

# Sharp Focus<sup>®</sup>

by HealthLine Systems, Inc.<sup>™</sup>

HEALTHCARE CONTACT CENTER SOFTWARE

## Organization

Georgetown University Hospital

## Challenge

Capture regional physician referrals

## Solution

**Sharp Focus** with physician-to-physician consult

## Result

Fiscal 2003:

- 1,180 admissions
- \$46.5 million inpatient charges

## Organization

Emory Healthcare

## Challenge

Document ROI for both contact center and Web transactions

## Solution

**Sharp Focus** was used to collect caller demographics, reason for call and financial impact

## Result

Over 6 months:

- website visits increased 122%
- \$2.9 million in revenue was collected

# Uncommon Results. Yours.<sup>™</sup>

## You Told Us. We Listened.

We asked leading marketing executives across the country about the results they require from their call center software.

- "Show high ROI" "Know that the call center brought in patients, the numbers of patients, the net contribution, the market share impact"
- "Focus on high margin clinical areas for increased patient volume"
- "Develop the Web as a cost-efficient portal"
- "Improve efficiencies to reduce cost"

## Your Sharp Focus Advantage: Proven Results, Easy Transition

Our unique competency is an 18-year history of proven return on investment (ROI). You benefit from our resources, experience, and skill to optimize your ROI *on your terms*. How?

- Easy to use
- Unmatched clinical content
- Industry-leading Internet capability

## Easy to Use

Over 100 user-defined fields for results tracking

Single screen access to all call functions

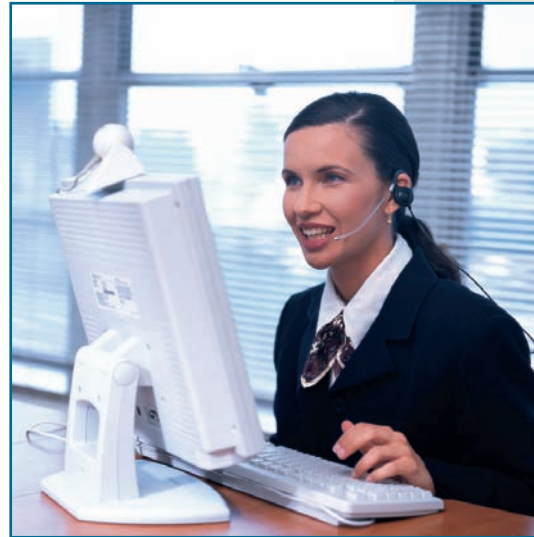
Interface with Microsoft Office<sup>®</sup>

Single database for phone and Web interactions

## Easy to Use

**Sharp Focus** software components are easy to tailor to your specific requirements:

- Physician referral management
- Service referral management
- Class screening and registration
- Nurse telephone triage
- Health information library
- Physician-to-physician consult
- Outbound contact management
- Audio health resource library
- Website integration for self service
- Membership management
- Survey/complaint management
- Cross-sell to related opportunities
- End user reporting tool
- Proven conversion technology makes your transition painless



**“Our transition to **Sharp Focus** was far easier than I expected. Our go-live day was invisible to all. We continue to be very happy with this choice.”**  
— *David Allen, Director, MedStar Health TeleHealth Center*

## Unmatched Clinical Content

- Call center triage nurses can confidently manage symptom-based calls. World-renowned physicians at *The Cleveland Clinic Foundation* author comprehensive adult and pediatric protocols in **Sharp Focus**
- Board-certified physicians with globally sought clinical expertise in specialties including cardiology, gastroenterology, internal medicine, and pediatrics team with frontline community practitioners to produce the most trusted protocols available on the market
- Client input is encouraged and valued for annual clinical protocol updates
- **Sharp Focus** software is the engine for *The Cleveland Clinic Foundation's* award-winning *Nurse On Call* program, which has safely triaged more than 6 million calls since 1991

## Industry Leading Internet Capability

- Leverage one single database for both phone and Web with **Sharp Focus** for the Net
- Provide self-service physician referral, service referral and event registration
- Make the connection between website and call center agent
- Expand transaction volume and reduce staff expense
- Link website interactions with reporting tool to document ROI

## Your **Sharp Focus** Advantage: Proven Results, Easy Transition

- **Sharp Focus** software clients achieve up to \$6 for every \$1 dollar invested in their contact center — twice the national average! What ROI can you achieve?
- Please call us at 1-800-733-8737 to request your **complimentary transition plan**.

Organization  
**The Cleveland Clinic Foundation**  
Challenge  
**Streamline access, contribute to bottom line**  
Solution  
**Sharp Focus**  
Result  
**2003 annualized net contribution: over \$2 million**