Empowering
Healthcare Excellence

A Comprehensive Guide to Salesforce Health Cloud Implementation

Welcome

The healthcare industry is undergoing a transformative period, with unprecedented challenges that demand innovative solutions. In this era of data-driven decision-making and patient-centric care, healthcare providers are seeking comprehensive platforms to streamline operations and enhance patient outcomes. This whitepaper introduces Salesforce Health Cloud, a robust solution designed to empower healthcare organizations in overcoming industry-specific challenges and achieving new levels of efficiency and patient satisfaction.

Understanding Healthcare Challenges

Healthcare providers face numerous challenges, from fragmented patient data and inefficient care coordination to compliance complexities and data security concerns.

These challenges not only impact the quality of patient care but also hinder operational effectiveness. Addressing these issues requires a holistic approach that integrates technology seamlessly into healthcare workflows.

Introduction to Salesforce Health Cloud

Salesforce Health Cloud is a purpose-built Customer Relationship Management (CRM) platform tailored for the healthcare industry. It offers a unified, 360-degree view of patient information, enabling healthcare providers to deliver personalized care, streamline operations, and improve overall patient satisfaction. With a focus on patient engagement, care coordination, and data security, Salesforce Health Cloud is positioned as a transformative tool for modern healthcare organizations.

Health Cloud, an industry-specific solution by Salesforce, is revolutionizing the way healthcare providers deliver personalized and connected care. The primary goal of Health Cloud is to streamline and enhance the entire healthcare ecosystem. Health Cloud combines the powerful capabilities of Salesforce's CRM platform with advanced features designed specifically for healthcare providers, payers, medical device companies, and pharmaceutical manufacturers.

With its focus on delivering seamless patient engagement and efficient care coordination, Health Cloud has become an indispensable tool for transforming healthcare operations.

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Key Features of Salesforce Health Cloud

Health Cloud is built over Salesforce Service Cloud, this product from Salesforce features functionality like EHR-to-Salesforce API connections, smart case management, and record management.

Healthcare teams also get equipped with clinical and non-clinical data of members comprising information like current and past health conditions and medications, communication preferences, appointment history, and data across all the systems, including EHR. It understands the importance of patient engagement, and what exact information you need ahead of and during a patient visit.

Health Cloud gives easy access to Providers to get all the information in one place. This information includes:

- Contact Preferences
- Health Conditions & Treatment (medications)
- Patient Health History
- Appointment History

With all these details in tow, providing care for patients becomes more tailored, personalized, and effective. Whether it's a follow-up email to the patient after surgery or medication prescriptions that do not react with other medications that the patient is currently taking, Health Cloud will take all of these customer needs into account.

Health Cloud Feature Sets

Data Privacy, Protection and Integration

Salesforce Shield Providers, Platform Encryption, Audit Trails, Event Monitoring, Hooks for Integration with Electronic Health Records (EHR).

360 Degree view of Patient Data

Patient Data Card, Timeline View, Patient Profile, Care Team Network

Care Team Productivity

Lead to patient conversions, Care Plans, Household Mappings, Ability to take assessment (Salesforce Surveys), Clinical Data Model (EHR Objects).

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Salesforce Health Cloud Benefits

Salesforce Health Cloud simplifies various aspects of patient care and healthcare data management including:

Patient Management

Salesforce Health Cloud centralizes patient data, providing a comprehensive view of patient history, preferences, and interactions across various touchpoints.

Care Coordination

The platform facilitates seamless communication and collaboration among healthcare providers, ensuring a coordinated approach to patient care.

Data Integration

Salesforce Health Cloud integrates with existing healthcare systems, breaking down data silos and creating a unified data ecosystem for informed decision-making.

Analytics and Reporting

Robust analytics tools enable healthcare organizations to derive actionable insights from data, driving continuous improvements in patient care and operational efficiency.

Improved Patient Engagement

Salesforce Health Cloud empowers healthcare providers to engage with patients through personalized communication, educational resources, and proactive health management tools.

Data Security and Compliance

Salesforce Health Cloud prioritizes data security and compliance with healthcare regulations, providing peace of mind for organizations navigating the complex landscape of healthcare data management.

Operational Efficiency

The platform optimizes administrative processes, reduces paperwork, and automates routine tasks, freeing up healthcare professionals to focus on delivering high-quality patient care.

Efficient Care and Improved Outcomes

Salesforce Health Cloud facilitates efficient care delivery and improved patient outcomes. By connecting clinical data, social determinants, and patient preferences, the platform empowers providers to deliver more personalized and effective care. This leads to enhanced outcomes and an overall improvement in the quality of care.

Simplified Member Benefits

Salesforce Health Cloud's ability to simplify member benefits. Through the automation of health business workflows, the platform streamlines the member journey from enrollment to service to care management. This not only lowers costs but also ensures a smoother and more efficient experience for members navigating the complexities of their healthcare plans.

