



salesforce health cloud



# INTRODUCING SALESFORCE HEALTH CLOUD

3 CORE ADVANTAGES





## *Introduction*

# PATIENT-CENTERED HEALTHCARE IS THE NEW REALITY.

The Affordable Care Act and outcome-based reimbursement policies create mandates and incentives for providers, payers, medical device and pharmaceutical companies to focus more on patient care and satisfaction. At the same time, patient expectations for information, interaction and access have risen dramatically.

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To succeed, the industry needs to evolve from a focus on medical records management to a focus on patient relationships. This is the clear path to improving patient satisfaction, delivering high-quality patient care, controlling avoidable costs and improving outcomes. Yet providers today are burdened by legacy systems and are challenged to make the shift to healthcare that is 1-to-1, smart and connected to patient needs.

Salesforce Health Cloud uses the power of the cloud, social and mobile technologies to create an environment that enables everyone from admins to patients to specialists to get the information they need at any time and on any device. Curious what the platform is really capable of? This e-book explores the three core advantages of the new Salesforce Health Cloud:

- Complete patient view
- Smarter patient management
- Connected patient engagement

## Salesforce Health Cloud

Giving healthcare providers the ability to go beyond health records and build stronger relationships with patients.

The screenshot displays the Salesforce Health Cloud interface for a patient named Charles Green. The interface is divided into several sections:

- Header:** Includes the Salesforce logo, a search bar, and a list of user names (CHARLES GREEN, ELENOR OWENS, ARMONDO NUNEZ, ROBERT WHITEFIELD, AIDEN BENSON, LIBBY HARRISON, VANCE HATFIELD).
- Navigation:** Tabs for "TIMELINE & CARE PLAN", "COLLABORATION & ACTIVITY", and "DEVICE DATA".
- Patient Profile:** Shows a profile picture of Charles Green, his name, a "HIGH" status indicator, birth date (June 2, 1952), gender (Male), and contact information (Smartphone, Impairment).
- Health Timeline:** A visual timeline from 2006 to 2016 showing various medical events such as "Patient consultation - 60 min", "Essential Hypertension", "Moderate chronic obstructive pulmonary disease", "Type 2 diabetes mellitus, uncontrolled", "Avandia", "Lisinopril", "Serevent Diskus", "Enrollment in care management", "COPD assessment", "Diabetes and Hypertension assessment", "Striverdi Respimat", "Follow up", "Message to patient", "Missed appointment", and "Follow up".
- Care Plan:** A section titled "Care Plan" with sub-sections for "PROBLEMS & GOALS" and "TASKS ONLY". It lists tasks like "Blood Glucose Control" (HIGH priority), "Lifestyle Changes" (33% COMPLETE, HIGH priority), "Start exercise program for 10 minutes daily" (Medium priority, due 9/3/2015), "Test blood sugar 3 times per day" (High priority, due 9/8/2015), and "Follow up with dietician for diet plan".

**“78% of patients are unsatisfied with the U.S. healthcare system.”**

*-Deloitte Survey of U.S. Health Consumers, 2012*



## Chapter 1

# COMPLETE PATIENT VIEW

Salesforce Health Cloud provides a complete view of the patient:

