
EBOOK



WHAT IS SALESFORCE HEALTH CLOUD?

KEY FEATURES & BENEFITS

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Introduction to Salesforce Health Cloud

In today's rapidly evolving healthcare landscape, organizations are facing increasing pressure to deliver high-quality, patient-centered care while managing costs and navigating complex regulatory requirements. Salesforce Health Cloud is a powerful platform designed to help healthcare providers meet these challenges head-on by transforming the way they engage with patients, collaborate with each other, and leverage data to drive better outcomes.

What is Salesforce Health Cloud?

Salesforce Health Cloud is a cloud-based platform designed specifically for managing patient relationships and data in the healthcare industry. It provides a comprehensive 360-degree view of the patient journey, enabling healthcare professionals to deliver personalized care and improve patient outcomes.



How does the Salesforce Health Cloud work?

Salesforce Health Cloud is a patient management platform that works by connecting healthcare systems, organizing patient data, and enabling personalized engagement with patients and stakeholders.

Key Features of Salesforce Health Cloud

1. **Data Integration:** Health Cloud integrates clinical and non-clinical data from various sources, such as EHRs and medical devices, into a unified platform.
2. **Patient 360:** It creates a comprehensive view of each patient, including demographics, medical history, and care plans, enabling informed decision-making.
3. **Care Management:** Health Cloud allows care teams to create, track, and manage personalized care plans with goals, tasks, and progress tracking.
4. **Care Coordination:** The platform facilitates collaboration and communication among care team members, allowing them to coordinate care across different providers.
5. **Patient Engagement:** Health Cloud empowers patients to access their health information, track progress towards goals, and communicate with providers through self-service portals.

What does the Salesforce Health Cloud offer?

Salesforce Health Cloud offers a comprehensive set of features and benefits designed to help healthcare organizations improve patient care, streamline operations, and drive better outcomes.

Features of Salesforce Health Cloud

Salesforce Health Cloud offers a wide range of features designed to help healthcare organizations deliver better patient care and streamline their operations. Some of the key features include

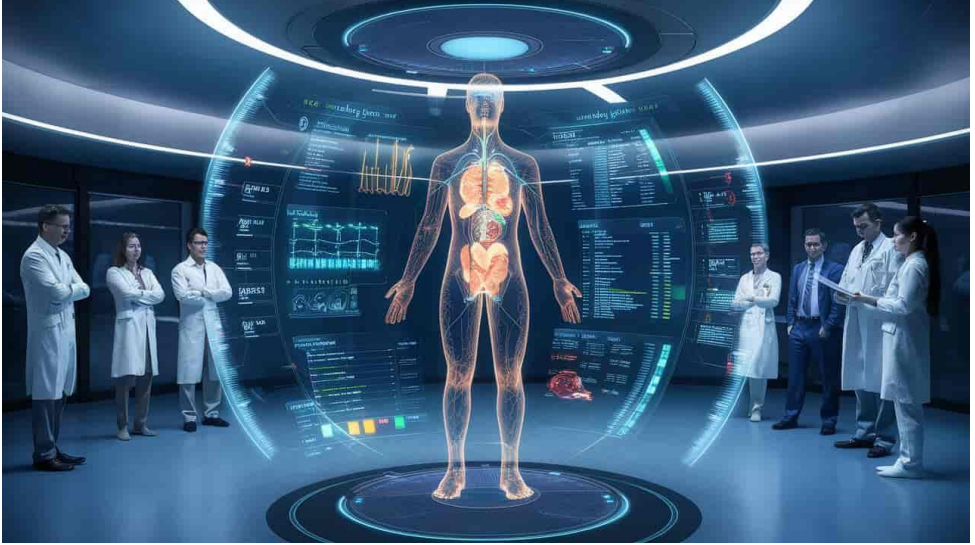
1. **360-Degree Patient View:** Provides a holistic view of each patient, including profiles, health records, timelines, and interactions. This enables care teams to make informed decisions and deliver tailored care experiences.
2. **Care Plans:** Allows care teams to create, track, and manage personalized care plans for each patient. Care plans can include goals, tasks, timelines, and progress tracking, ensuring coordinated and effective care delivery.

