

salesforce health cloud

# Reimagine the life sciences patient experience

WITH SALESFORCE HEALTH CLOUD



The life sciences industry is undergoing rapid transformation, driven by consumer empowerment, clinical innovation, and outcomes-driven healthcare policy. In this changing landscape, medical-device and pharmaceutical companies are striving to connect with patients and deliver the best possible experience before, during, and after therapy.

Empowered patients demand care and solutions that are coordinated, convenient, personalized, and accessible. Life sciences companies must respond with patient support programs:

1. Offer personalized support using data-driven insights.
2. Employ omni-channel communication to reach patients in their preferred manners.
3. Collect data in a transparent way to drive decisions.

DIAGNOSIS

PRESCRIPTIONS

TRAINING

SUPPORT

EDUCATION

OUTCOMES



Calories  
Heart rate  
Blood sugar  
Blood pressure



## SUCCESSING IN THE NEW LANDSCAPE

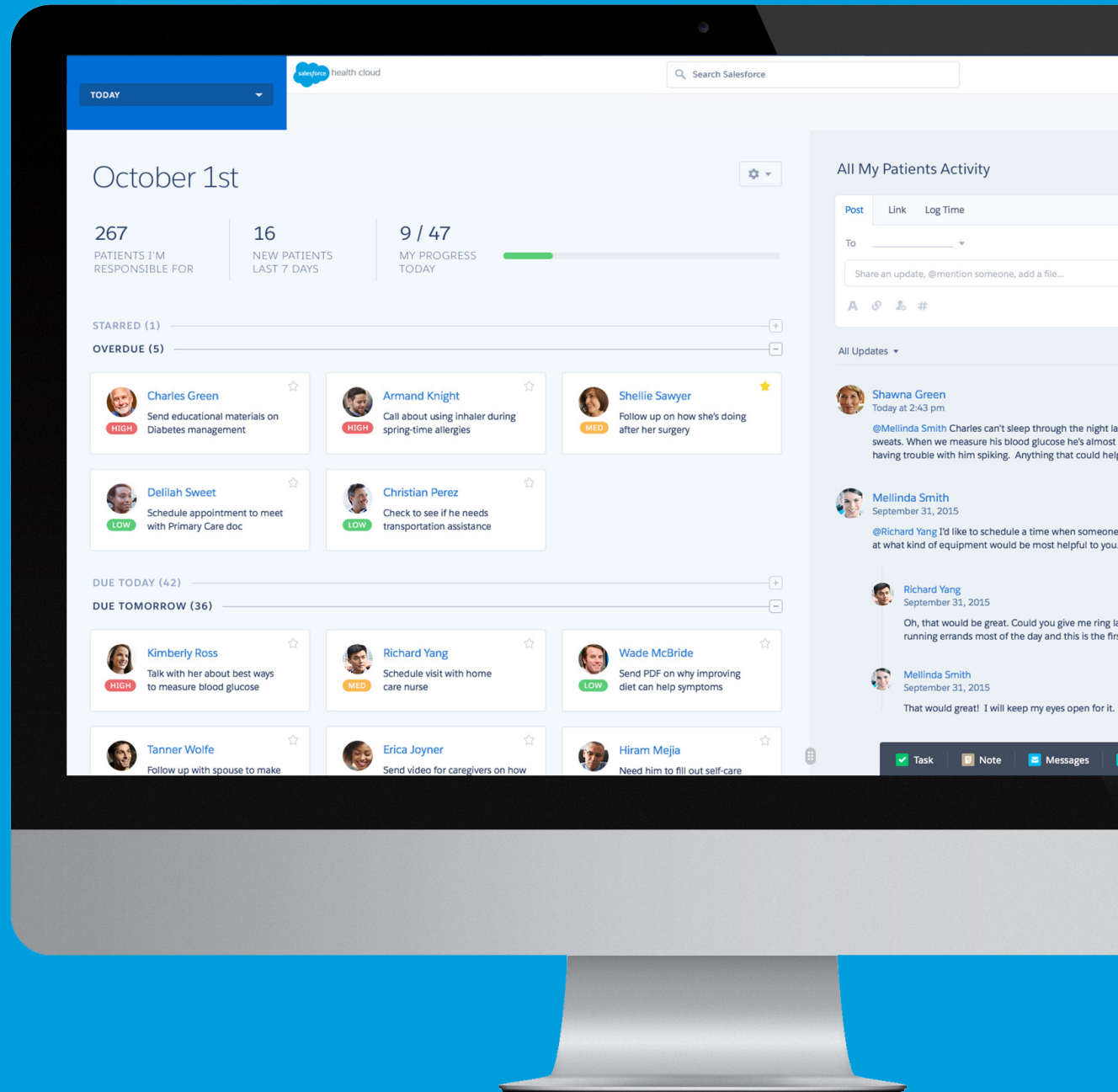
To stay competitive and relevant, life sciences companies need a unified patient support solution that connects data and systems to the care teams, providers, and patients. These systems must work across different brands, geographies, and types of therapy to ensure a consistent experience for patients and team members.