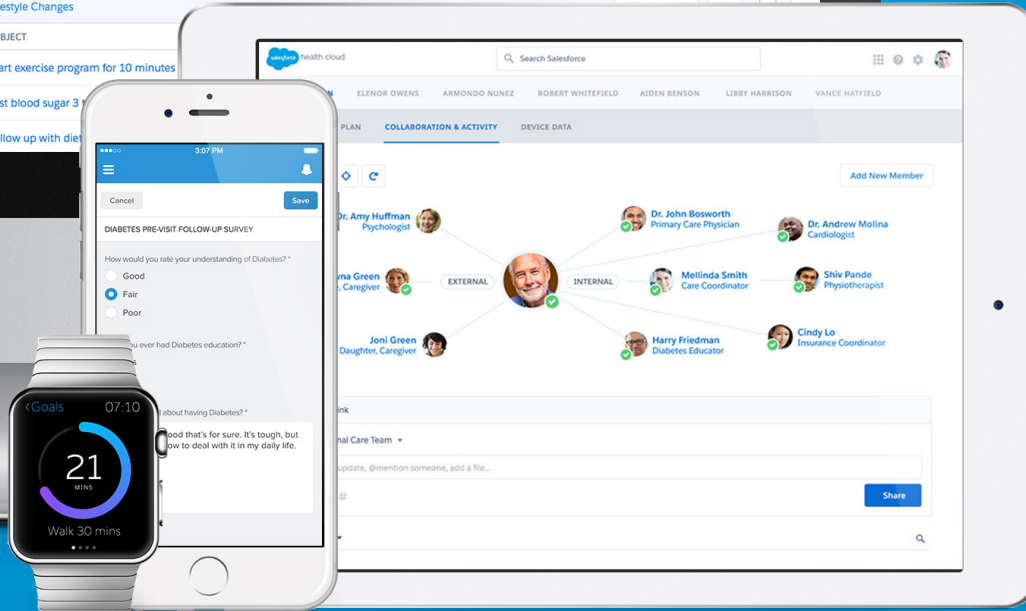
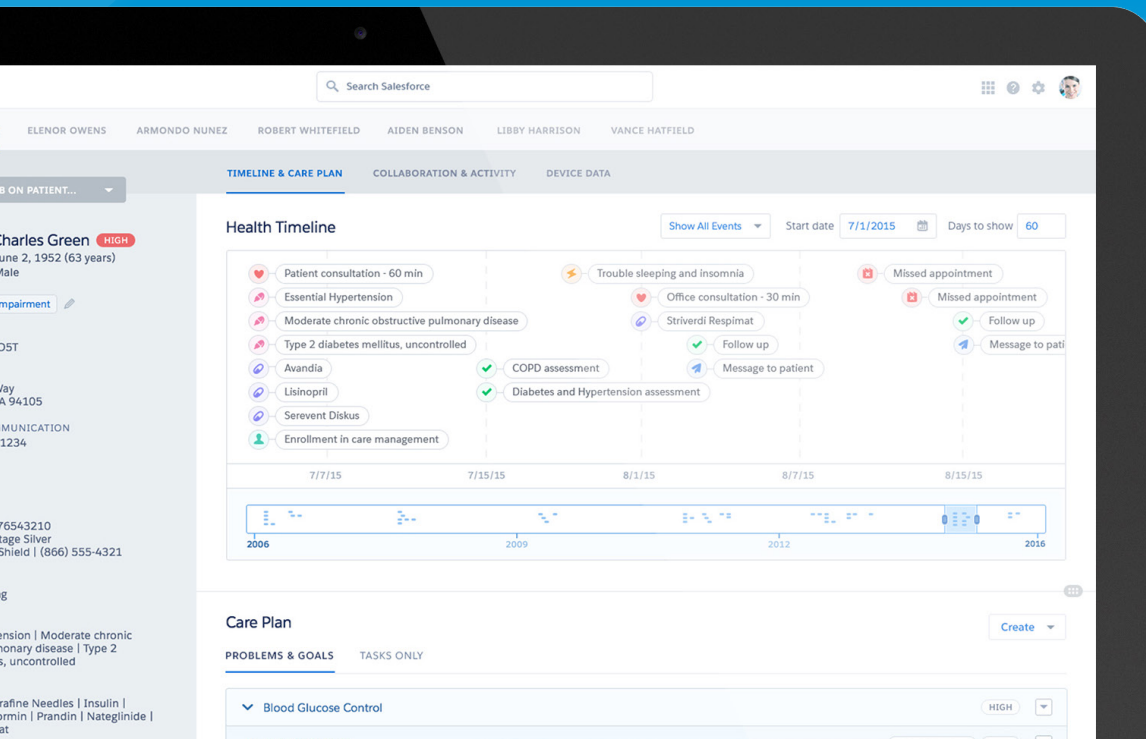
- Create rich, contextual patient profiles
- Access collaborative care network and health timelines
- Integrate patient data from the electronic health record (EHR)
- Incorporate third-party data from medical devices and wearables

With a complete view of the patient, you have easy access to the right patient information including current conditions and medications, appointment history and communication preferences.



