



salesforce industries

SALESFORCE FOR HEALTHCARE:

Using relationship management to
thrive in a value-based environment.

How to prepare for the coming wave of chronic conditions.

Thanks to modern medicine, people with chronic health conditions are living longer than ever. For the Healthcare industry, the good news of extended lifespans also presents new challenges.

In the US alone, by the year 2020, 125 million people will live with chronic conditions. Each patient may see up to 16 health service professionals per year, driving annual costs upwards towards \$5 trillion.[1]

As patients surge, so will demand for coordination across each patient's providers and services, including multiple doctors and visits, diagnostic tests, medications, monitoring devices, billing, and more.

This has serious implications for the IT systems behind most healthcare organizations. Older systems were designed for an era of one-to-one relationships, and can't handle the new era's complexity. The result: fragmented and uncoordinated care, and unnecessary costs that grow at an unsustainable pace. As healthcare models shift away from fee-for-service, and towards value and outcomes, providers need new solutions that connect all the right people in a whole new way, fostering tight, continuous relationships between patients, caregivers, insurers, and other key players in pharmaceuticals, diagnostics, and devices.

Salesforce for Healthcare: navigate and connect the complex web of health relationships.

As the global leader in CRM, Salesforce works with thousands of healthcare and life sciences organizations, connecting complex relationships across the continuum of care.

We help providers leverage the native power of **Salesforce Service Cloud** and **Salesforce Communities**, so they can connect with patients, and each other, in a whole new way.

Better Provider Collaboration

With **Salesforce Service Cloud**, caregivers get a dashboard showing a single view of data, visual graphics, and patient activity. Team members can connect through a secure social network that makes it easy to trade answers and swarm on solutions. And the solution tracks relationships between providers, so everyone knows who's on the team, how they fit in, and what they're doing for the patient.

Stronger Provider-Patient Engagement

Imagine patients, family, caregivers, and healthcare professionals collaborating on care, with complete visibility, and the patient in control. That's one aspect of how **Salesforce Communities** can deliver better, more connected care. With bidirectional messaging and data flow, health communities deliver information sharing and communication that go far beyond what's available through other patient portals.

[1] Rethinking healthcare transitions and policies: Changing and expanding roles in transitional care, Moreño Health Education Journal 2014 73 (4), p. 415

 industries

HEALTHCARE AND LIFE SCIENCES ARE TRANSFORMING.

Salesforce solutions can take you where the industry is going, connecting to patients, providers, and partners in a whole new way.

To learn what Salesforce for Healthcare can do for you, start at:

www.salesforce.com/industries/healthcare www.salesforce.com/industries/life-sciences