3. **EHR Integration:** Enables seamless integration with electronic health record (EHR) systems, transforming them into a more flexible and secure platform. This allows healthcare organizations to unlock the full potential of their EHR data and incorporate it into the Health Cloud platform.
4. **Data Cloud for Health:** Offers a holistic view of each patient's health by combining clinical and nonclinical factors, such as medical, demographic, claims, social, and behavioral data. This comprehensive data set enables more accurate risk stratification and targeted interventions.
5. **Advanced Therapy Management, Benefits Verification, Care Management, Care Program Management, and Claims Management:** These features streamline various aspects of healthcare operations, from managing complex therapies to verifying benefits, coordinating care, and managing claims.
6. **Telehealth Integration:** Facilitates easy integration of telehealth and mobile apps, enabling virtual visits and seamless communication with patients. This feature helps healthcare organizations extend their reach and provide remote care services.
7. **Patient Engagement:** Provides tools to engage patients in their own care, such as self-service portals, secure messaging, and educational resources. This empowers patients to take an active role in managing their health and improves overall satisfaction.
8. **Analytics and Insights:** Offers powerful analytics capabilities that help healthcare organizations uncover insights from patient data, identify trends, and make data-driven decisions. This enables proactive care management and population health initiatives.

These features collectively enable healthcare organizations to break down data silos, collaborate more effectively, and deliver the personalized, connected care experiences that patients expect in the modern healthcare landscape.

1. 360-Degree Patient View

The 360-Degree Patient View is a key feature of Salesforce Health Cloud that provides healthcare organizations with a comprehensive, unified view of each patient's data. This holistic perspective aggregates information from various sources, including electronic health records (EHRs), medical devices, wearables, and patient-generated data, to create a complete picture of the patient's health journey.



Key aspects of the 360-Degree Patient View

1. **Patient Profile:** Centralizes demographic information, medical history, medications, allergies, and social determinants of health in a single, easily accessible location.
2. **Timeline View:** Presents a chronological view of the patient's health events, such as appointments, procedures, and hospitalizations. This helps care teams quickly understand the patient's history and identify patterns or trends.
3. **Care Team Collaboration:** Enables seamless collaboration among care team members, including physicians, nurses, case managers, and support staff. All team members have access to the same patient information, ensuring everyone is aligned and working towards common goals.

4. **Integration with EHRs:** Seamlessly integrates with existing EHR systems, allowing healthcare organizations to leverage their existing data investments and maintain a single source of truth for patient information.
5. **Customization and Flexibility:** Allows healthcare organizations to customize the patient view based on their specific needs and workflows. This ensures that the most relevant information is always at the care team's fingertips.

The 360-Degree Patient View empowers healthcare organizations to deliver more personalized, coordinated, and effective care by providing a comprehensive understanding of each patient's unique needs and circumstances. This feature helps break down data silos, improve care team collaboration, and drive better health outcomes.

2. Care Plans

Care Plans are a crucial feature of Salesforce Health Cloud that enables healthcare organizations to create, manage, and track personalized treatment plans for each patient. This feature empowers care teams to collaborate effectively, set goals, and monitor progress, ensuring that patients receive the right care at the right time.



Key aspects of Care Plans in Salesforce Health Cloud

1. **Personalization:** Care teams can create customized care plans tailored to each patient's unique needs, preferences, and goals. This personalization takes into account factors such as the patient's medical history, current health status, and social determinants of health.
2. **Goal Setting:** Care plans allow teams to set specific, measurable, achievable, relevant, and time-bound (SMART) goals for each patient. These goals can be related to various aspects of the patient's health, such as managing chronic conditions, improving medication adherence, or increasing physical activity.
3. **Task Management:** Care plans break down goals into specific tasks and interventions, assigning them to the appropriate care team members. This ensures that everyone knows their responsibilities and can work together to achieve the desired outcomes.
4. **Progress Tracking:** Salesforce Health Cloud allows care teams to track patient progress against their care plan goals. This enables proactive management and early intervention if a patient is not meeting their targets or experiencing challenges.
5. **Collaboration and Communication:** Care plans facilitate seamless collaboration and communication among care team members. All team members have access to the same care plan information, ensuring everyone is aligned and working towards common objectives.
6. **Patient Engagement:** Patients can access their care plans through secure patient portals, enabling them to take an active role in their health management. This engagement helps improve adherence to treatment plans and empowers patients to make informed decisions about their care.

