



# Transforming Healthcare

Unleashing Patient 360 through  
**Salesforce Integration**  
for Enhanced Care and Efficiency



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**One of Asia's leading hospital chains** has been in operation for 23 years, specializing in paediatric and OB/GYN care. It is known for its comprehensive healthcare services and fulfilling the dreams of parenthood. Their dedicated team of doctors and medical personnel delivers a wide range of services, including intensive care, multi-specialty care, and advanced treatments. They prioritize the care and well-being of your little ones at every stage of their journey, offering compassionate and comprehensive healthcare. Despite all the good work that they do, the hospital still faces challenges while trying to offer a better experience to its customers. Many of these are due to disjointed software systems and unintegrated automation

Currently, the hospital utilizes Salesforce's Sales Cloud and Service Cloud to monitor sales agents' performance and manage appointment scheduling for effective customer engagement. However, the interdependence among various medical services, and the lack of coordination between the systems is impeding the ability to leverage Salesforce clouds for achieving optimal outcomes. Taking into consideration the scale of their operations – 16 hospitals, three clinics, and over 1,655 beds – this means that it becomes difficult for them to engage with customers effectively and deliver value throughout the treatment lifecycle.

This white paper highlights the need to address the fragmented nature of medical services, streamline customer engagement, and enhance the utilization of Salesforce clouds to maximize the benefits and effectiveness of medical treatments.

## Solution Snapshot

### Organization

A leading children's hospital is one of Asia's top multi and super specialty hospital, operating 16 hospitals and three clinics across six cities with revenues of 9,738 million.

### Organization Challenge

Unorganized medical services hindered customer engagement and limited value delivery across the treatment lifecycle. The inter dependence among services and the lack of coordination between systems made it challenging to leverage Salesforce clouds for optimal outcomes.

### Solution

A configurable patient engagement platform with integrated analytics was implemented, enabling a comprehensive view of the patient life cycle.

### Benefits

Enhanced customer engagement through streamlined medical services, integrated analytics for personalized care, fostering long-term patient associations. Optimized Salesforce clouds deliver desired results.

## Challenge:

# Overcoming the Critical Barrier: Fragmented Patient Information Hinders Healthcare Efficiency and Endangers Lives

*"One of the biggest challenges health systems face today is providing a unified, complete picture of the patient to doctors, hospitals, and care facilities,"*

**- David Hook,**

Executive Director - John Muir Health

Insufficient access to quality healthcare services increases the likelihood of preventable diseases, untreated illnesses, and higher mortality rates. Addressing these challenges requires health systems to provide a unified and comprehensive view of patients. This integration is crucial for delivering efficient and effective healthcare services.

In the 21st century, a comprehensive Public Health Organization (PHO) information system must prioritize the customization of

the loyalty process and embrace a 360° approach to serving customers

*"Patient 360 for Health innovations gives customers cost-saving automation, personalized intelligence, and real-time data tools to help deliver patient success – even in the face of increasing costs and labour shortages."*

**- Lashonda Anderson-Williams,**

CRO – Salesforce

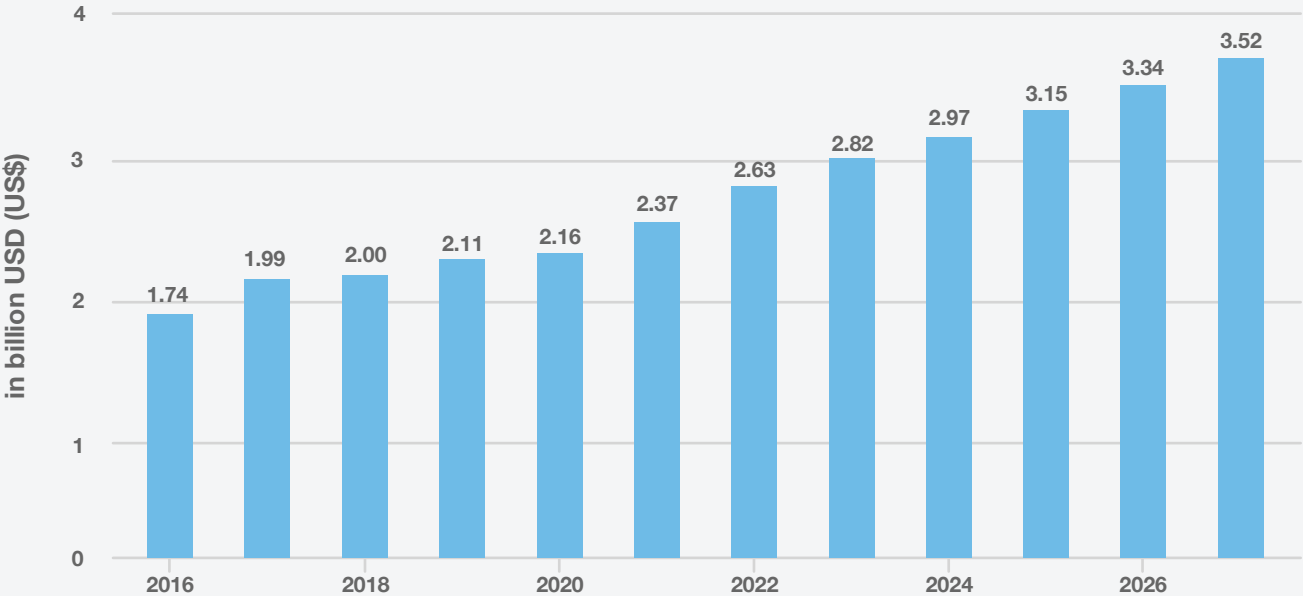
By addressing these challenges and implementing innovative solutions, we can make significant strides in improving the utilization of maternal and child healthcare services, ultimately enhancing the overall health and well-being of the people.



The statistics below are for India but would be a good indication for the developing world. They show an increase in revenue of around \$150 million in Midwifery services and \$80 million in Inpatient care, paving the way for the healthcare industry to invest in and utilize Patient 360. This facilitates the proper retention of the increasing influx of patients in a streamlined manner.

