



## Biomedical Laboratory Improves Service and Reduces Dependency on Paper with Dynamics CRM 4.0 Integrated with Biztalk

### Customer Profile

BC Biomedical Laboratories Ltd. is a community laboratory based in Surrey, BC with 44 Patient Service Centres throughout the lower mainland. With over 650 employees and 1.7 million patients, they are the largest community laboratory in British Columbia entirely owned by local pathologists.

### Industry

Healthcare

### Location

Surrey, BC

*“Our Business Accounts team have quickly adopted Dynamics CRM and it has helped us gain visibility into our data, improving overall service to our clients.”*

**Chris Fiorucci, Project Manager**  
BC Biomedical Laboratories Ltd.

### Business Situation

BC Biomedical required a centralized and collaborative contact management solution that would grow with their needs, which could also be implemented rapidly for managing Industry Accounts (Business Accounts). The solution needed to:

- Assist the Business Accounts department with transitioning away from dependency on paper files
- Provide a location for notations and correspondence relating to business accounts to be stored for review
- Provide an intuitive environment for new employee training and knowledge transfer purposes
- Allow Business Account staff to store and track incoming requests or support-related incidents

### Solution

Ideaca implemented Microsoft Dynamics CRM 4.0 for BC Biomedical. Dynamics was able to be rapidly deployed using their existing Microsoft back office infrastructure and could also be configured to meet the needs of the enterprise. The project used Microsoft's latest Windows Communication Foundation as the means to connect a custom integration solution with their web service front-end to their BizTalk data hub. CRM itself was designed to use available out-of-the box components in a manner that allowed for various roles for multiple relationships between Business Accounts, Contacts, and Doctor Practices. In combination with custom user interface components, that allowed for the entry of child records directly on the main form, users were able to intuitively create relationships with a minimum number of clicks.

### Benefits

- Reduced dependency on paper-based processes
- By integrating CRM with BizTalk, data is centralized and synchronized across their enterprise without the need for migration. Thus resulting in time saving and access to latest and most accurate information
- The ease of searching and working with the data has improved the Business Accounts department's confidence in finding the information they need
- Phone and fax communications are now centrally stored and accessible by Business Account or by any number of relationship combinations
- New users now have access to a growing pool of data that allows them to provide a higher level of service
- Improved control and security around role-specific and sensitive documents