Patient-Centric Experiences

Salesforce Health Cloud provides the scaling of patient-centric experiences. By delivering personalized patient and provider engagement and support programs, the platform contributes to a more interconnected and patient-focused approach.

Additionally, it accelerates research and development (R&D) innovation by providing a connected platform that fosters collaboration and data-driven decision-making.

Reduced Costs and Improved Transparency

Salesforce Health Cloud provides the ability to reduce costs and improve sales transparency in the system. The platform facilitates the management of commercial processes, the building of provider relationships, and engagement with patients in a more efficient, compliant, and personal manner. This not only lowers operational costs but also enhances transparency in sales processes.

Community-Centric Government Experiences

Salesforce Health Cloud places the community at the center of government health experiences. By completing case worklists, facilitating collaboration across teams, and employing advanced triage on a centralized platform, the platform enhances engagement with beneficiaries, patients, and residents.

Health Cloud Terminologies

Care Teams

Doctors, Health Care Advisors, Nurses, Therapists, Administrative Professionals. These all people come under the care team. Usually care team in Health Cloud is nothing but a case team in Salesforce.

Payer

A payer is an organization that takes care of financial and operational aspects of providing health care (i.e. Including insurance plans and provider network).

Providers

A health care provider is a person in a company that provides a health care service.

EHR

Electronic health registry that holds electronic health records.

HL7

Health Level Seven is an international set of standards, formats, and definitions for exchanging and developing electronic health records (EHRs).

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Top Capabilities included in the Health Cloud

Provider

- Coordinate patient care and engagement.
- Scale patient access and services.
- Personalize patient acquisition and outreach.
- Streamline referral management.
- Optimize provider network management.
- Scale member care management.

Payer

- Automate health plan sales and administration.
- Modernize Network Management
- Inspire Trusted Contact Center Engagement
- Scale Care Management

Pharmaceuticals

- Accelerate patient services programs.
- Scale advanced therapies.
- Accelerate clinical trials.

MedTech
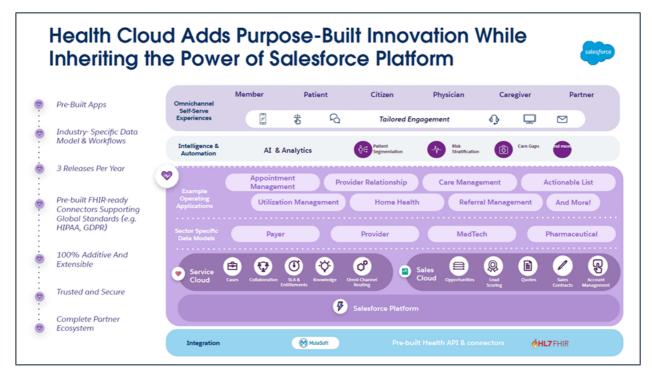
- Transform virtual sales, provider relationships, and patient engagement.

Public Sector Health

- Scale Contact Center Experiences for Government Health
- Build Integrated Care Programs
- Manage Health Data with Transparency

Image Source: Health Cloud Developer Guide
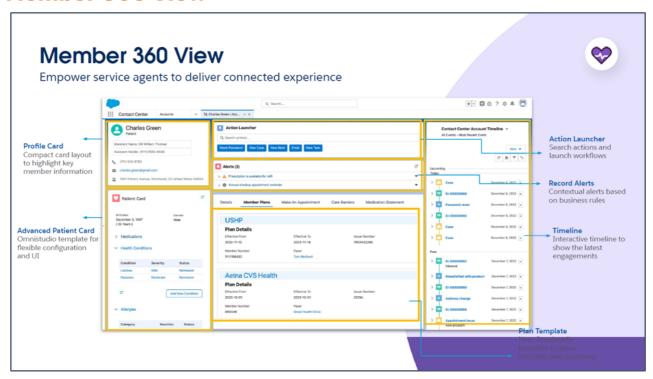
Salesforce Health Cloud Implementation Process

As we know for every Salesforce project, we need to follow several steps. Same applies to Salesforce Health Cloud implementation. Below are the important things to keep in mind as you prepare for implementation:

- Number of users, and have the right licenses for Health Cloud users.
- Make sure your Salesforce configuration can handle the growth in terms of new users and data as your organization expands.
- It's always beneficial to Get help from a Salesforce partner for a successful health cloud implementation setup.