### Midwifery - Revenue

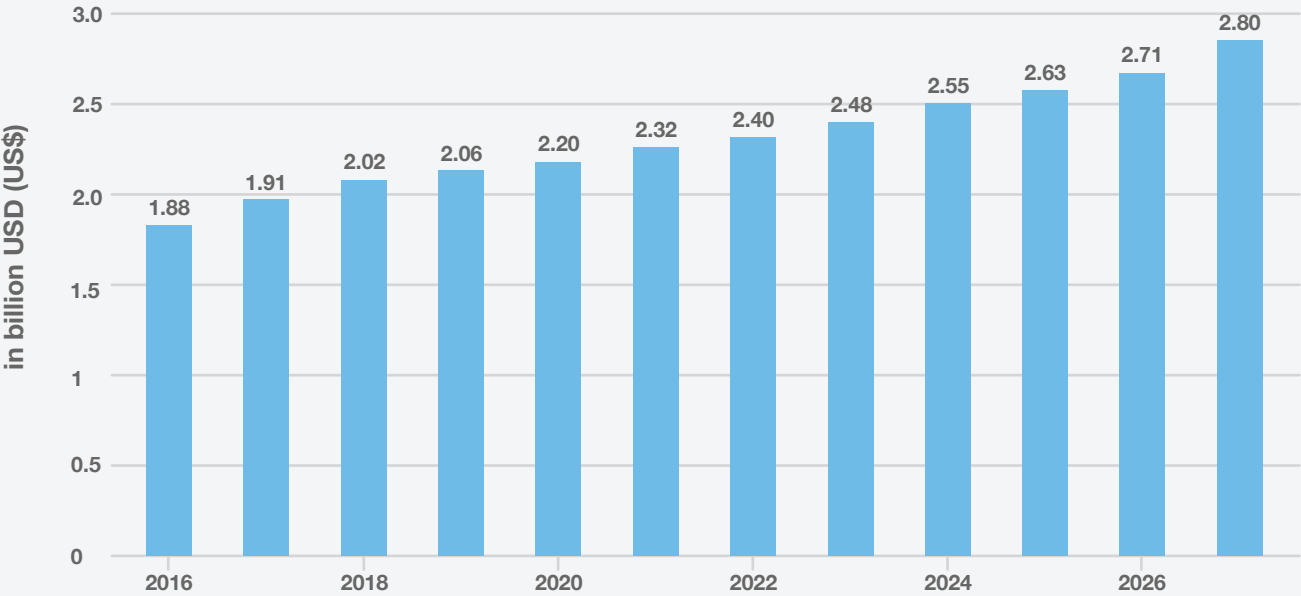
India (Billion USD(US\$))



Source:Statista Market Insights

### Other Inpatient Care - Revenue

India (Billion USD (US\$))



Source:Statista Market Insights

## Challenge:

### Positioning the Hospital as a Preferred Provider by Overcoming the Hurdles of Engaging Women in Comprehensive Pregnancy and Post-Birth Care

The hospital faces the task of differentiating itself from its two major competitors currently dominating the market. To establish a unique position, the hospital's strategic vision is to engage women seeking pregnancy care actively and offer comprehensive post-birth care for children throughout their early years, spanning a 40-week pregnancy period and 14 years post-birth. To overcome this challenge, the hospital intends to provide a holistic and centralized view of the various stages involved in the pregnancy and childcare stages. The hospital thus aims to streamline service management, delivering superior value to its customers. The hospital recognizes the untapped potential of Salesforce Cloud, an existing technology within the organization. By maximizing its utilization, the hospital seeks to optimize its operations, enhance efficiency, and improve the overall customer experience, thereby strengthening its competitive advantage.



## Proposed Solution:

### Streamlining Patient Care Through Salesforce Integration

The aim is to develop a comprehensive solution that provides a 360-degree view of the patient's journey, focusing on pregnancy and postnatal care. This solution benefits both the patient and the doctor by offering valuable insights and tools for effective monitoring and tracking.

The solution prioritizes patient management by utilizing Salesforce's Service Cloud. It enables seamless appointment scheduling, allowing patients to book appointments with their preferred doctor at their convenience. Integration with the Hospital Information System ensures the proper flow of information.



To enhance communication, Salesforce's Sales Cloud or Marketing Cloud can be leveraged. Chatbots can interact with patients, delivering personalized messages about their upcoming treatments. Proactive, customized notifications will be sent to patients, informing them about their upcoming tests or procedures and enabling them to book appointments accordingly by themselves.

This solution assists in self-service, which facilitates regular check-ups according to the patient's convenience during the pregnancy

period, and it seamlessly transitions to post-natal care, monitoring the newborn's health, growth milestones, and vaccination schedules.

By combining Salesforce's Service, Sales, or Marketing Cloud with integration to the Hospital Information System, the solution offers a personalized patient care experience. Patients were empowered with the tools and information needed for proactive healthcare management while providing doctors with a comprehensive view of the patient's journey for efficient monitoring and decision-making.

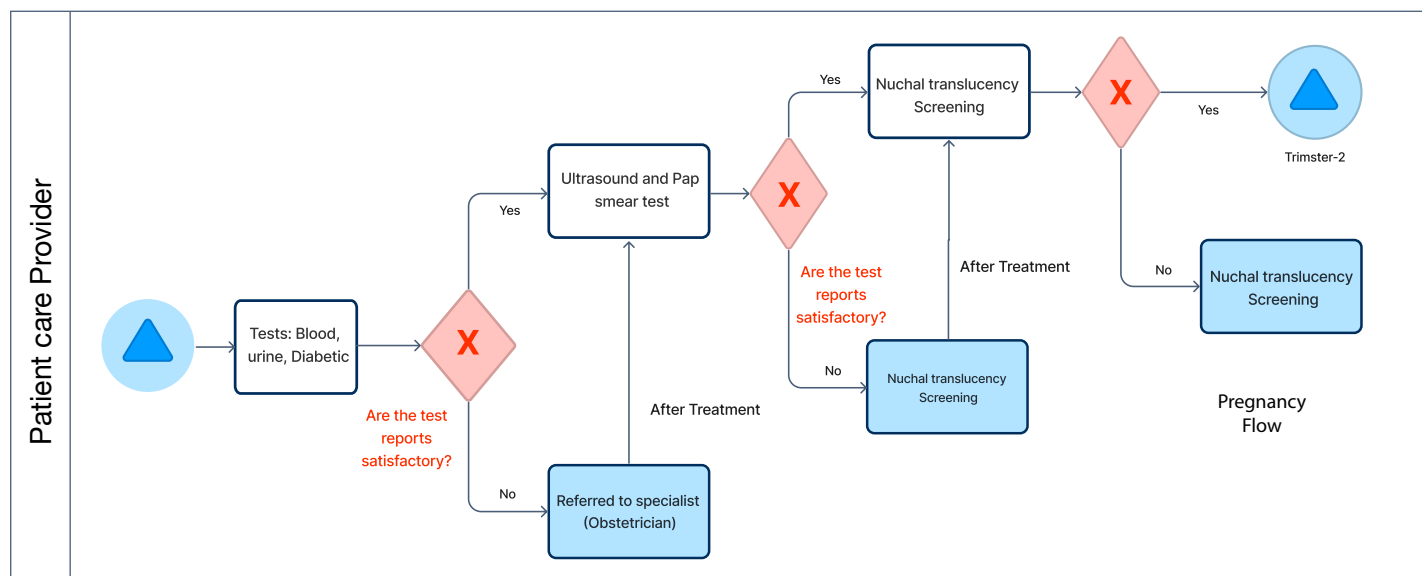
## Analysis:

## Understanding Hospital Care Services with flows

The medical services provided by hospitals catering to women's and children's care, can be categorized into distinct flows for better understanding of the processes involved.