Salesforce Health Cloud connects life sciences companies directly to the patient to accelerate acquisition, improve onboarding, increase adherence, and gather valuable insights from patient engagements. This new level of functionality is required to meet the demands of today's competitive and evolving marketplace.

This solution extends the proven Salesforce platform with tools to build and maintain patient relationships for pharmaceutical and medical-device companies. Health Cloud helps you accomplish this with the following features:

- **A complete view of the patient:**  
Get a single view of the patient from the console, including patient records, health timelines, and engagement data. Drive efficient and personalized support to help patients succeed in their health journey.
- **Intelligent care-team collaboration:**  
Create personalized care plans and prioritize at-risk patients using advanced patient segmentation. Efficiently work across the care team using workflows and internal chat features.
- **Easy patient engagement:**  
Connect with patients and their care teams to deliver omni-channel support and relevant information. Use private, secure messaging that is accessible on any device.

Let's look closer at how Salesforce Health Cloud increases your ability to connect with patients and redefine their experiences before, during, and after therapy.



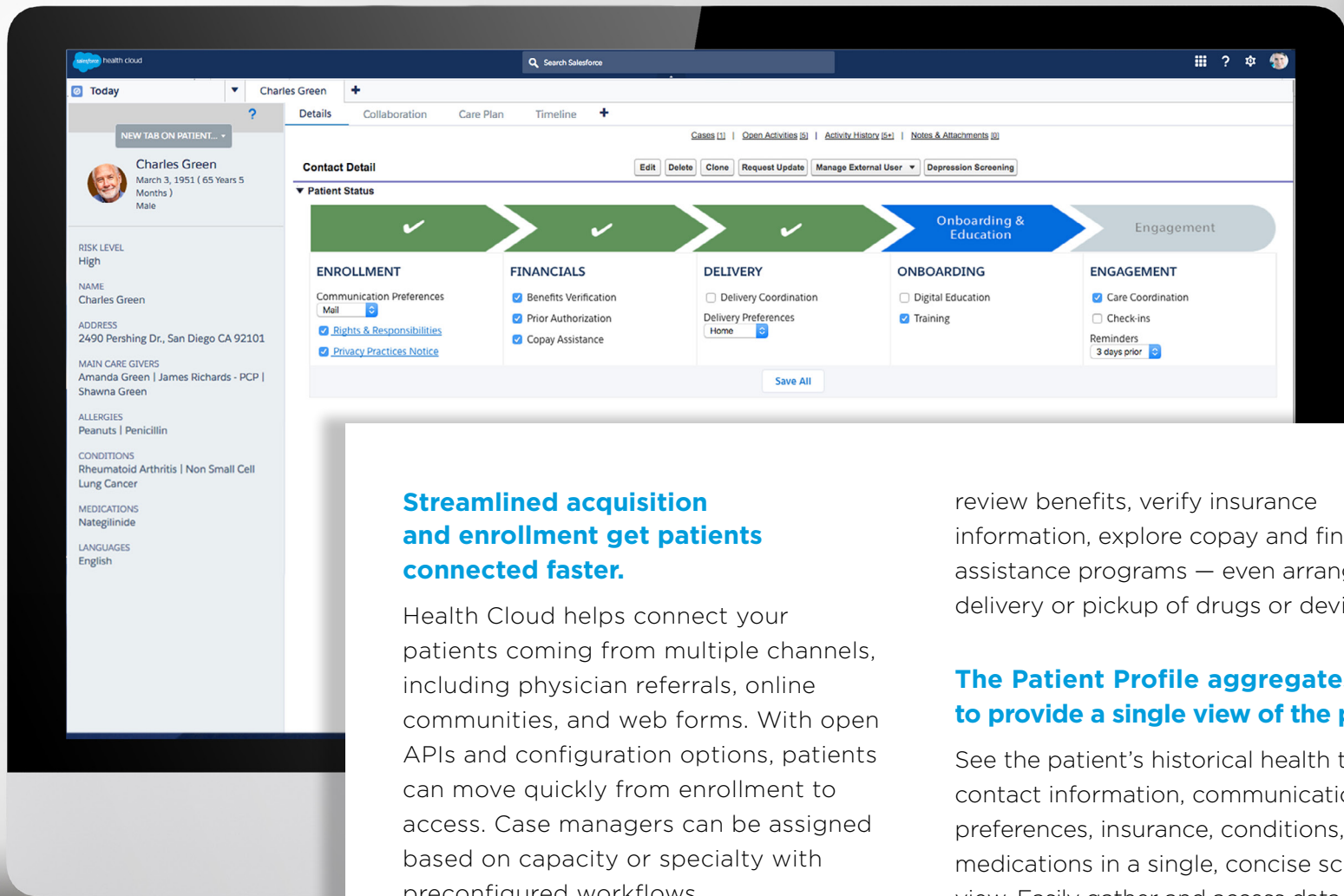
A healthcare professional in blue scrubs is smiling and looking at a tablet computer. She is showing the tablet to an elderly patient with short, light-colored hair who is sitting up in a hospital bed. The patient is wearing a white hospital gown with a small blue pattern. The background is a bright, clean hospital room with a white lamp and a bowl of fruit on a table.

