Powering Seamless Patient Management with Salesforce Health Cloud for Health Insurers

Across all segments in the insurance industry today, digital agility is crucial. Whether they're in P&C, health or life segments, insurers have to create digital ecosystems and leverage new technologies to build new business models and offer personalized products and services that are catered to the individual needs of a customer.

For health insurers, the digital ecosystem takes on new meaning, as it allows them to connect to the various ecosystem members in their customer/patient's lives – the healthcare provider, pharmacy, external agencies offering services like x-rays or bloodwork, rehabilitation providers and more. For patients with chronic conditions like Type 2 diabetes or multiple health problems, care coordination is crucial.

Not only does care coordination address a patient's individual needs out of a healthcare setting, it also allows lowers costs for insurers by avoiding preventable, expensive claims. Care coordination is most effective when patient data seamlessly flows across all channels to deliver instant, actionable insights for all parties.

With Salesforce Health Cloud, Capgemini can help our clients effectively control patient management.

Salesforce Health Cloud – Smarter Healthcare Management

Salesforce Health Cloud is a health IT Customer Relationship Management (CRM) system that enables care coordination and patient management via a seamless data exchange.

For insurers, Salesforce Health Cloud offers

- A **360⁰ view** of the patient, including profile, clinical data, past health history, health timelines, and care team networks
- **Care Team Productivity** – allowing Intelligent Task Management, Care Team Collaboration, Concurrent Care Plans, Care Plan Customization and Management and more.
- **Clinical Data Management** – including Electronic Health Records (EHR) and Health Level 7 (HL7) Integration via partners.

Health Cloud also harnesses Salesforce Service Cloud to offer an omni-channel, personalized end-to-end experience.

Health Cloud benefits for insurers include

- An improved customer experience – patients receive personalized care addressing health and lifestyle needs that can improve quality of life. Patients can also utilize their insurer's health cloud platform to access the "golden record," a one-stop look at all the data on the patient.

- Lowered Costs – effective care coordination involving education, support and medical treatment can prevent repeated trips to an emergency room.
- Improved Efficiency – insurers don't have to waste time trying to locate patient records or other pertinent data. All records and data would be instantly available on the Health Cloud platform.

Health Cloud Benefits for Practitioners include

- Improved engagement with their patients
- Ease of treatment "beyond the walls of traditional care"
- Live, real time consults and engagement through use of Skype option.

Health Cloud Benefits for Patients include

- Improved ease of patient engagement
- Raised awareness of health condition through ease of engagement driving better outcomes through better and raised adherence.
- Ease of access. Accessibility to physician or practitioner not dependent on "journey" or "trip" to the physician or practitioner location. Improved adherence through ease of access.

Salesforce Health Cloud

Capgemini can enable insurers to fully leverage Health Cloud by building a middleware layer on the Health Cloud platform. Our solution will deliver a set of pre-defined integrations that will allow the insurer to seamlessly integrate their Salesforce Platform to healthcare information systems. This will enable real-time sharing of diagnosis and discharge data directly from the hospitals and care clinics. Additionally, these integrations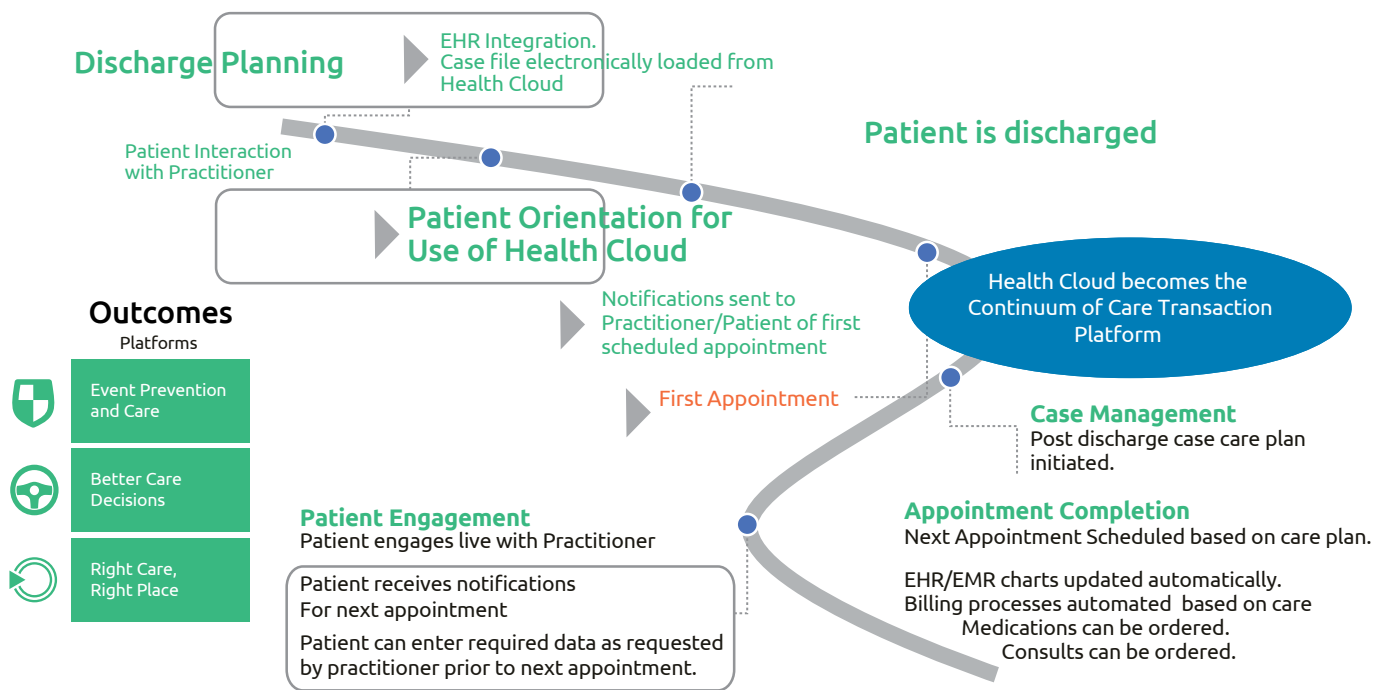 would simultaneously set up data in related Salesforce products such as Patient Community Cloud, Marketing Cloud, Service Cloud and Health Cloud.