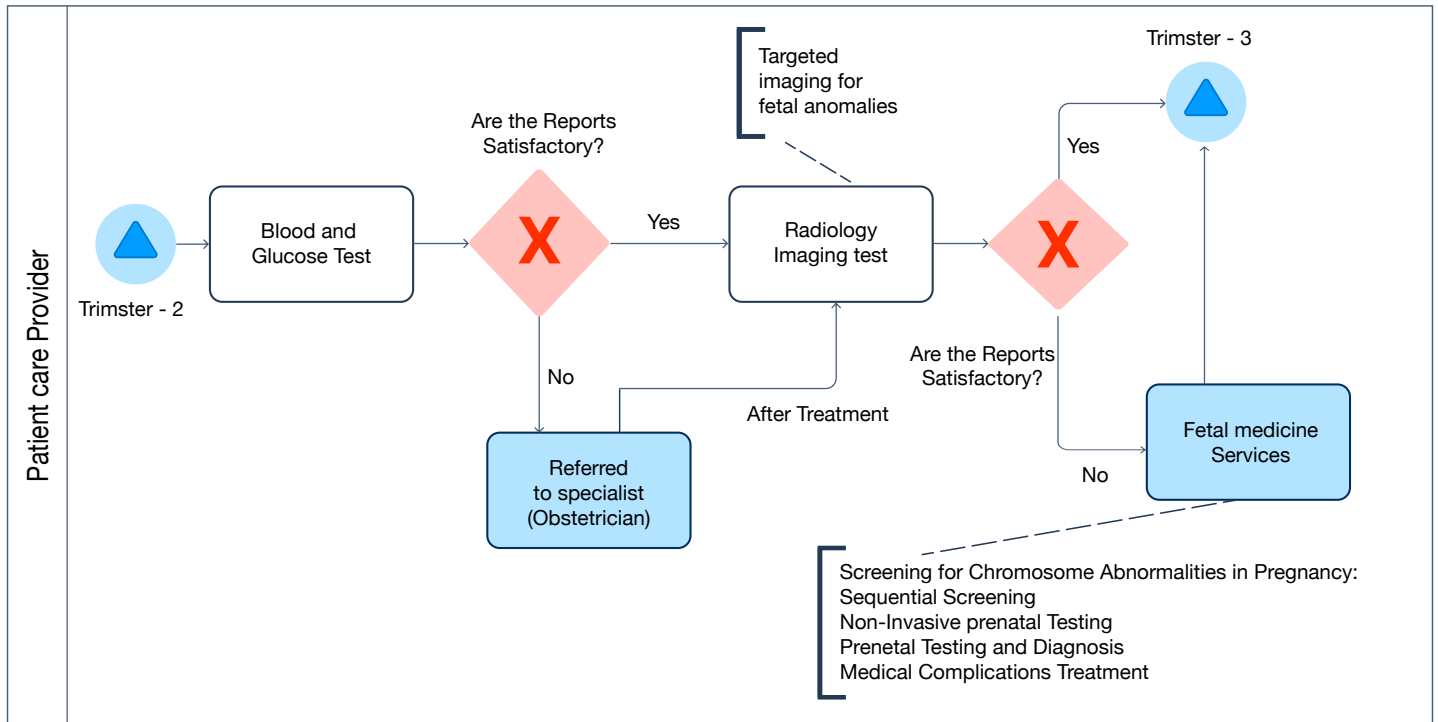
### Trimester 1

#### Week 00 - week 12



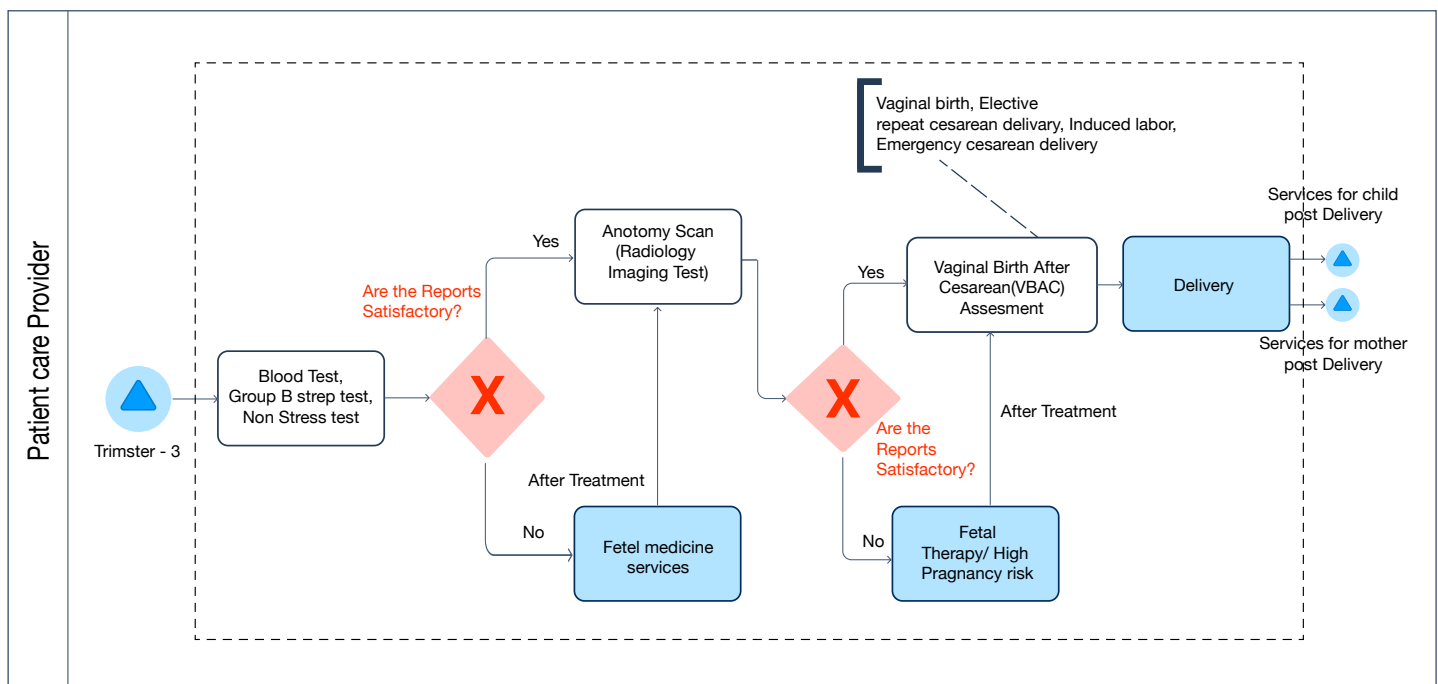
## Trimester 2

Week 13 - week 26



## Trimester 3

Week 27 - week 40



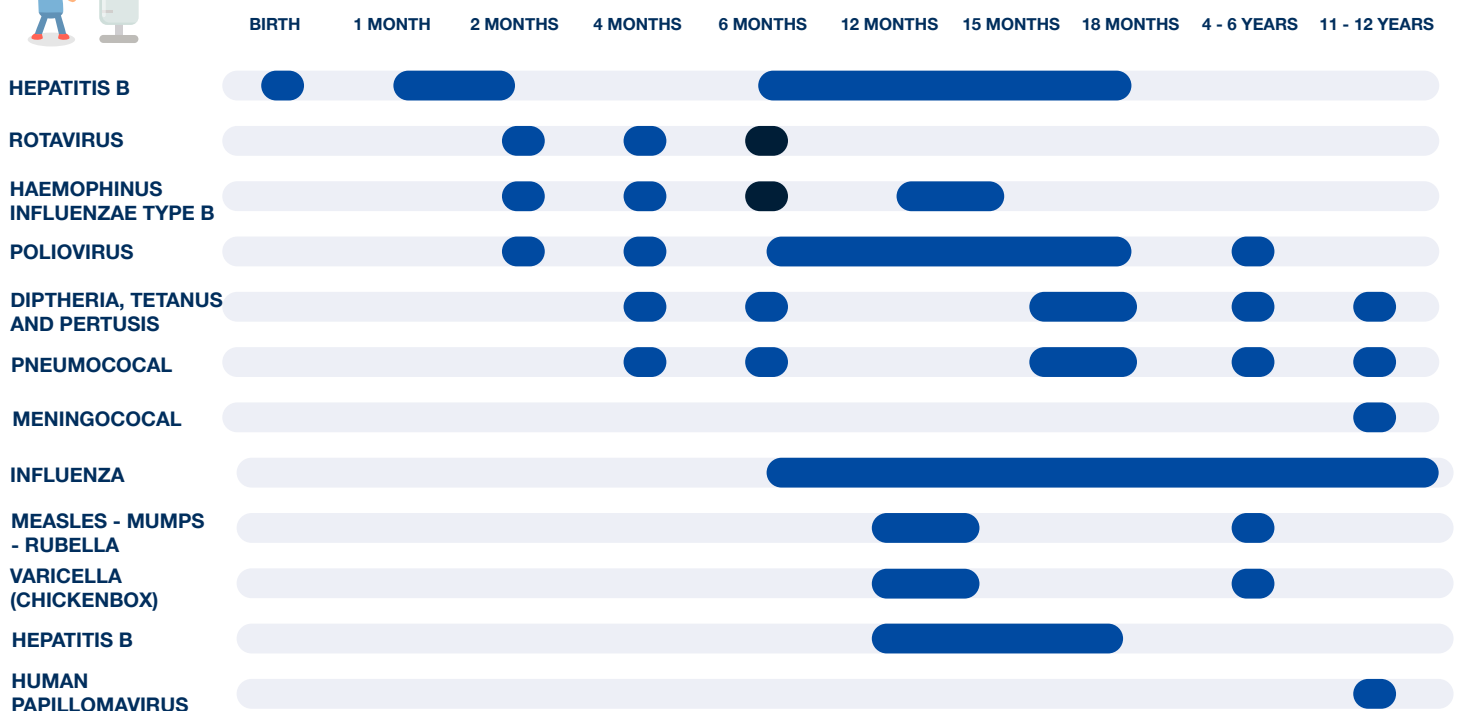
## Process Flows

The hospital offers infertility services and pre-conception care, seamlessly integrating them into pregnancy. The pregnancy phase is divided into three trimesters, with specific assessments and tests to monitor maternal and fetal health. Post-birth care includes NICU/ICU support, pediatric services, and specialized care for different age groups. The hospital also provides care services for women post-birth, focusing on emotional support, contraception, and managing complications. These distinct flows ensure comprehensive and tailored medical services, creating a unified healthcare experience for women, children, and families.

## Salesforce Integration

Integration with Salesforce enables the hospital to automate appointment scheduling, minimizing wait times and improving patient satisfaction. The CRM capabilities allow for personalized communication, targeting patients with relevant updates and information, enhancing