**“63% of millennials would be interested in proactively providing their health data from wearables to their doctors, so they can monitor their well-being.”**

*-Salesforce “State of the Connected Patient” Report, 2015*



Salesforce Health Cloud works synchronously with your health system's EHRs to make patient data easily referenced, actionable and current from any device. And with medical devices and wearables integrated directly to Salesforce Health Cloud, you can even gather data from at-home devices, such as glucose levels, sleep patterns and activity measures.

Salesforce Health Cloud delivers a holistic and real-time view of each patient's health, giving healthcare providers the information they need to provide care that improves outcomes for patients and populations.

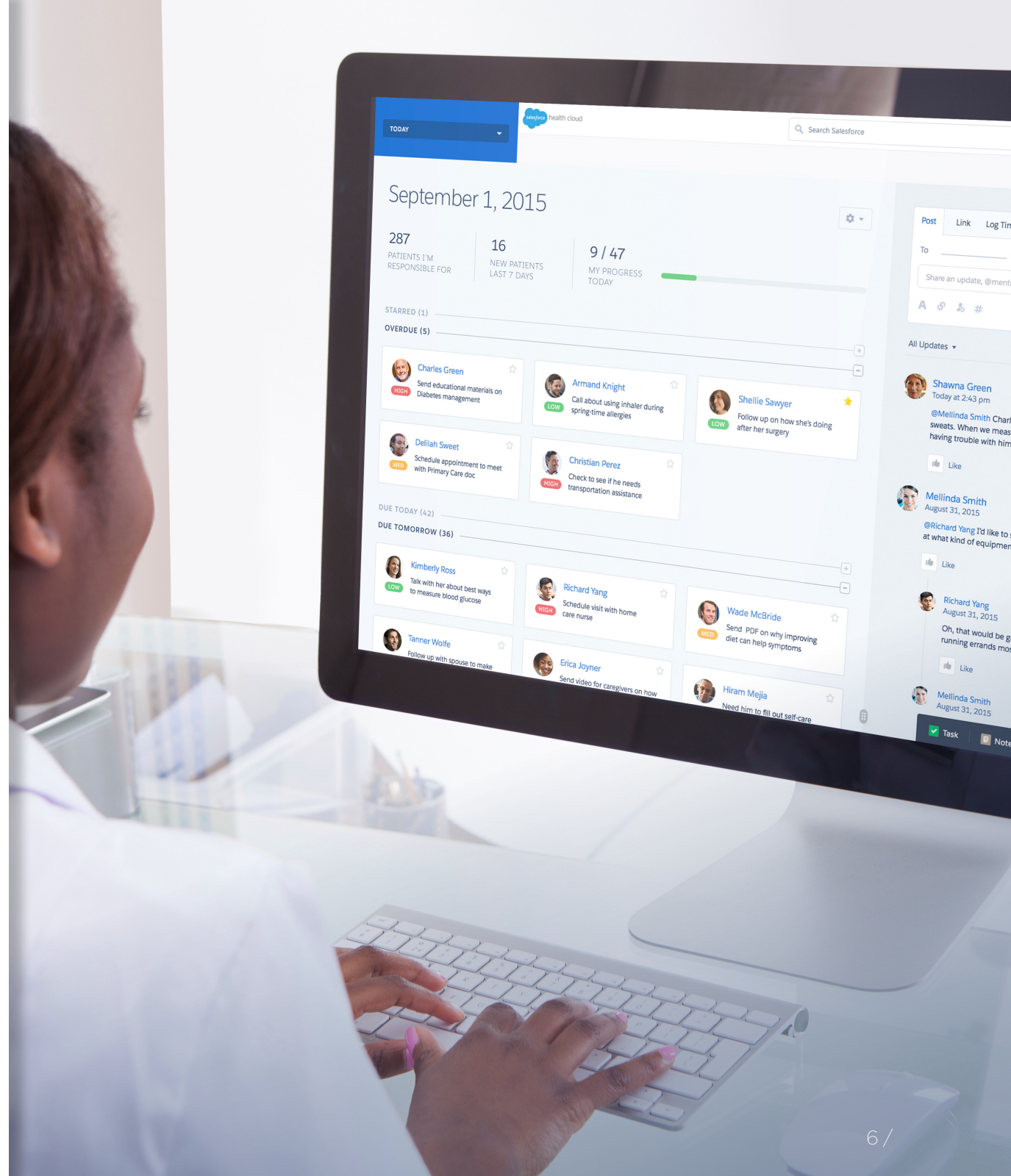
## Chapter 2

# SMARTER PATIENT MANAGEMENT

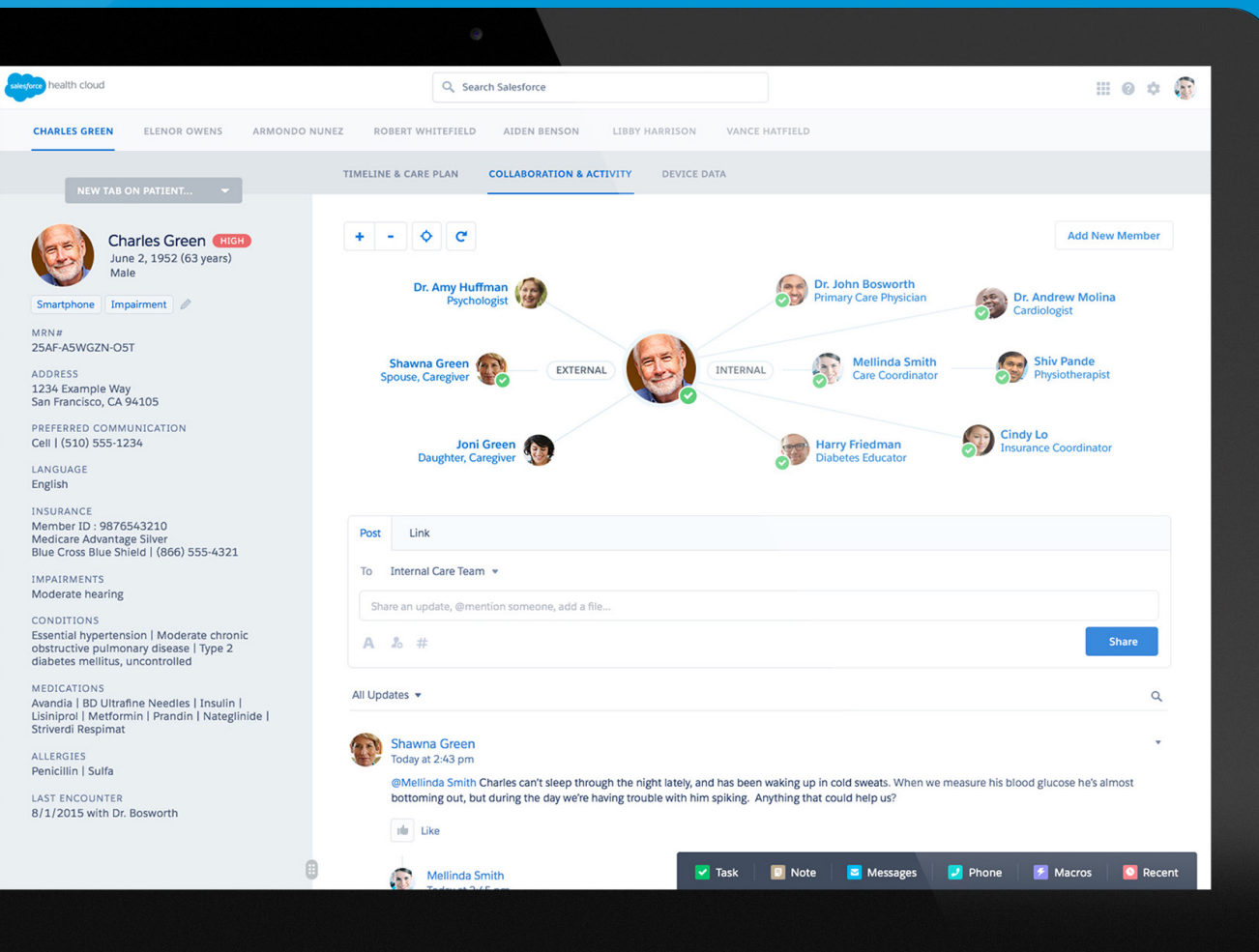
Salesforce Health Cloud makes it possible for healthcare providers to:

- Prioritize tasks across all their patients' needs
- Segment and manage patient populations
- Map personal and professional caregiver networks

Salesforce Health Cloud features a 'Today' page to provide a holistic view of your patients and the most critical tasks related to your full patient population. With the Today view you can make care decisions efficiently by browsing the customized care plan for tasks and quickly acting on them. You also can segment and manage patient populations, such as sending a message to all patients with high-blood pressure to schedule regular check-ins, in a single secure and private message.







And with the power of the Salesforce Platform, you can review all internal conversations that involve your patients, making care coordination and patient handoffs easier and more efficient. You can even map personal and professional-care networks, so you can assign ownership of health goals to anyone on the care team — including the patients or their families.

Salesforce Health Cloud empowers you to easily manage your full patient populations, personalize every interaction and drive better outcomes.

## Chapter 3

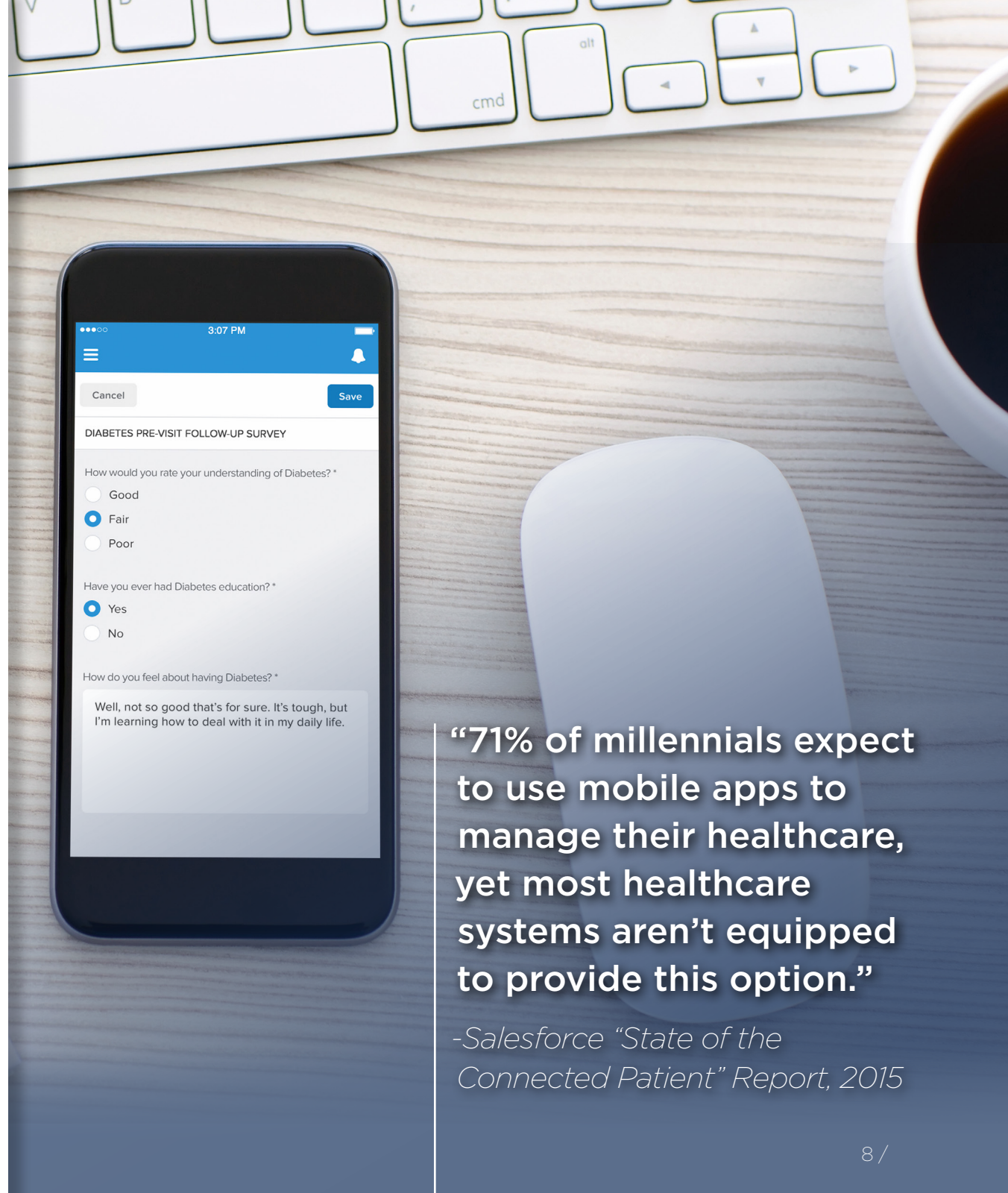
# CONNECTED PATIENT ENGAGEMENT

Salesforce Health Cloud makes healthcare information more accessible, improving workflows and care outcomes:

- Collaborate seamlessly with care teams and patients
- Assign tasks to caregiver networks
- Share secure messages to any device

With Salesforce Health Cloud, care coordinators can securely collaborate and assign tasks across the caregiver network. This extends across the full care system as you can work with patients to chart progress against care plans or health goals; easily communicate with physicians, care coordinators and family members; and get answers quickly from specialists across the provider network.

