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**Role of Customer Relationship Management (CRM) in Enhancing
Patient Satisfaction and Loyalty in Healthcare Organizations**

Rasam Setty Satya Venkat Krishna

Research Scholar, Department of Commerce & Mangement, Vikrant University,
Gwalior, M.P., India.

ABSTRACT

Customer Relationship Management (CRM) plays a vital role in enhancing patient satisfaction and loyalty in healthcare organizations by improving communication, service quality, and patient engagement. In the modern healthcare environment, patients expect personalized care, timely information, and efficient services. CRM systems help healthcare providers maintain comprehensive patient records, track medical histories, schedule appointments, send reminders, and address patient concerns promptly. By ensuring effective communication between healthcare professionals and patients, CRM contributes to a more positive healthcare experience. It enables hospitals and clinics to understand patient needs and preferences, allowing them to deliver customized healthcare services. Furthermore, CRM systems facilitate feedback collection and analysis, helping organizations identify areas for improvement and enhance service quality. When patients receive consistent, responsive, and patient-centered care, their level of satisfaction increases significantly. Satisfied patients are more likely to trust the healthcare organization, continue using its services, and recommend it to others, thereby fostering patient loyalty. CRM also supports long-term relationship building through follow-up care, health education, and personalized wellness programs. In an increasingly competitive healthcare sector, effective CRM strategies not only improve patient outcomes but also strengthen the reputation and sustainability of healthcare organizations. Thus, CRM serves as a strategic tool for achieving higher patient satisfaction, loyalty, and overall organizational success.