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Jim O'Dempsey

National Director,
Business Improvement &
Innovation
AHPRA

AHPRA

AHPRA recognised the benefit of deploying Pivotal 6 CRM to manage their 500,000 registrants across Australia

Company Size

Australian Health Practitioner Regulation Agency (AHPRA) has integrated 38 different health agencies into one organisation, employing over 600 people and managing over 500,000 registrants (registered health practitioners).

Challenge

Starting with a clean slate for their software requirements, AHPRA needed a customer relationship management (CRM) solution with strong out-of-the-box functionality, as well as the ability to grow and develop as the organisation enhanced its internal procedures and efficiencies.

Jim O'Dempsey, National Director, Business Improvement and Innovation, AHPRA, said, *"We needed a product that leverages industry best practices as a starting point, has the flexibility to tailor those best practices, and enables "business agility" — the ability to quickly respond to changes in the business environment."*

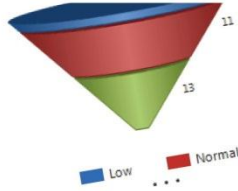
Solution

"The main selling point for Pivotal 6 was its degree of flexibility and configurability. Pivotal offers powerful search and reporting functionality, as well as integration features into Microsoft Outlook and Office; our ERP solution, Microsoft Dynamics GP; QAS, address validation software; TRIM, document management software; and external integrations including a payment gateway. Plus, organisations with similar needs were successfully using the system, and it seemed to be a product that suited the size of our new organisation."

"In terms of Eclipse, they had very good references/reports from existing local users, in terms of their contribution to the development, implementation and ongoing support."

"It would not have been an easy option to go down the 'off-the-shelf' or packaged application route, as this would not have served the needs of our business well in the long term. By working closely with the Eclipse CRM team, we





Company:

Australian Health Practitioner
Regulation Agency (AHPRA)

Solution:

Pivotal 6.0 CRM

Industry:

Government

About AHPRA:

AHPRA is the organisation responsible for the registration and accreditation of 10 health professions across Australia. AHPRA's operations are governed by the Health Practitioner Regulation National Law Act 2009, which came into effect on 1 July 2010.

have been able to take a phased approach to the development and implementation of a comprehensive CRM solution that we expect to continue to serve our needs across all sides of our business. Eclipse proved that Pivotal 6 was the lowest risk option."

Outcome and Benefits

Pivotal offered AHPRA a centralised platform for its registrants' records, improving bi-directional data capture, tracking and reporting capabilities for the government.

"Previously, if you are a doctor and you travelled or you lived on the border, you had to be registered in each state and territory in which you practiced. Formerly, practitioners registered with each state based registration agency - now they only have to register once. Plus, it improves tracking of practitioners who might have been reported in one state when they move to another."

"For government and Australia as a whole, we now have one register that is published on the web, so people can see the registration status of all registrants from all the different professions in one location. Furthermore, governments can receive consolidated reports on registration numbers, numbers that are signing up, dropping off, and complaints about different practitioners – all from the one database."

ROI

AHPRA has recognised the benefit of deploying a single, centralised solution to manage their 500,000 registrants across Australia. *"We had moved from 38 separate agencies in each state and territory, to one agency with an office in each capital city - so it was essential to have a central approach and database, otherwise it wouldn't adequately support our consolidation initiative."*

Straight Talk

"We were impressed with the level of commitment of Eclipse supporting us through some difficult times during our development."

"I would recommend getting planning right up front and getting the design right. We didn't have that opportunity, as we didn't have a pre-existing organisation and processes, but with the right planning and development, assisted greatly by Eclipse with their experience of similar organisation's requirements and systems, Pivotal is a very good product and will meet our needs quite nicely."

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