital with various medical practices in the Netherlands. The eye hospital offers treatment for nearly all ophthalmological conditions, including cataracts, diabetic retinopathy and macular degeneration.

Products in use

- ▶ CAS genesisWorld Premium
- ▶ Mobile apps
- ▶ CAS teamWorks (Intranet and Extranet)
- ▶ Exchange Sync
- ▶ Survey module
- ▶ Report module
- ▶ Data connect/Web service

Partner



Two Visions BV
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We want to provide the best care for our patients

"Our organization needed a smart software to manage and map the relationship between different contacts. To ensure that we can provide our patients with excellent advice, it is important to have an overview of contacts between patients and doctors as well as how they have been treated. Our hospital has multiple touchpoints, such as opticians, insurance companies, authorities, and others. Thanks to CAS genesisWorld, we can now better analyze and evaluate these business relationships."



Arnold Sterk, Business Development

Requirements

- ▶ One solution for all touchpoints (patients, opticians, authorities, etc.)
- ▶ Management of client consultation
- ▶ Mobile solution
- ▶ Web portal for opticians
- ▶ Web portal for quality management
- ▶ Synchronize with Microsoft Exchange®
- ▶ Flexible and powerful right system
- ▶ Integration into existing software landscape
- ▶ Can be integrated into all medical practices
- ▶ Reports for follow-up actions
- ▶ Integration into telephony system

Solution

CAS genesisWorld has been integrated in our existing software landscape. Two Visions was responsible for project management, implementation, adaptation, training and introduction of the CRM solution in all medical practices in the Netherlands. Our business relations benefit from the solution and employees likewise improve their daily work. Coming up: the improvement of CRM processes and further enhancement of the B2B portals.

Benefits and advantages

- ▶ Complete overview of all the touchpoints, information and actions in a customer dossier
- ▶ Efficient customer consultation thanks to comprehensive information
- ▶ Detailed reports of contacts, information requests and accounting
- ▶ Transparency about quality management
- ▶ Targeted customer approach for e-mail campaigns and invitations
- ▶ Mobile access via tablet and smartphone
- ▶ B2B portal with direct access to the CRM solution
- ▶ Easy creation and evaluation of customer survey after the treatment



CAS CRM

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