



salesforce app cloud

## SALESFORCE FOR LIFE SCIENCES

### PHILIPS

Philips uses App Cloud to help diagnose illnesses and securely store vital patient health information in the cloud, giving the entire care team access to a more panoramic view of the patient in order to deliver better treatment options.

[VIEW FULL CUSTOMER STORY >](#)

“If you build functionality on top of a common platform, suddenly you see a **much better impact**—much greater leverage. The platform approach is really the way to go.”

— JEROEN TAS, CEO, INFORMATICS SOLUTIONS AND SERVICES, PHILIPS HEALTHCARE

## Salesforce App Cloud for Life Sciences: Unleash innovation and get out in front.

Life Sciences companies are racing to create the same kind of connected, me-first experiences consumers have come to expect from other industries—all while delivering better health outcomes (and devices) for less money. To make matters worse, this tug-of-war is playing out on a field strewn with regulatory requirements and complex, siloed IT infrastructure.

Salesforce App Cloud addresses these challenges head-on and provides CIOs and IT a new path forward with a complete cloud-based solution for creating engaging physician and patient experiences that are connected to your core business data. Easily automate processes for your employees at lightning speed. Unlock back-office data with collaborative, mobile-first applications that break down silos and put the information your team needs to succeed all in one place. With App Cloud, IT can finally get out front, and focus on the kind of innovation that adds up to a fundamental transformation of how you do business.

### AmeriSourceBergen®

AmeriSourceBergen uses apps built with App Cloud to simplify complex returns processes, helping customers manage their inventories more effectively.

[VIEW FULL CUSTOMER STORY >](#)

“Salesforce is flexible enough that we can have a common platform that **works for a dozen different business units** that don’t necessarily share common practices.”

— GREG GLASER, DIRECTOR OF CIO SERVICES, AMERISOURCEBERGEN

# DEEPEN CUSTOMER CONNECTIONS WITH SALESFORCE FOR LIFE SCIENCES

Life Sciences companies face a major challenge to transform their business models quickly, or miss emerging opportunities. Salesforce offers solutions that help them address the industry's unique needs, including:



**Connected apps** that provide tools, data, and outcomes-based information. This helps care providers better manage and service devices across the continuum of care, and helps prove the health economic or medical value of a device in the new, more regulated environment.



**Multichannel marketing** that engages physicians by sharing information targeted to their practice area, on their preferred channel, at the right time. This should also include listening and engagement across social channels to understand their preferences and areas of interest, and personalized campaigns and journeys.



**Physician and patients** that deepen relationships with doctors and help with self-service education. These communities help with education, especially disease prevention and management.



**Proactive customer service** that empowers patients and physicians to find the answers they need, 24/7, including self-service options and faster responses on medical affairs inquiries from service centers. Multichannel service is a key differentiator for companies in the new, more competitive landscape.



**Solution sales** that empower reps to sell complex solutions in real time. Multichannel customer relationship management (CRM) allows reps to shift away from a transaction-based model, and instead offer cost-effective, highly targeted, and compliant consultative experiences for customers throughout the customer lifecycle.

More customers building apps like these on the Salesforce1 Platform:



According to IDC\*, App Cloud delivers:

44%  
MORE APPS  
DEVELOPED

50%  
FASTER APP  
DEVELOPMENT

478%  
ROI

See the  
white paper ›

\*IDC white paper sponsored by Salesforce, "The ROI of Building Apps on Salesforce," July 2016

Learn how App Cloud can treat  
industry pain points.

DOWNLOAD THE E-BOOK



Find out how Salesforce for  
Life Sciences can transform  
your company.

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