*Use case:*

## PATIENT ACQUISITION AND ONBOARDING

The journey into therapy can be challenging for patients. Life sciences companies can ease this burden by providing support and engagement to help patients get timely access to therapy.

Health Cloud includes tools to help start this engagement right from the beginning to ensure that as many patients as possible can benefit from therapy.



**Streamlined acquisition and enrollment get patients connected faster.**

Health Cloud helps connect your patients coming from multiple channels, including physician referrals, online communities, and web forms. With open APIs and configuration options, patients can move quickly from enrollment to access. Case managers can be assigned based on capacity or specialty with preconfigured workflows.

**Efficient onboarding improves patient support from the start.**

Decrease errors and repetitive tasks with easy-to-use dashboards and automated forms. Customize Health Cloud to support patients along their personal care journey: Enable case managers to efficiently

review benefits, verify insurance information, explore copay and financial assistance programs — even arrange for delivery or pickup of drugs or devices.

**The Patient Profile aggregates data to provide a single view of the patient.**

See the patient’s historical health timeline, contact information, communication preferences, insurance, conditions, and medications in a single, concise screen view. Easily gather and access data from electronic health records (EHRs), medical devices, and wearables, such as glucose levels, sleep patterns, and activity measures. Map the care-team network for a unified view that improves coordination of care and information sharing.