The basic steps for a health cloud setup, it might vary a bit based on the organization's needs:

1. Plan your implementation
2. Setup
3. Configure your workflows
4. Deploy the Health Cloud package
5. Customize the user interface
6. Train your users
7. Get support
8. Monitor your implementation
9. Continuous improvements

Member 360 View

Image Source: Health Cloud Developer Guide
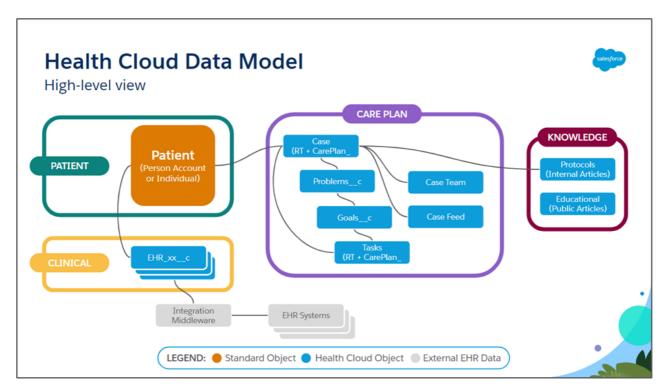
Health Cloud Data Model

Image Source: Health Cloud Developer Guide

Training and Support

Image Source: Health Cloud Developer Guide

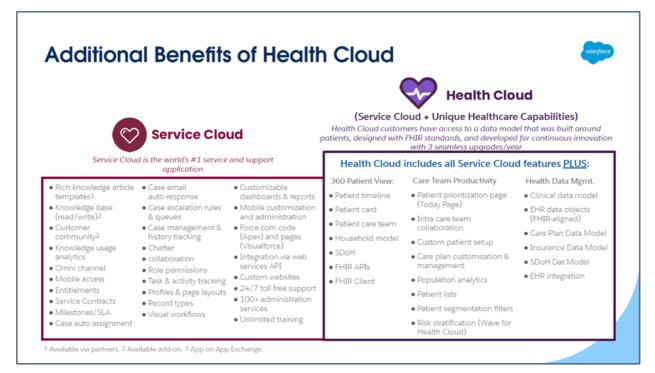# Additional Benefits of Salesforce Health Cloud

Image Source: Health Cloud Developer Guide

Additional Benefits of Salesforce Health Cloud

- Health Cloud: Get to Know Health Cloud
- Health Cloud: Prepare for Implementation
- Health Cloud: Discover Care Orchestration for Patients
- Health Cloud: Navigate Patient Access to Care
- Health Cloud: Protect, Manage, and Migrate Customer Data
- Health Cloud: Automate Complex Processes and Operations
- Health Cloud: Aim for Commercial Excellence
- Health Cloud: Explore the Insurance Solution

Conclusion

By using the capabilities of Salesforce Health Cloud, you can elevate patient experiences, improve decision-making, and ultimately lead your industry with confidence and innovation. Health Cloud must be used if healthcare is to become more efficient, creative, and patient-centered in the future.

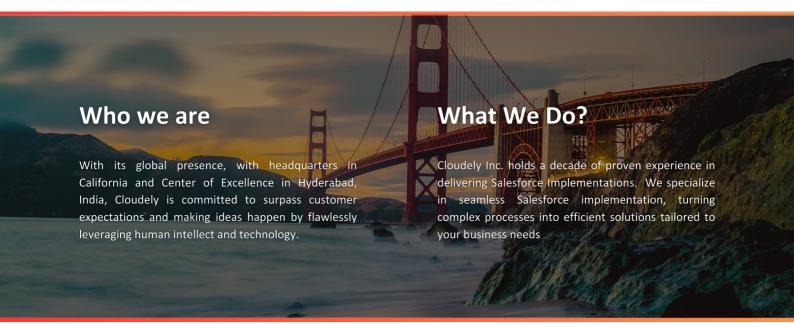To revolutionize your healthcare services with Salesforce Health Cloud, contact us at salesforce@cloudely.com.

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Offer Transformative Healthcare Experience with

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Salesforce Implementation Excellence

Cloudely started its journey in 2013 with a vision:

to disrupt the way enterprises and business manage cloud applications.

Since then, its clientele has expanded to global business across diverse horizontals.

Who we are

With its global presence, with headquarters in California and Center of Excellence in Hyderabad, India, Cloudely is committed to surpass customer expectations and making ideas happen by flawlessly leveraging human intellect and technology.

What We Do?

Cloudely Inc. holds a decade of proven experience in delivering Salesforce Implementations. We specialize in seamless Salesforce implementation, turning complex processes into efficient solutions tailored to your business needs

Healthcare Salesforce Implementation Excellence

We actively collaborate with healthcare leaders, implementing Salesforce solutions to enhance efficiency and elevate patient care.

Proven Healthcare Expertise

Choose us for Health Cloud implementation as we bring proven expertise in healthcare, ensuring tailored solutions that align with industry needs.

Efficient and Customized Solutions

Opt for our Health Cloud implementation for efficient, customized solutions perfectly aligned with the unique needs of healthcare giants.

Contact us: www.cloudely.com | salesforce@cloudely.com