

## National Blood Collaborative and xRM<sup>3</sup> Respond to Changing Market with Microsoft Dynamics CRM Online

National Blood Collaborative (NBC) was organized in 2012 to create a national network of leading blood centers. As a collective organization, NBC has the capacity to respond to the increasing economic demands of hospitals and healthcare systems all over the U.S. NBC collects, processes and distributes more than one million blood components every year, serving hospital customers in 35 states.

### The Changing Healthcare Market

Since the Affordable Care Act, hospitals have changed their business model in order to stay profitable, causing a chain reaction throughout every phase of the healthcare supply chain. Regional blood suppliers were forced to revise their own business models as a response, specifically due to the following factors:

- A twenty percent reduction in the demand for blood as hospitals took a more conservative approach to invasive surgeries.
- Hospitals mergers and cost cutting industry-wide.
- Hospitals looking far outside their immediate geographic region to entities like the American Red Cross for competitively priced blood supplies.

Several regional blood suppliers including the San Diego Blood Bank formed the National Blood Collaborative to share best practices, save on back-end costs, offer competitive volume-based pricing and standardize sales practices.

"In the previous blood banking world, sales weren't traditionally emphasized. But, in the new healthcare world, where hospitals are constantly moving and shifting and changing affiliations, it has become more important."

#### DOUG MORTON

Chief Information Officer  
San Diego Blood Bank

### Microsoft Dynamics CRM Online and Visibility into Shared Data

If the goal was for all of the entities in the collective to share data and resources, it was clear to Doug Morton, CIO of NBC, that they needed a powerful, cloud-based CRM. On a client referral, he reached out to xRM<sup>3</sup>.

xRM<sup>3</sup> suggested a cloud-based deployment of Dynamics CRM, allowing NBC to establish an easily accessible system of relationships and connections, effectively sharing hospital information among the members. This would provide the member blood centers visibility into all the hospitals in the U.S., to see which member of the collaborative services them.



Because business is not two-dimensional

xrmcubed.com

Email: [info@xrmcubed.com](mailto:info@xrmcubed.com)

Phone: 760-585-4248

As a part of a collaborative of independent entities, the data, specifically contracts, volume and pricing, was sensitive to each business. xRM<sup>3</sup> addressed this by customizing dashboards for specific user roles, only allowing the authorized participants in a contract to view the information, and limiting pricing and volume information to the individual business units.

## xRM<sup>3</sup> and the Lead to Sales Process

Before the changes in the healthcare market, each member of NBC had its own approach to sales. Now they needed a standardized sales methodology, different from the way things were before, for the entire collaborative.

xRM<sup>3</sup> customized Dynamics CRM to support a lead to sales process based on feedback from NBC's sales committee. xRM<sup>3</sup> helped design and implement a nurture plan that drives the sales process at the active contract phase, integrates notifications into tasks, activities, and emails to guarantee effective communication and expedite the sales process. As Morton explains, "xRM<sup>3</sup> boiled down the sales process to something that was simple and straightforward, so that we all could maintain it."

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## The New Healthcare Market with Dynamics CRM Online

With the help of xRM<sup>3</sup>, the National Blood Collaborative is now able to share resources around their contract management, input and update records into the system as hospital affiliations rapidly change, have instant access to their current capacity, and plan for the future based on sales projections.

By harnessing the sales and supply power of a collaborative as a response to the changing market, NBC will continue to grow their sales and thrive using Microsoft Dynamics CRM Online as a nimble, scalable tool. As Doug Morton states, "I thought it went great. xRM<sup>3</sup> was very responsive. They walked us through the process and took in our input. Now, if NBC is bidding on a large contract, we know what our capacities are."

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