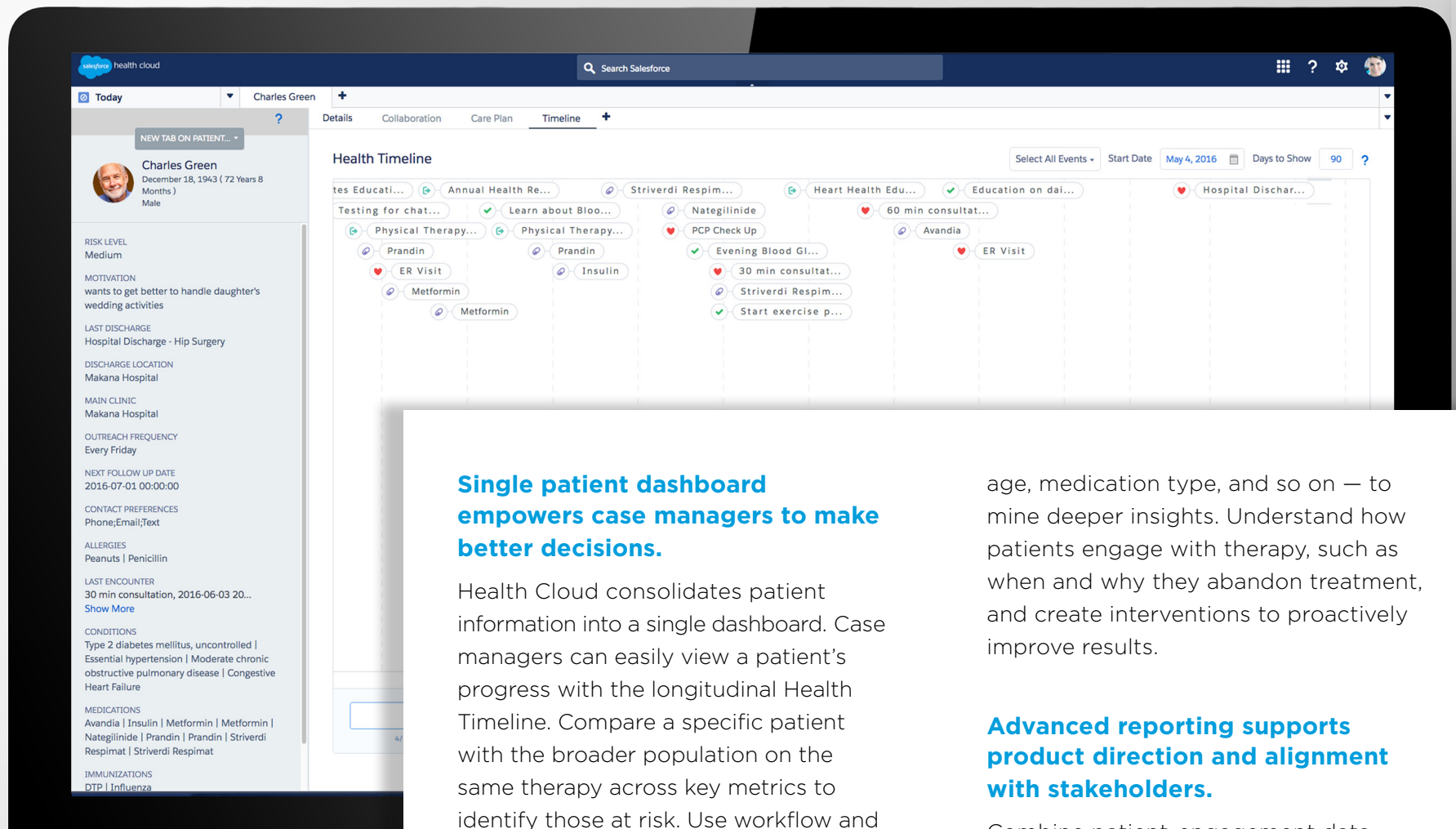
A photograph of a smiling male doctor with a stethoscope around his neck, sitting next to a young girl with her hair in a bun, also smiling. They are in a clinical or hospital setting. In the background, a woman and another man are blurred. A blue semi-transparent box is overlaid on the left side of the image, containing text.

*Use case:*

## PROVIDE PATIENT SERVICES WHILE ON THERAPY

Patient services and support programs improve patient satisfaction, which drives trust and loyalty. Satisfied patients are more likely to develop relationships with a company and become advocates for it. Improvements in providing services and communicating about them advance overall program performance and build brand equity.

Health Cloud helps life sciences companies deploy a slate of personalized service and support plans throughout the care journey.



### Single patient dashboard empowers case managers to make better decisions.

Health Cloud consolidates patient information into a single dashboard. Case managers can easily view a patient's progress with the longitudinal Health Timeline. Compare a specific patient with the broader population on the same therapy across key metrics to identify those at risk. Use workflow and configuration rules to trigger automated communications or flags for further needed support.

