

Customer Relationship Manager

Roles and Responsibilities

A Customer Relationship Manager (CRM) in a homeopathy clinic is responsible for managing and enhancing patient relationships, ensuring smooth communication, and improving overall patient satisfaction. The key responsibilities include:

1. Patient Relationship Management

Build and maintain strong relationships with existing and new patients.

Address patient queries, concerns, and feedback professionally and promptly.

Ensure personalized attention and follow-ups to enhance patient experience.

2. Appointment Coordination & Scheduling

Manage and streamline patient appointment bookings.

Ensure minimal wait times and optimize scheduling efficiency.

Coordinate with doctors and staff to ensure smooth patient flow.

3. Communication & Follow-Ups

Send reminders for appointments, treatments, and follow-up visits.

Educate patients about homeopathy treatments, procedures, and benefits.

Handle inquiries through calls, emails, and in-person interactions.

4. Patient Feedback & Satisfaction

Collect and analyze patient feedback to improve services.

Address complaints or dissatisfaction and work towards resolution.

Implement patient engagement activities to enhance clinic reputation.

5. Coordination with Medical & Admin Staff

Work closely with doctors, therapists, and the administration team.

Ensure smooth communication between patients and clinic staff.

Assist in documentation and record-keeping of patient interactions.

6. Marketing & Outreach Activities

Promote clinic services and wellness programs.

Assist in social media and digital engagement for patient awareness.

Organize health camps, awareness sessions, and promotional events.

7. Billing & Payment Assistance

Guide patients regarding treatment plans, pricing, and payment options.

Assist in managing invoices, billing queries, and payment follow-ups.

A Customer Relationship Manager plays a vital role in ensuring that patients have a seamless and satisfactory experience, ultimately contributing to the clinic's growth and reputation.