In accordance with the Collected Rules and Regulations 80.010, MU Health Care (MUHC) requests approval for the sole source purchase of a Customer & Physician Relationship Management System (CRM/PRM) from Evariant, Farmington, Connecticut, for a total of $1,961,000 for a five-year term.

As inpatient volumes are projected to decrease and value-based payment models affect revenue streams, MUHC must find new and innovative ways to secure clinical revenues to support the academic mission. Access to outpatient market share data is extremely limited and referral data is inaccurate, significantly impacting the ability to make educated business planning and marketing decisions.

The Evariant CRM/PRM tools are analytic solutions that extract and synthesize data (e.g. claims, provider, patient, consumer, behavioral and call center data, as well as market intelligence) from multiple sources, overlay the data with affiliation information specific to MUHC and apply sophisticated drill-down algorithms and visualizations to produce market intelligence and actionable insights. The PRM will enable MUHC to track referral patterns, identify leakage and be more strategic in planning and network development efforts. In the era of digital marketing, MUHC does not have a platform that leverages existing patient data to cross-market to 200,000+ patients, build a prospective customer database and manage email subscriptions. The Evariant CRM platform integrates email, social media and web, and allows MUHC to develop more targeted campaigns, actively engage with customers via bi-directional communication, make mid-course corrections to campaigns, and increase overall frequency of marketing in a cost-neutral manner. Additionally, the platform integrates digital analytics, patient visits and MUHC financial information to measure effectiveness of process engagement, such as likes, views, shares, etc., and outcomes like appointments, procedures, and return on investment.

Evariant is the only company with a healthcare-specific, enterprise, single sign-on and multi-channel CRM and PRM applications suite. Patient and physician analytics are developed by Evariant instead of outsourced and are updated consistently using MUHC’s data. Furthermore, Evariant provides the largest set of physician claims to include major payors such as Blue Cross Blue Shield and Optum and, therefore, offers the most comprehensive data for MUHC’s market. The physician claims analytics solution is the only solution that provides detailed facility-level, site-of-service data; bi-directional referral results showing inbound and outbound referrals; and provides named payors directly from claims. Evariant is also the only vendor capable of providing attribution-based modeling and ROI tracking at the tactical level.

The total $1,961,000 expenditure will be paid from the MU Health Care Business Development and Marketing operating funds.
Recommended Action -  Sole Source – Customer and Physician Relationship Management System, MUHC

It was recommended by Chancellor Cartwright, endorsed by President Choi, recommended by the Finance Committee, moved by Curator ________________ and seconded by Curator ________________, that the following action be approved:

that MUHC be authorized to purchase Customer & Physician Relationship Management System from Evariant, Farmington, Connecticut, at a total cost of $1,961,000.

Funding is as follows:
MUHC Business Development Operating Fund         H2793 750000
MUHC Marketing Operating Fund    H2791 739300

Roll call vote Finance Committee   YES     NO
Curator Brncic
Curator Chatman
Curator Layman
Curator Snowden
Curator Sundvold

The motion ________________.

Roll call vote Full Board:     YES      NO
Curator Brncic
Curator Chatman
Curator Farmer
Curator Graham
Curator Layman
Curator Phillips
Curator Snowden
Curator Steelman
Curator Sundvold

The motion ________________.