By leveraging Care Plans in Salesforce Health Cloud, healthcare organizations can deliver more coordinated, effective, and patient-centered care. This feature helps improve outcomes, reduce costs, and enhance the overall patient experience.

3. EHR Integration

EHR (Electronic Health Record) Integration is a key feature of Salesforce Health Cloud that enables healthcare organizations to connect their existing EHR systems with the Health Cloud platform seamlessly. This integration allows for the bi-directional flow of patient data, ensuring that care teams have access to the most up-to-date and accurate information when making decisions about patient care.



Key benefits of EHR Integration in Salesforce Health Cloud

1. **Unified Patient Record:** By integrating with EHRs, Health Cloud creates a unified patient record that combines clinical data from the EHR with additional information such as social determinants of health, patient preferences, and engagement history. This comprehensive view enables care teams to make more informed decisions.
2. **Real-Time Data Access:** EHR integration ensures that patient data is automatically synced between the EHR and Health Cloud in real-time. This means that care teams always have access to the most current information, reducing the risk of errors and improving care coordination.
3. **Improved Workflow Efficiency:** With EHR integration, care teams can access and update patient information directly within Health Cloud,

eliminating the need to switch between multiple systems. This streamlined workflow saves time, reduces administrative burden, and allows care teams to focus on delivering high-quality patient care.

4. **Enhanced Interoperability:** Salesforce Health Cloud supports industry-standard interoperability protocols such as HL7 and FHIR, enabling integration with a wide range of EHR systems. This interoperability ensures that healthcare organizations can leverage their existing technology investments while benefiting from the advanced capabilities of Health Cloud.
5. **Customization and Flexibility:** Health Cloud's EHR integration is highly customizable, allowing healthcare organizations to tailor the integration to their specific needs and workflows. This flexibility ensures that the integration aligns with the organization's unique requirements and maximizes the value of the Health Cloud platform.

By leveraging EHR Integration in Salesforce Health Cloud, healthcare organizations can break down data silos, improve care coordination, and gain a more comprehensive understanding of each patient's health journey. This integration helps drive better health outcomes, enhance operational efficiency, and improve the overall patient experience.

4. Data Cloud for Health

Data Cloud for Health is a powerful feature of Salesforce Health Cloud that enables healthcare organizations to unify and analyze patient data from various sources, creating a comprehensive view of each patient's health journey. By combining clinical and non-clinical data, Data Cloud for Health empowers healthcare providers to make more informed decisions, identify population health trends, and deliver personalized care at scale.



Key aspects of Data Cloud for Health

1. **Data Unification:** Data Cloud for Health integrates data from multiple sources, including EHRs, medical devices, wearables, claims, and social determinants of health. This unification creates a holistic view of each patient, encompassing both clinical and non-clinical factors that influence health outcomes.
2. **Advanced Analytics:** With Data Cloud for Health, healthcare organizations can leverage advanced analytics tools to gain insights from their patient data. These tools include predictive modeling, machine learning, and AI-powered algorithms that help identify high-risk patients, predict outcomes, and optimize care delivery.

3. **Population Health Management:** Data Cloud for Health enables healthcare organizations to analyze patient data at a population level, identifying trends, risk factors, and opportunities for proactive intervention. This population health management approach helps improve outcomes, reduce costs, and address health disparities.
4. **Personalized Care:** By leveraging the insights gained from Data Cloud for Health, healthcare providers can deliver more personalized care experiences. This personalization can include targeted patient education, customized care plans, and proactive outreach based on individual patient needs and preferences.
5. **Interoperability and Compliance:** Data Cloud for Health is built on a secure, HIPAA-compliant platform that supports industry-standard interoperability protocols such as HL7 and FHIR. This ensures that patient data can be seamlessly exchanged between systems while maintaining the highest levels of privacy and security.

