

Patient and donor management: NEXUS INVESTS IN CRM FOR HOSPITALS AND DONATION ORGANIZATIONS

Remaining actively in dialog with patients and binding referring physicians: both measures are becoming increasingly necessary for the cost-effectiveness of healthcare facilities.

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Thanks to the acquisition of 80 % of the shares in CREATIV SOFTWARE AG, NEXUS is integrating modern customer relationship management (CRM) for hospitals and donation organizations in its software range. With this, healthcare facilities can professionalize and automate communication with patients and referring physicians. This also applies to communication with donors, who are increasingly important for financing investment. The new European Data Protection Regulation (GDPR) has made consistent and secure data retention in communication with patients, referring physicians and donors even more important.

CREATIV SOFTWARE AG is the market leader with more than 50 customers in Switzerland for CRM systems for non-profit and donation organizations. The focal point of the application is on process automation and the mapping of complex customer relationships. Renowned facilities such as Swiss Paraplegic Foundation Nottwil, Swiss Cancer League and Swiss Red Cross are supported by approx. 25 employees from the Widnau, Switzerland, site.

In future, CREATIV and NEXUS will coordinate their products and act together on the Swiss, German and international markets. The customer groups of both companies will benefit from the new functionalities and technical collaboration immediately after integration.

ABOUT NEXUS AG

NEXUS AG is a software company specialized in eHealth solutions. NEXUS software helps hospitals, psychiatric and rehabilitation clinics to increase efficiency and safety in treating patients. With more than 1,100 staff members, NEXUS develop solutions for approx. 240,000 users worldwide