engagement and overall experience. Collaboration and coordination among healthcare providers are streamlined through Salesforce's centralized platform, ensuring a consistent and holistic approach to patient management. The reporting and analytics features provide valuable insights, allowing the hospital to analyze trends, identify areas for improvement, and make data-driven decisions to optimize workflows and enhance patient care. These capabilities ultimately lead to enhanced operational efficiency and improved patient satisfaction.

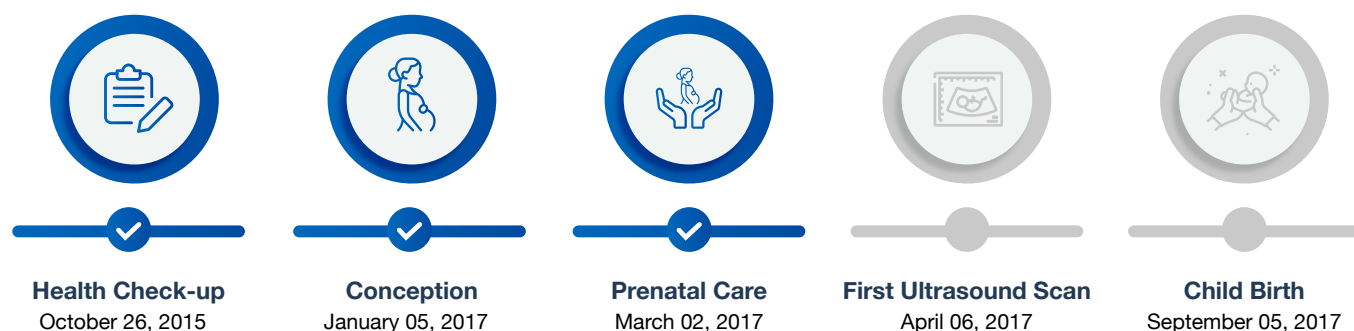
## VACCINATION SCHEDULE







## Patient 360 view - Life Events



The proposed “Life Events” feature provides a comprehensive view of a patient's lifespan in the hospital, including pre-conception health checkups. It leverages Salesforce capabilities to deliver optimal value to the patient across these touchpoints. To encourage patients to prioritize their health during crucial stages, automated messages can be sent to send personalized messages. It includes reminders about upcoming tests or appointments and educational resources to help patients prepare for their visits ensuring they are well-informed.