And by extending Salesforce Health Cloud to mobile platforms, you can send secure messages to patients' mobile devices, meeting their expectations for convenient communication, encouraging deeper engagement and accountability, and developing stronger relationships and loyalty.



**“71% of millennials expect to use mobile apps to manage their healthcare, yet most healthcare systems aren’t equipped to provide this option.”**

*-Salesforce “State of the Connected Patient” Report, 2015*



# CONCLUSION

Today's modern healthcare systems must rapidly evolve to meet the base expectations of the connected patient.

Salesforce Health Cloud puts the patient at the center of the care by giving caregivers core advantages:

- See a complete view of the patient with integrated data from EHRs, wearables and more
- Make smarter care decisions from a single console
- Engage with patients across their caregiver networks and on any device

Salesforce Health Cloud developed in partnership with leading healthcare companies, including Centura Health, DJO Global, Radboud University Medical Center, UCSF and Philips.

Salesforce independent software vendors (ISVs) MuleSoft, and Optum, and systems integrators (SIs) Accenture, Deloitte, PwC, and Persistent, support the solution by providing data and other technical integration solutions with leading medical IT systems, such as Epic, Cerner, GE Healthcare, and others.

Salesforce Health Cloud empowers you to go beyond health records and build meaningful relationships with patients.



# SEE THE SALESFORCE HEALTH CLOUD IN ACTION

[Watch Demo ›](#)



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