By leveraging Data Cloud for Health, healthcare organizations can unlock the full potential of their patient data, driving better health outcomes, improving operational efficiency, and enhancing the patient experience. This feature helps healthcare providers stay ahead of the curve in an increasingly data-driven healthcare landscape.

5. Advanced Therapy Management, Benefits Verification, Care Management, Care Program Management, and Claims Management

Salesforce Health Cloud offers a suite of advanced features designed to streamline various aspects of healthcare operations, including Advanced Therapy Management, Benefits Verification, Care Management, Care Program Management, and Claims Management.



Features to improve efficiency, reduce costs, and deliver better patient care

1. **Advanced Therapy Management:** This feature enables healthcare providers to manage complex, multi-step therapies more effectively. It allows for the creation of personalized therapy plans, tracking of therapy progress, and coordination of care across multiple providers and settings. Advanced Therapy Management helps ensure that patients receive the right therapy at the right time, improving outcomes and adherence.
2. **Benefits Verification:** The Benefits Verification feature streamlines the process of verifying patient insurance coverage and benefits. It allows healthcare organizations to quickly and accurately determine a patient's eligibility for specific treatments, procedures, or medications. By automating the benefits verification process, this feature helps reduce

administrative burden, minimize claim denials, and improve the patient experience.

3. **Care Management:** The Care Management feature enables healthcare providers to coordinate and manage patient care across the continuum. It includes tools for risk stratification, care planning, patient engagement, and care team collaboration. Care Management helps ensure that patients receive comprehensive, coordinated care that addresses their specific needs and preferences, leading to better outcomes and reduced costs.
4. **Care Program Management:** This feature allows healthcare organizations to design, implement, and manage population health programs more effectively. It enables the creation of targeted care programs for specific patient populations, such as those with chronic conditions or complex care needs. Care Program Management includes tools for patient identification, enrolment, engagement, and performance tracking, helping organizations improve population health outcomes and reduce care disparities.
5. **Claims Management:** The Claims Management feature streamlines the claims submission, adjudication, and payment process. It integrates with existing claims systems, enabling healthcare organizations to manage claims more efficiently and accurately. Claims Management helps reduce claim errors, improve payment turnaround times, and minimize administrative costs, ultimately leading to a better financial performance for healthcare organizations.

By leveraging these advanced features of Salesforce Health Cloud, healthcare organizations can optimize their operations, improve care quality, and drive better patient outcomes. These features help address the complex challenges faced by healthcare providers in an increasingly value-based healthcare landscape.

6. Telehealth Integration

Telehealth Integration is a crucial feature of Salesforce Health Cloud that enables healthcare organizations to seamlessly incorporate virtual care capabilities into their existing workflows. With the growing demand for remote healthcare services, Telehealth Integration allows providers to deliver high-quality care to patients, regardless of their location or circumstances.



Key aspects of Telehealth Integration in Salesforce Health Cloud

1. **Virtual Visits:** Health Cloud's Telehealth Integration enables providers to conduct secure, HIPAA-compliant virtual visits with patients. These visits can be scheduled and launched directly from within the Health Cloud platform, ensuring a seamless experience for both providers and patients. Virtual visits can include video consultations, remote monitoring, and asynchronous communication, depending on the patient's needs and preferences.
2. **Patient Engagement:** Telehealth Integration enhances patient engagement by providing patients with convenient, accessible care options. Patients can easily schedule and join virtual visits through the Health Cloud's patient portal or mobile app. This integration also enables patients to access their health information, communicate with their care team, and

receive personalized education and support, all from the comfort of their own homes.