The system follows up with patients after their visits, gathering feedback. It also allows the proper referrals to the specialist, ensuring

continuous support throughout the pregnancy in case of any complications. This extends its functionality to cater to patients recently discharged from the hospital, creating a seamless transition from hospital to home care.

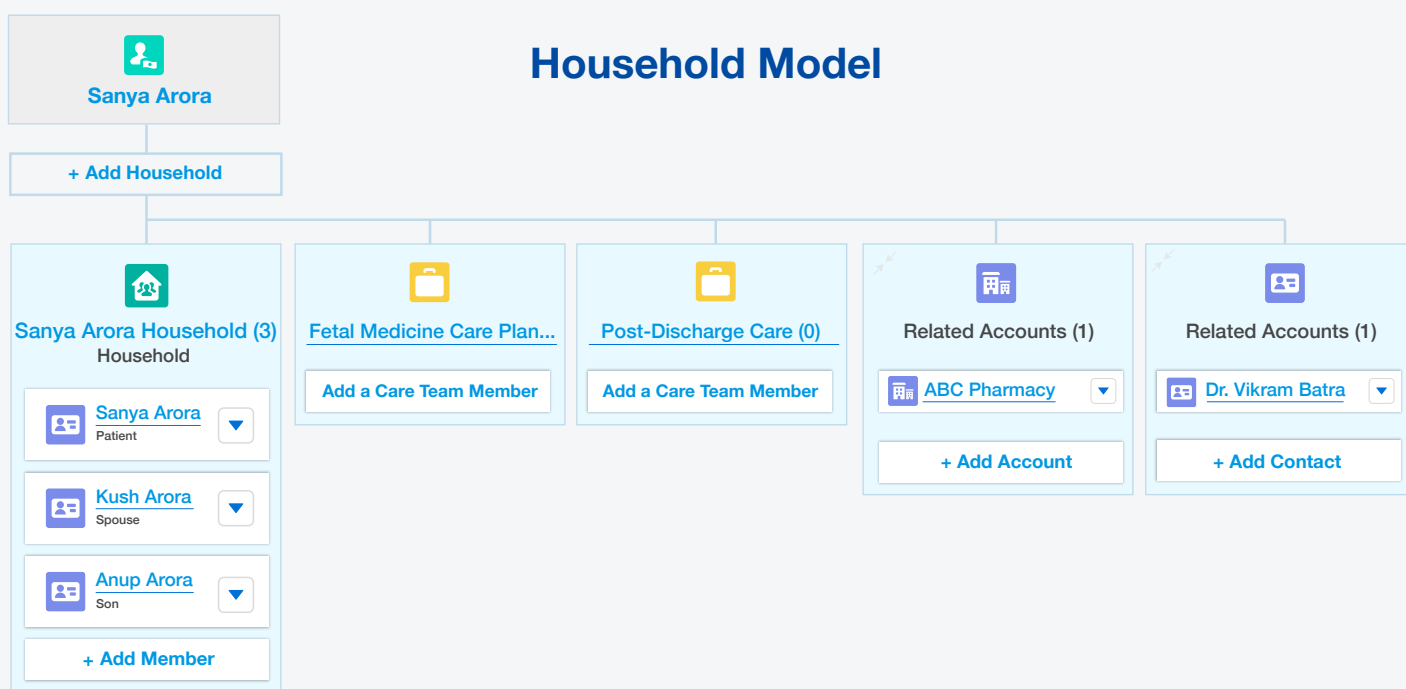
Additionally, the system tracks patient engagement and collects feedback on their post-discharge experience, aiding healthcare providers in improving patient outcomes and reducing readmission rates. Enhanced communication management via Life Events feature enables agents to track patient interactions, ensuring comprehensive documentation and accessibility. It provides a clear understanding of medical history and aids informed decisions for future treatments.

# Health Information Security through Salesforce

Ensuring the security of medical records is crucial in today's digital healthcare landscape, where healthcare organizations heavily rely on electronic systems for managing patient data. By aligning with the HL7-defined Fast Healthcare Interoperability Resources (FHIR) standard and implementing an FHIR-aligned Clinical Data Model, Salesforce addresses this necessity. This approach provides a secure healthcare data exchange and management framework, enhancing interoperability, data consistency, and privacy. Salesforce's adoption of the Clinical Data Model improves data management efficiency and security, reducing the risk of inconsistencies and establishing the platform as a reliable source of truth. Through prioritizing health information security, Salesforce supports healthcare organizations in safeguarding patient data, maintaining privacy, and enabling secure collaboration within the healthcare ecosystem. Salesforce ensures health information security by aligning with the HL7-defined Fast Healthcare Interoperability Resources (FHIR) standard and implementing an FHIR-aligned Clinical Data Model within their platform.

This alignment enables interoperability and compatibility with other healthcare systems, ensuring secure data exchange. By adopting the Clinical Data Model, Salesforce provides a more efficient and secure framework for managing healthcare information. The alignment with FHIR standards and the enhancements made to the data model contribute to interoperability, data consistency, and the ability to use Salesforce Cloud as a reliable source of truth.

The Household Model revolutionizes patient care by prioritizing communication, coordination, and information access. It includes family members, enabling seamless healthcare team collaboration and consolidating vital information. This model enhances care coordination, leading to improved patient well-being. Including family members in the patient's care ensures their awareness of ongoing treatments and medical records. This inclusion is particularly useful in emergencies or situations involving the mother's health complications or parental separation. By involving family members, the model ensures they are well informed about the patient's medical condition and treatment progress.



Account ownership transfer is another critical aspect of the Household Model. It allows for the transfer of account ownership to the responsible person, enabling uninterrupted medical care and effective communication. This transfer ensures that a designated individual can manage the patient's healthcare-related matters and serve as the primary point of contact. The Household Model also focuses on the consolidation of information. All necessary information, including medical history, treatment plans, and follow-up care requirements, is consolidated into a single platform. This consolidation provides healthcare providers with a comprehensive understanding of the patient's medical background and enables them to make well-informed decisions regarding their care.

