

Dyn365 MedicalDevice

Whether you market complex programmable pacemakers, diagnostic tests and units, surgical implants, or single-use devices, Dyn365 MedicalDevice helps you manage the complex relationships and processes inherent to your industry.



Dyn365 MedicalDevice is a cloud-based modular platform for supporting sales, marketing, and service process, built in the Microsoft Cloud. Created and implemented by Dyn365Pros — a Microsoft Dynamics partner serving the medical device industry for over 10 years.

Includes:

- An automated sales and service solution with the tools to move prospects, opportunities and customers through a structured repeatable process, ensuring best practice and predictable outcomes.
- Support for fast-paced transactional selling as well as longer sales-cycle opportunities.
- Embedded Business Process Flows that support relationship building in addition to a traditional selling motion.
- Marketing campaign management coordinating marketing, sales and service messaging for patients, distributors, doctors and clinics.
- Medical device tracking for manufacturers, distributors and healthcare providers.
- Management of device install, preventive maintenance and product warranties.
- Workflows for insurance verification and other health provider processes.
- Customer service case tracking, resolution, knowledge base and document management.
- Robust reporting nested in the solution as well as optional BI tools. Full access to data, forms and workflows on free mobile apps.
- Accelerated 8-week implementation cycle, working with a dedicated, Microsoft Dynamics 365 certified project manager and consulting team.

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Additional Capabilities:

Lead Capture and Nurture

- Segment leads based on source and attribute, e.g., clinic, distributor, doctor or patient. Workflows can assign leads to nurture campaigns, reps or agents.

Opportunity Management Workflows

- Standardized, repeatable process for turning prospects into clients. Supports multi-stage process for gathering and distributing information, performing specific tasks, collaboration, approvals, and creating contracts.

Compliance and Trust

- Dyn365 MedicalDevice is built in the Microsoft Cloud, providing leading data protection and maintenance of privacy laws — including HIPAA and HITECH.

Quotes and Orders

- Quote products and product families — even promote upsells and cross-sells. Track quote revisions through acceptance. With optional integration, order data flows to your accounting or ERP system for invoicing and order processing.

Mobile Apps

- Free mobile apps for iOS, Android and Windows handhelds bridge the functionality gap between mobile and browser based interface.

Integration with Productivity

- Integration across all of the Microsoft cloud based productivity and analytics suites, including Outlook email and calendar, Excel, SharePoint, Power BI and PowerApps.

Implementation, User Adoption Training and Support

- Created and implemented by Dyn365Pros — a Microsoft Dynamics partner serving the medical device industry for over 10 year. Long-term user adoption strategy and support plan available.

Pricing

- The Dyn365 MedicalDevice service is provided for a fixed-fee of \$15,950. Services beyond the scope of Dyn365 MedicalDevice are billed on a time and materials basis. Software licensing fees are additional.

Additional options:

- Field Service
- Break-Fix
- Marketing Automation
- ERP Integration
- Long-Term Support
- PSA
- Add-On Portal
- Data Migration
- Finance/Operations

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