3. **Care Team Collaboration:** Telehealth Integration facilitates collaboration among care team members, even when they are not in the same physical location. Care team members can share patient information, consult with specialists, and coordinate care plans through the Health Cloud platform. This collaboration ensures that patients receive comprehensive, coordinated care, regardless of the care setting.
4. **Remote Monitoring:** Health Cloud's Telehealth Integration supports remote monitoring capabilities, enabling providers to track patient health data from wearables, medical devices, and patient-reported outcomes. This real-time data access allows providers to monitor patient progress, identify potential issues early, and intervene proactively, improving outcomes and reducing healthcare costs.
5. **EHR Integration:** Telehealth Integration in Health Cloud seamlessly integrates with electronic health record (EHR) systems, ensuring that patient data captured during virtual visits is automatically synced with the patient's comprehensive health record. This integration reduces data silos, improves care continuity, and enables providers to make more informed decisions based on a complete view of the patient's health.

By leveraging Telehealth Integration in Salesforce Health Cloud, healthcare organizations can expand access to care, improve patient engagement, and drive better health outcomes. This feature helps healthcare providers adapt to the growing demand for virtual care services and positions them for success in the rapidly evolving healthcare landscape.

7. Patient Engagement

Patient Engagement is a key feature of Salesforce Health Cloud that empowers healthcare organizations to actively involve patients in their own care, leading to better health outcomes, improved patient satisfaction, and reduced healthcare costs. By providing patients with the tools and resources they need to manage their health effectively, Patient Engagement helps foster a collaborative, patient-centered approach to care delivery.



Key aspects of Patient Engagement in Salesforce Health Cloud

1. **Patient Portal:** Health Cloud's Patient Engagement feature includes a secure, personalized patient portal that enables patients to access their health information, view test results, schedule appointments, and communicate with their care team. The portal provides patients with a centralized hub for managing their health, ensuring they have the information and support they need to make informed decisions about their care.
2. **Self-Service Tools:** Patient Engagement in Health Cloud offers a range of self-service tools that empower patients to take a more active role in their health management. These tools may include symptom trackers, medication reminders, and educational resources tailored to the patient's

specific health needs. By providing patients with these tools, healthcare organizations can help patients better understand and manage their conditions, leading to improved adherence and outcomes.

3. **Remote Monitoring:** Health Cloud's Patient Engagement feature supports remote monitoring capabilities, enabling patients to share health data from wearables, medical devices, and patient-reported outcomes with their care team. This real-time data access allows providers to monitor patient progress, identify potential issues early, and intervene proactively, improving outcomes and reducing healthcare costs.
4. **Personalized Communication:** Patient Engagement in Health Cloud enables healthcare organizations to deliver personalized, targeted communication to patients based on their individual needs, preferences, and health status. This communication may include appointment reminders, educational content, care plan updates, and wellness tips, all delivered through the patient's preferred communication channels, such as email, text messaging, or mobile app notifications.
5. **Care Plan Collaboration:** Health Cloud's Patient Engagement feature facilitates collaboration between patients and their care teams in the development and management of personalized care plans. Patients can access their care plans through the patient portal, provide feedback, and communicate with their care team about their progress and concerns. This collaboration ensures that care plans are aligned with the patient's goals, preferences, and lifestyle, leading to better adherence and outcomes.

By leveraging Patient Engagement in Salesforce Health Cloud, healthcare organizations can create a more patient-centered, collaborative approach to care delivery. This feature helps healthcare providers build stronger, more trusting relationships with their patients, leading to better health outcomes, improved patient satisfaction, and reduced healthcare costs.

8. Analytics and Insights

Analytics and Insights is a powerful feature of Salesforce Health Cloud that enables healthcare organizations to harness the power of data to drive better decision-making, improve care quality, and optimize operational efficiency. By leveraging advanced analytics tools and techniques, healthcare providers can gain valuable insights into patient populations, care patterns, and performance metrics, allowing them to identify opportunities for improvement and take data-driven actions.