Health Cloud could be set up with appointment schedules and provide notifications to the patient and care team. Health Cloud and Community Cloud could also send data back to the hospital through HL7 messages, post an amendment to the EHR or send alerts to care providers.

Potential Scenario/Use Case

Debbie Green is a single mother of two who works part-time and has trouble making ends meet. Debbie, who has depression and fatigue, has recently been to the Emergency Department exhibiting signs of excess alcohol intake. In two previous visits to the ER, Debbie has required medical intervention to restore her to a functional coherent state.

Transition from Institutional Care to Home Care using Health Cloud

Discharge Planning — EHR Integration. Case file electronically loaded from Health Cloud

Patient Interaction with Practitioner

Patient is discharged

Patient Orientation for Use of Health Cloud

Outcomes
Platforms

- Event Prevention and Care
- Better Care Decisions
- Right Care, Right Place

Notifications sent to Practitioner/Patient of first scheduled appointment

First Appointment

Health Cloud becomes the Continuum of Care Transaction Platform

Case Management
Post discharge case care plan initiated.

Patient Engagement
Patient engages live with Practitioner

Patient receives notifications For next appointment

Patient can enter required data as requested by practitioner prior to next appointment.

Appointment Completion
Next Appointment Scheduled based on care plan.

EHR/EMR charts updated automatically.
Billing processes automated based on care
Medications can be ordered.
Consults can be ordered.

With the help of Health Cloud, Debbie's insurer can holistically address her medical and behavioral health needs, including her alcohol addiction and depression.

After Debbie is treated at the hospital, her EHR will be updated on Health Cloud and accessible to her health insurer, who will then be able to glean important insights from her data and focus on preventive care. The insurer can create a plan for Debbie that addresses her:

- Alcohol addiction – Education on the effects of alcohol, support groups, etc. Health Cloud can also leverage Community Cloud to help Debbie find online support, if she is unwilling to attend in-person meetings.
- Depression – Medication, appointments with a mental health professional, etc.
- Coping Mechanisms

Health Cloud becomes the Continuum of Care Transaction Platform for Debbie Green.

Capgemini As Your Salesforce Health Cloud Implementation Partner

- Associated with Salesforce since 2007
- Global Strategic Partner Status and Privileges
- Strong collaboration across Leadership, Sales, Project Delivery and Product Management
- Fullforce Master certified in Financial Services, Service Cloud & Platform
- Launched 3 Fullforce Solutions around Retail, Insurance and Manufacturing

> **1300+** Salesforce practitioners world-wide, including: **1700+** Certified Consultants across Sales Cloud, Service Cloud & Developer areas. Many practitioners are certified in more than 1 application.

> **300+** Business Analysts, Integration Developers, Testers, Data Specialists & Reporting Analysts **50+** OCM & Training Specialists **30+** Large Engagement Managers

> Approved Plans to add another **800+** ractitioners in 2017 through recruitment and internal training/ certification initiatives

Salesforce Partner Award

	"Innovation in Analytics" Dreamforce 2016
	"Innovation in Financial Services" Dreamforce 2015
	"Innovation in Marketing" Dreamforce 2012

- Forrester Wave: Capgemini positioned as a Leader. Know to bring a strong focus on next-generation areas necessary for Salesforce: experience design, digital, and mobile
- Granter: Capgemini categorized as 'global full-service CRM provider' and a leading Cloud Provider
- IDC: Capgemini has been profiled as a Major Player worldwide that offers the entire gamut of service offerings
- Everest: Capgemini seen as Leader in the Cloud application Services scope

Gartner **IDC** ANALYZE THE FUTURE **FORRESTER** **Everest Group** From insight to action.

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A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enable organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12. 8 billion.

People matter, results count.