### Patient population data helps improve effectiveness of patient support programs.

Segment patients into various groups — disease or disease state,

age, medication type, and so on — to mine deeper insights. Understand how patients engage with therapy, such as when and why they abandon treatment, and create interventions to proactively improve results.

### Advanced reporting supports product direction and alignment with stakeholders.

Combine patient-engagement data with other clinical and nonclinical data sources to get a clear picture of how patients benefit from therapy. Use these insights to support real-world evidence projects, align with payers and providers, and explore opportunities for new products.





*Use case:*

## UNLOCK INTELLIGENT INSIGHTS

The rapidly changing healthcare landscape requires life sciences companies to know more about their patients. How do they respond to therapy? Which patient support programs do they leverage the most to remain persistent on therapy? What is the overall value the therapy provides, and how do patient support programs help realize this value?

Health Cloud enables you to capture patient engagement data and visualize it in customizable dashboards, providing insights that can help guide support for individual patients, help determine which patient support programs are most effective, and even influence future product direction.

## Personalized care plans improve clinical outcomes.

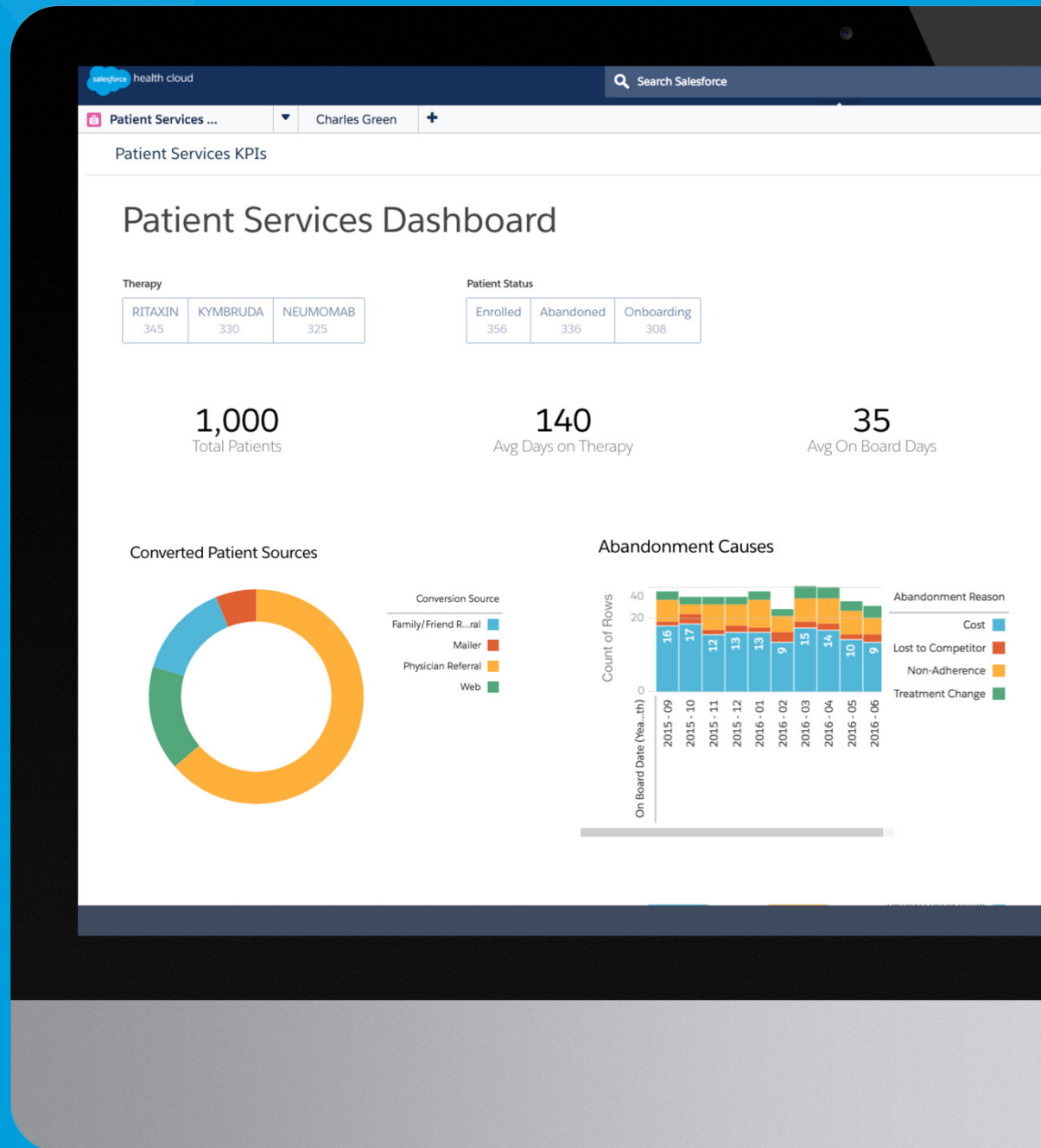
Tailor each patient's care journey from acquisition to ongoing support and engagement. Create customized care plans to establish goals, priorities, and tasks specifically designed for each patient and care team. Deliver personalized services and content to specific patients and patient segments.