Key aspects of Analytics and Insights in Salesforce Health Cloud include

1. **Population Health Management:** Health Cloud's Analytics and Insights feature enables healthcare organizations to analyze patient data at a population level, identifying trends, risk factors, and care gaps. By stratifying patient populations based on various criteria, such as age, gender, health conditions, and social determinants of health, providers can develop targeted interventions and care management strategies to improve population health outcomes and reduce care disparities.
2. **Predictive Analytics:** Analytics and Insights in Health Cloud leverages predictive analytics techniques, such as machine learning and AI

algorithms, to identify patients at high risk for adverse events, readmissions, or care plan non-adherence. By proactively identifying these patients, healthcare organizations can intervene early, provide personalized support, and prevent costly complications, ultimately improving patient outcomes and reducing healthcare costs.

3. **Performance Metrics:** Health Cloud's Analytics and Insights feature provides healthcare organizations with a comprehensive view of key performance metrics, such as patient satisfaction scores, care quality measures, and financial indicators. By tracking these metrics over time and comparing them against benchmarks, providers can identify areas for improvement, set performance goals, and monitor progress towards those goals.
4. **Data Visualization:** Analytics and Insights in Health Cloud offers a range of data visualization tools, such as dashboards, reports, and charts, that make it easy for healthcare providers to explore and interpret complex data sets. These visualizations provide at-a-glance insights into patient populations, care patterns, and performance metrics, enabling providers to quickly identify trends, outliers, and opportunities for improvement.
5. **Customization and Integration:** Health Cloud's Analytics and Insights feature is highly customizable, allowing healthcare organizations to tailor their analytics and reporting to their specific needs and workflows. The feature also integrates with a wide range of data sources, including electronic health records (EHRs), claims data, and patient-generated health data, providing a comprehensive view of patient health and care delivery.

By leveraging Analytics and Insights in Salesforce Health Cloud, healthcare organizations can unlock the full potential of their data, driving better decision-making, improving care quality, and optimizing operational efficiency. This feature helps healthcare providers stay ahead of the curve in an increasingly data-driven healthcare landscape, positioning them for success in the transition to value-based care.

Benefits of Salesforce Health Cloud

Salesforce Health Cloud offers numerous benefits to healthcare organizations, enabling them to deliver more personalized, efficient, and connected care experiences.

1. **Improved Patient Engagement:** Health Cloud empowers healthcare organizations to enhance patient engagement and loyalty by providing tools for personalized communication, self-service portals, and feedback-based service improvements.
2. **Streamlined Care Management:** Health Cloud helps streamline care management processes by allowing care teams to create, track, and manage personalized care plans, including goals, tasks, and timelines.
3. **Seamless Integration:** Health Cloud enables easy integration with telehealth and mobile apps, facilitating virtual visits and seamless communication with patients.
4. **Collaborative Care:** The platform empowers care teams to collaborate more effectively by providing access to innovative applications and household insights, enabling them to deliver excellent patient care more efficiently.
5. **Reduced Administrative Complexity:** Health Cloud helps remove unnecessary friction and administrative complexity, streamlining care, provider relationships, and government health services.
6. **Improved Patient Management:** Salesforce Health Cloud sets a new standard for patient management software, enabling entire organizations to collaborate and work together with patients to deliver better care experiences.

Conclusion

Salesforce Health Cloud is a powerful and comprehensive platform that empowers healthcare organizations to deliver more personalized, connected, and collaborative care experiences. By leveraging its advanced features and capabilities, healthcare providers can streamline care management processes, improve patient engagement, and drive better health outcomes.

As healthcare continues to evolve towards a more patient-centric, value-based model, Salesforce Health Cloud provides a robust foundation for organizations to navigate this transformation successfully. By breaking down data silos, enabling seamless collaboration, and leveraging data-driven insights, healthcare providers can deliver the high-quality, coordinated care that patients expect and deserve.

Investing in Salesforce Health Cloud is not just about adopting new technology; it's about embracing a new approach to healthcare delivery – one that puts patients at the center and empowers providers to work together more effectively. As the healthcare landscape continues to change, organizations that prioritize patient engagement, care coordination, and data-driven decision-making will be well-positioned for success. Salesforce Health Cloud provides the tools and capabilities needed to thrive in this new era of healthcare.

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