Enhanced coordination and continuity of care are critical benefits of the Household Model. By consolidating information and involving family

members, the model ensures that all stakeholders have access to the necessary information for effective contribution to patient well-being. This coordinated approach improves the overall quality of care and promotes a seamless healthcare experience for the patient. Furthermore, the Household Model offers tailored communications management and personalized insights for each account. This personalized approach allows for better engagement with patients and their families, leading to more effective communication and individualized care plans. The Household Model revolutionizes patient care by emphasizing communication, coordination, and information access. This model aims to improve patient well-being and provide a more personalized and comprehensive approach to healthcare by including family members, facilitating account ownership transfer, consolidating information, and enhancing coordination.

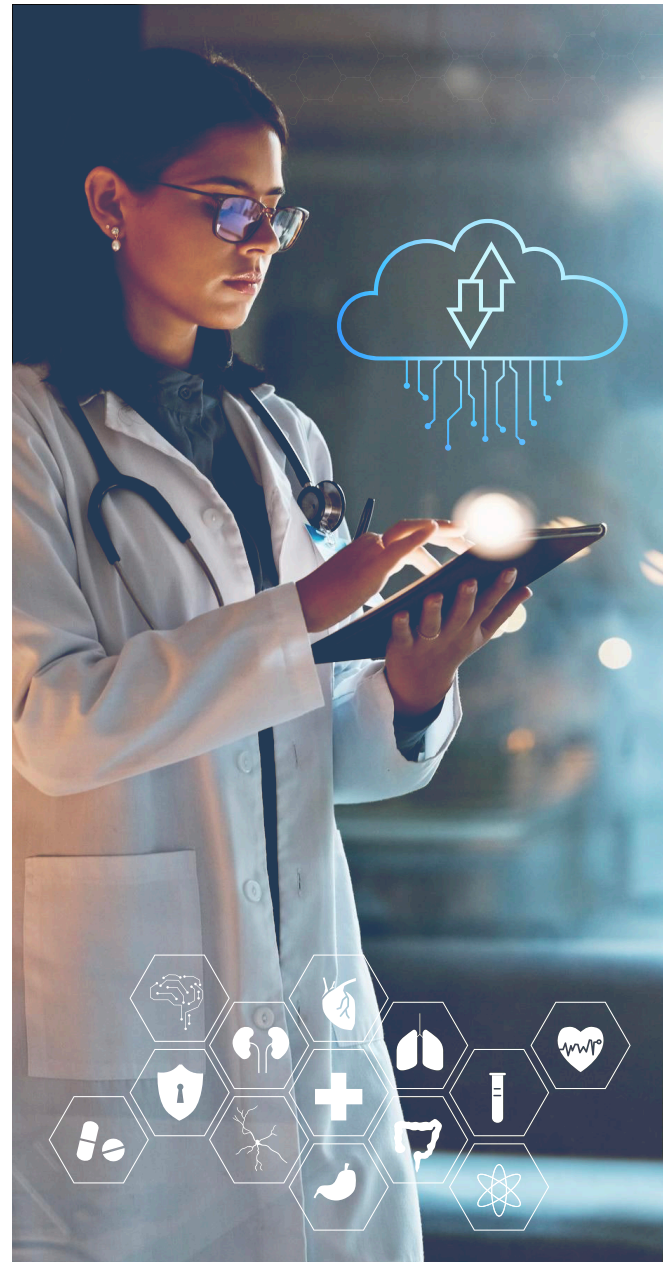




# Key Performance Indicators (KPIs) For Evaluating Patient 360 Implementation

Monitoring the implementation of Patient 360 by Salesforce at the Hospital requires tracking key performance indicators (KPIs) to ensure effective monitoring. These KPIs include the Average Customer Lifetime Value (CLTV), which represents the average value of a customer over their relationship with the hospital. Another crucial metric is Campaign Success, which assesses the effectiveness of marketing campaigns executed through Sales Cloud and Service Cloud. Cost Saving is an important KPI that reflects the savings achieved through reduced manual processes, streamlined workflows, and optimized resource allocation. Time Savings measures the reduction in data gathering and retrieval time from various sources.

Monitoring Doctor's Efficiency is essential to track improvements in their decision-making efficiency through quicker access to patient records and relevant data. Conversion Rate is another vital KPI that indicates the percentage of leads converted into customers through Sales Cloud and Service Cloud. The customer Satisfaction Score measures the satisfaction level of patients and customers interacting with the hospital's services.



## Key Differentiators

Healthcare organizations consider Salesforce their preferred solution due to several critical evaluation criteria that set them apart from other options. Firstly, the Enterprise's architectural fit is a crucial factor. The Hospital has already implemented Salesforce products such as Salesforce Service Cloud and Sales Cloud. By choosing Salesforce again, they can seamlessly integrate Patient 360 and other functionalities within their existing Salesforce systems. This ensures a smooth transition and enhances the overall architectural compatibility. Another important consideration is the capability coverage. The hospital aims to maximize the value of its current Salesforce system, which they believe is not fully utilized. By selecting Salesforce, they can optimize their capabilities and extract the maximum value from their setup. This will allow them to make the most of all the features available to improve their operations.

