



CLIENT PROJECT

Referral and Telecalling Software That Traces Every Clinic Patient

A skin and laser clinic group in India

IN SHORT

A skin clinic group can now trace each patient to the doctor, influencer or partner who sent them, and its telecallers work from allocated lists and scripts.

THE CHALLENGE

The clinic gets many patients from referring doctors, social media influencers and other partners. Outreach, follow-ups and referrals were not tracked against each source. Its telecalling team also needed contact lists, scripts and control over follow-ups.

WHAT WE BUILT

We extended the clinic's existing prospect module with new fields and analytics. We added three referral flows, for doctors, influencers and partners, each with outreach logs and reminders. A calling module imports contact lists, lets an admin allocate calls and gives telecallers scripts and outcome codes.

AT A GLANCE

INDUSTRY

Healthcare

SERVICES

Web application development

Workflow automation

Custom software development

PLATFORMS

Web

Read the full project: <https://itechnosol.com/our-work/skin-clinic-referral-marketing-and-telecalling/>

THE RESULT

The clinic can trace each patient to the doctor, influencer or partner who sent them, and update that referrer on the outcome. Telecallers log every call, and the chosen outcome sends materials and schedules the next follow-up.

BUILT WITH

Angular, Node.js, Express.js, MongoDB, AWS, GitHub Actions, Git

KEY FEATURES

■ Referring doctor records

Doctor profiles hold past interactions, outreach logs and follow-up reminders.

■ Outcome updates to referrers

After a patient converts, the referring doctor or partner is updated on the outcome.

■ Birthday and anniversary reminders

Staff are prompted to greet doctors, influencers and partners on important dates.

■ Outcome-driven follow-up

The call outcome picked from a list sends the right brochure and schedules the next follow-up.

■ Referral tracking

Each referred patient is linked to the doctor, influencer or partner who sent them, for tracking which referrals turn into visits.

■ Influencer campaigns

Influencer profiles hold audience and engagement details, plus social campaigns with internal ratings.

■ Telecalling desk

Admins import contact lists and allocate calls. Telecallers see scripts and materials while calling.

■ Prospect analytics

New fields, charts and reports were added to the existing prospect module.

Planning something similar?

Send us a few lines about your project. A founder replies within 4 business hours with an indicative cost and timeline, free and with no obligation.

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