## Improved support drives patient engagement and satisfaction.

Provide contextual support, answer questions, and review care plans. Deliver customized onboarding materials that include program information and tailored health behavior, disease, and other content. Send targeted information to a specific patient or group, such as reaching out to a patient who has missed several appointments and whose device shows consistent drops in blood glucose levels, or reminding all patients with high blood pressure to schedule a check-in.

## Care-team performance increases and patient outcomes improve with open and easy communication.

Share messages with patients using private, secure messaging and real-time notifications on any device at any time. For instance, use secure messaging to notify patients that they have missed their prescription refills. And even keep the extended care team on the same page: Notify a parent if a child's glucose levels are not being maintained or the healthcare provider when it's time to schedule follow-up visits.



# CONCLUSION

The healthcare industry is changing quickly, and patients are more connected and informed than ever before. Medical-device and pharmaceutical companies that deliver exceptional customer experience and support have a distinct competitive advantage and provide the best opportunity to help patients succeed while on therapy.

Salesforce Health Cloud helps life sciences companies meet these demands by building patient relationships and delivering modern, omni-channel support programs. Care teams can use the platform to make smarter decisions with productivity tools that make the entire process more efficient:

- **Complete view of the patient**, with integrated patient data from any source.
- **Smarter patient management and care-team collaboration**, with improved transparency and data sharing.
- **Easy patient engagement** through mobile and social communications.



[WATCH DEMO ›](#)

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# OUR SOLUTION PARTNERS



High performance. Delivered.

## THE ACCENTURE INTELLIGENT PATIENT PLATFORM

Life sciences companies have a tremendous opportunity to provide outcome-based solutions that better serve patients and the entire healthcare system. The Accenture Intelligent Patient Platform helps companies achieve that goal through a suite of integrated services that use real-world analytics to design more precise patient programs based on the requirements of unique populations.

The platform leverages the capabilities of Salesforce Health Cloud to help companies more effectively manage patient data, make more informed care decisions, and increase patient engagement across caregiver networks and throughout their care journeys. Several leading pharmaceutical companies are using the platform to deliver high-impact patient programs across all modes of engagement (in person and digital).



## DELOITTE DIGITAL PATIENT CONNECT

The shift to value in the healthcare and life sciences industries is dramatically changing the way patients engage and providers do business. Creating a compelling customer experience is now as important for life sciences companies as creating a compelling product. Deloitte Digital Patient Connect offers the tools our clients need to bridge the digital gap between them and their customers.

The solution provides a highly scalable platform that uses Salesforce Health Cloud's customer service and mobile and social media to effectively engage patients and create a collaborative environment for the patients' care network. The shared core business processes of the integrated solutions allow for a high-touch, consistent patient experience and better outcomes.

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## ADDITIONAL PARTNERS

These partners provide configurable solutions to integrate clinical systems that minimize IT resource requirements and enable batch and real-time integration between Health Cloud and leading clinical applications at work in the life sciences industry.



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