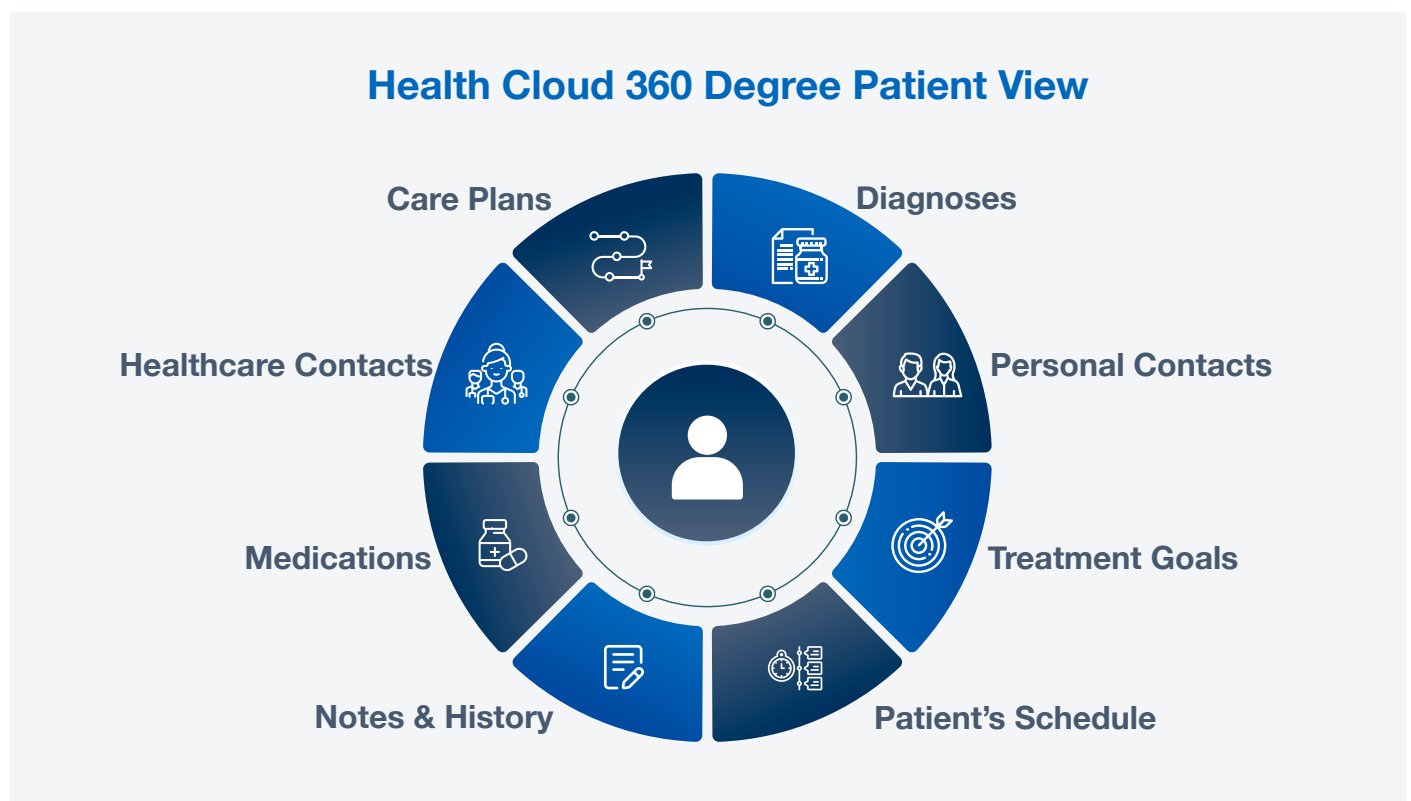
While Salesforce Health Cloud is comprehensive capabilities, the Hospital will evaluate the cost-benefit ratio. They prioritize solutions that align with their project needs and can deliver desired outcomes. Leveraging their existing Salesforce clouds and customizing them as needed will help them achieve their goals.

Futureproofing is a crucial consideration for these Hospitals. They recognize the potential of Salesforce Health Cloud as their user base and functionalities expand. With its comprehensive healthcare CRM system that integrates well with legacy systems, Salesforce offers a flexible platform for the Hospital to turn insights into actionable steps. This ensures they can adapt to future challenges and opportunities. By carefully evaluating these criteria, the Hospital aims to select Salesforce as its preferred solution. They expect it to provide seamless integration, enhanced capabilities, cost-effectiveness, and a future-proof platform to support their growth and success in the healthcare industry.

## Human Touch - Enhancing Customer Engagement

By leveraging Salesforce, hospitals have allowed their agents to allocate more time and effort toward nurturing the crucial human touch aspect of customer interactions. With routine tasks managed by automated Salesforce processes, agents can now focus on establishing meaningful connections, reaching out to patients, and engaging with them through various forms of communication. This intentional emphasis on human touch ensures that customers feel genuinely cared for, benefit from a customized and attentive service, and experience a more profound sense of loyalty and satisfaction. Through the synergistic integration of Salesforce and the dedicated efforts of agents, the human touch aspect of healthcare has been elevated, amplifying the overall quality of service provided to patients.

## Scalability & Additional Functionalities



# Unlocking the Full Potential of Patient 360:

## Introducing Salesforce Health Cloud

Welcome to Salesforce Health Cloud, the healthcare solution designed to revolutionize patient management and enhance your experience. It seamlessly integrates the doctor-patient relationship, consolidating your health records into a comprehensive profile. This harmoniously combines electronic medical records, data from medical devices, and wearables, providing a complete 360-degree view of your health.

With Health Cloud, fragmented information and disjointed care are a thing of the past. It streamlines and personalizes your care journey by standardizing processes, automating tasks, and eliminating manual data entry. Health Cloud simplifies every step, from referrals to discharge, allowing your healthcare team to focus on your well-being.

Health Cloud's unwavering commitment to personalized care management places you at the center of the healthcare ecosystem. Care coordinators understand you deeply,

fostering one-on-one relationships throughout your entire journey. Interactions with healthcare providers are efficient, seamless, and tailored to your needs.

Through its cloud-based platform, Health Cloud enables effortless information exchange and interoperability. It creates a real-time view of your critical health data, empowering your healthcare team to make informed decisions and enhance outcomes. Private patient communities give you access to care plans, provider connections, and time-saving features.

Health Cloud ensures an efficient and personalized healthcare experience by leveraging pre-configured objects, workflows, and templates. Advanced data privacy and protection capabilities keep your information secure. Salesforce Health Cloud unlocks the full potential of Patient 360, empowering you, eliminating fragmented information, and delivering a holistic approach to care.







