



With Enrollment Rx, Ohio University Heritage College of Osteopathic Medicine Cuts Application Time from Two Weeks to Two Hours

At a Glance

Challenge

Manual, fragmented admissions processes limited personalized, timely communication

Solution

CRM and customized portal from Enrollment Rx

Results

- Slashed time for completed application from 2 weeks to 2 hours
- Created staff efficiencies, better student experience
- Decreased call volume, increased call quality
- Increased overall application volume by 14%, summer program applications by 60%



Manual, fragmented admissions processes were putting Ohio University Heritage College of Osteopathic Medicine (OU-HCOM) at a disadvantage, limiting their ability to communicate with prospects quickly and in a personalized way. After an extensive search process, they implemented the cloud-based CRM and online portal from Enrollment Rx in 2013. Today, Enrollment Rx automates communication and workflow, transforming how the college is able to manage contacts in order to build long-term relationships and identify best-fit students.



Heritage College of Osteopathic Medicine

Ohio University Heritage College of Osteopathic Medicine (OU-HCOM) is a leader in providing patient-centered, clinically integrated medical education from pre-med education through to residency training. Located in Athens, Cleveland and Dublin, Ohio they have 16 affiliated clinical campuses throughout the state.

oucom.ohiou.edu

The Challenge

OU-HCOM spent years managing the entire application process and all inquiries largely on paper. Because everything was handled manually, getting to the point of a completed application would often take two weeks. The college sought a CRM platform with reliability, scalability, flexibility and ease of use. Enrollment Rx met every requirement.

“Our goal is to manage not only contacts, but relationships with tens of thousands of constituents from prospect status to alumni status.”

Kapil Bajaj,
CRM Project Manager

Why Enrollment Rx

Enrollment Rx has helped the Office of Admissions to improve outreach and create a more structured recruiting process to manage relationships in a more meaningful way. Now, applications are fully integrated into the CRM system and the online portal. When a student is eligible, the system automatically sends out a secondary application and staff across all campus locations can see an application as soon as it's uploaded.



With the opening of two new campuses over the last two years, the medical school has nearly doubled and seen a 25% increase in applications. "We would have been paralyzed without Enrollment Rx to help us manage applications, interviews, and communication. As we continue to expand programs and initiatives at OU-HCOM, we know Enrollment Rx will be our long-term partner in success."

Jill Harman,
Director of Admissions

About Enrollment Rx

Enrollment Rx provides innovative cloud-based CRM solutions that span the entire student lifecycle. Built on salesforce.com's cloud computing platform, Enrollment Rx puts enterprise-class functionality, seamless integration and a proven partner ecosystem within reach of any size school. With Enrollment Rx, academic institutions can eliminate business process inefficiencies, maximize constituent engagement, and future proof their business for tomorrow, without overhauling the system when new devices, applications, or business processes are introduced.

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"By getting information into the hands of applicants faster, we can get them in for an interview and accepted more quickly," said Jill Harman, Director of Admissions.

HIGHLY CUSTOMIZED ONLINE PORTAL

The self-service Enrollment Rx portal guides students through every step of the process, allowing them to submit applications electronically, pay online and check status in real-time. It creates a consistent, highly personalized experience across all of OU-HCOM's programs (e.g. med school, summer program), so applicants only need to enter their information once. Plus, once a student is enrolled, data can be easily transferred from the CRM to the college's Student Information System.

FAST, ACCURATE COMMUNICATION

The newly automated workflow and communication powered by Enrollment Rx has helped OU-HCOM to easily track applicants from first contact and reach out to them quickly, accurately and in a very personalized way. This has led to more successful marketing campaigns and follow-up, like sending a customized email shortly after a student leaves the table at a recruiting event.

LIFE-CHANGING DASHBOARDS & REPORTS

"The dashboards changed our lives," said Harman. "Being able to have the application information when and where we need it is one of the best features." Now, staff can log into a mobile device to let the student know immediately where he is in the process and troubleshoot in real time. Instead of relying on time-consuming, manual reporting, they can also analyze the entire applicant pool on an ongoing basis and easily report numbers to the Deans.

Initially having implemented Enrollment Rx for the Office of Admissions, OU-HCOM plans to expand the CRM across the student lifecycle – to student, academic and alumni affairs – as well as to the Centers for Osteopathic Research and Education (CORE), a network of teaching hospitals.

"Our goal is to manage not only contacts, but relationships with tens of thousands of constituents from prospect status to alumni status," said Kapil Bajaj, Medical Informatics Analyst and Project Manager for CRM implementation.

Results

Today, efficiency reigns at OU-HCOM. The Office of Admissions is better able to manage resources and focus on recruitment efforts, while students can self-serve through the portal. The time to receiving a completed application has plummeted from two weeks to two hours. And application volume has increased: 14% overall and 60% for the summer program.

A large part of admissions is finding the right students for a limited number of spots. As the volume of incoming calls has decreased, staff are able to improve the quality of calls. "With Enrollment Rx, we are finally in a position where we can stop chasing paper and spend more time really getting to know our prospective students," said Harman.