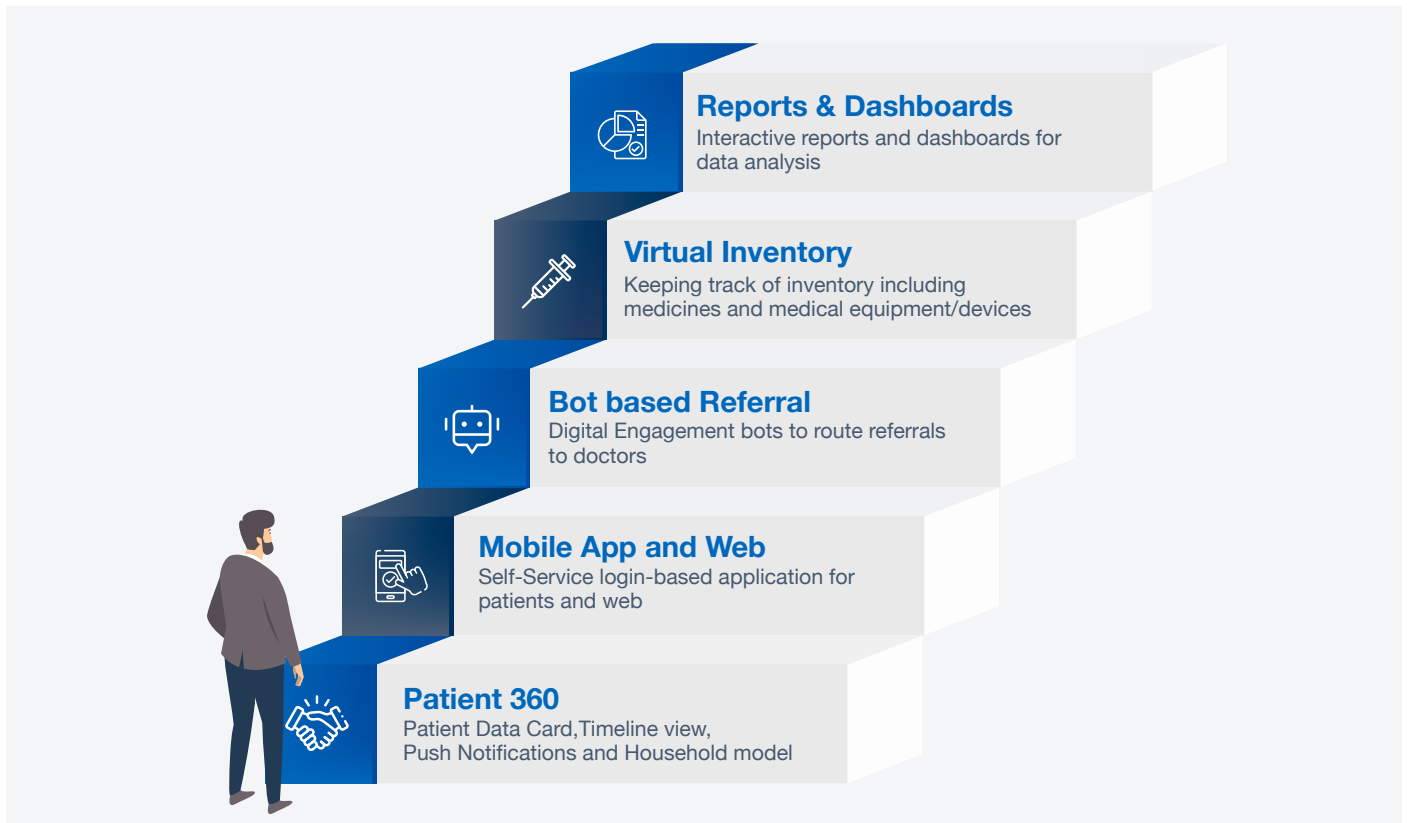
## Einstein AI: Intent and Sentiment Analysis on Salesforce

In healthcare services for women and child care, the implementation of Einstein Intent and Einstein Sentiment offers immense benefits. By harnessing the power of Einstein Intent, unstructured text can be effectively categorized, enabling a comprehensive understanding of user goals. This proves invaluable in identifying the specific products and services prospects are interested in, facilitating targeted sales efforts by promptly directing customer inquiries to the appropriate salesperson.

Moreover, the seamless routing of service cases to the correct agents or departments and the provision of self-service options ensures prompt and accurate assistance, enhancing customer satisfaction. Complementing Einstein's Intent, Einstein's Sentiment plays a crucial role in deciphering

emotions expressed in text. Healthcare providers can accurately gauge the sentiment or emotion in a prospect's emails by classifying text into positive, negative, and neutral sentiments. This allows for trending leads or opportunities up or down accordingly, empowering proactive service. Dissatisfied customers can receive prioritized assistance, with their concerns addressed promptly, while satisfied customers can benefit from personalized promotional offers, nurturing their positive experience and fostering long-term relationships. By implementing these intelligent text analysis tools, the healthcare industry dedicated to women and child care can significantly enhance customer satisfaction, optimize sales efforts, and deliver personalized and efficient services tailored to meet the diverse needs of its stakeholders.

# Future Developments and Roadmap



Salesforce's future roadmap encompasses a range of exciting enhancements to improve the healthcare experience further and support the implementation of Patient 360. These developments are designed to provide comprehensive patient-centric features and capabilities. One key area of focus is the Virtual Inventory feature, which aims to provide efficient inventory tracking, including medicines and medical equipment/devices.

By optimizing inventory management, healthcare organizations can ensure the availability of necessary supplies, leading to enhanced patient care and resource utilization. Streamlining the referral process is another significant aspect of the roadmap. Salesforce plans to leverage bot-based referral capabilities, employing digital engagement bots to route referrals to the most appropriate doctors intelligently. This will reduce delays and enhance the overall efficiency of patient care. Salesforce is working on a mobile app and web self-service

login-based application to facilitate enhanced patient engagement and convenience.

This application will empower patients to conveniently access their health information, schedule appointments, and interact with their healthcare providers through mobile devices or web browsers. Lastly, Salesforce invests in features that enhance the Patient 360 implementation, such as the Patient Data Card, Timeline view, Push Notifications, and the Household model. These features offer a comprehensive view of patients' health data, enabling personalized care, proactive notifications, and improved care coordination among family members. By incorporating these future developments and roadmap initiatives, Salesforce aims to customize the platform further to meet the specific requirements of the Patient 360 implementation. These enhancements will empower healthcare organizations to deliver superior patient experiences, improve care coordination, and achieve better health outcomes.



# ABSYZ: Ideal Choice for Salesforce Solutions in the Healthcare Industry

ABSYZ is a distinguished Salesforce partner, specializing in consultancy and implementation services. Focusing primarily on the Healthcare sector, ABSYZ possesses extensive expertise in customizing and deploying Salesforce solutions to address specific business challenges and enhance operational efficiency.

Our adept team aids organizations in configuring and tailoring the Salesforce platform to meet their unique requirements. ABSYZ excels in seamless integration of Salesforce with other systems, facilitating smooth data flow and augmenting functionality. We have a specialization in developing customized Salesforce-based features, applications, and integrations to fulfill the precise needs of our clients.

Data management and security hold paramount importance at ABSYZ. We provide robust solutions for efficient data management and cleansing within Salesforce, ensuring data correctness, integrity, and compliance with security regulations.

Collaborating closely with businesses, ABSYZ streamlines sales processes by leveraging Salesforce. We implement analytical tools, reporting mechanisms, and automated workflows to create sales stages. This optimization empowers organizations to make informed decisions, drive efficiency, and enhance sales performance.

With a dedicated focus on the Healthcare industry, ABSYZ strives to unlock the full potential of Salesforce, enabling organizations to boost operational efficiency, enhance customer engagement, and achieve overall success.

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## Why ABSYZ?



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