



# SALESFORCE CRM PLATFORM ENABLES ATOS MEDICAL TO FOCUS ON ITS PATIENTS

Through its partnership with Capgemini, Atos Medical manages to design, configure, and roll out the Salesforce Sales Cloud solution to 18 countries successfully despite a global pandemic

## Placing the patient firmly at the heart of healthcare

In the medical sphere, patients are everything. They are the focus of every treatment, the purpose behind each innovation, and the inspiration for all of the work that is done to improve healthcare. When Atos Medical, a producer of medical technology and global leader in laryngectomy care, examined itself and its patient-centric approach, it found that it could still do more to focus on those most in need of healthcare support. Specifically, the organization understood that its customer relationship management (CRM) approach could more effectively connect Atos Medical to clinicians and patients.

## Overview

**Client:** Atos Medical

**Region:** Nordics

**Industry:** Healthcare & Life Sciences

**Client Challenge:** To better support approximately 100,000 patients with a team of around 400, Atos Medical wanted to implement a CRM platform that could ensure standardized, less manual processes and optimize the entire patient journey

**Solution:** Partnering with Capgemini, Atos Medical implemented the Salesforce Sales Cloud, customized the patient journey, and provided users with a 360-degree patient view

### Benefits:

- Improved engagement with patients to provide early, ongoing, and personalized support for life
- Optimized patient experience and accelerated innovation leadership
- Secured a strong foundation through reliable and simple business processes supported by corporate infrastructure
- Faster patient support as a result of Atos Medical's 360-view of patient



To achieve this, the organization wanted to introduce a new platform that provided a common way of working based on automation in order to create a universal understanding of the status of its patients spread out across 20 countries. Up until that point, each local team had entered patient data manually and used different approaches and tools for managing that information. As a result, teams struggled to share a universal view of patient status and needs, making it challenging to provide clinicians and patients with personalized services. Atos Medical decided to implement the Salesforce Sales Cloud and chose to partner with Capgemini to do so.

### **Atos Medical adopts a standardized CRM platform**

The collaboration began with a design phase that created a common understanding in regard to the project objectives business processes as well as business requirements that the solution would need to support. Based on these early conversations, Atos Medical and Capgemini used an agile approach to develop a Minimal Viable Product (MVP) global CRM template that could harmonize processes and data

across sales, services, and marketing. With both organizations in agreement about the overall design of the solution and working together as one team with a joint mission, they built the Salesforce solution through a series of four, three-week-long sprints.

The solution offered Atos Medical a 360-degree view of patients. It is integrated into the organization's back-end systems, including enterprise resource planning, data warehouse, and Outlook, to better support harmonized ways of working across Atos Medical's numerous teams. Following its design, the partners rolled it out within 18 countries in three waves, resulting in a smooth introduction and the simplification of processes across the world.

As the solution was implemented, Atos Medical and Capgemini also coordinated on a change management initiative that prepared the relevant employees for the new ways of working and ensured that they would be comfortable with the new system as soon as it went live. This effort involved Salesforce consultants, Capgemini experts, and Atos Medical users and led to a complete handover that would see Atos Medical managing the CRM platform independently.





## Delivering upon a patient-centric vision

After a nine-month project, the Salesforce CRM solution has brought together Atos Medical's widespread operations in 18 countries and ensured that the organization can create a comprehensive view of its patients in support of its vision. It has created the foundation upon which the organization can continue to optimize its processes and made the company more flexible by having all patient facing teams working in one system.

In addition, with a standardized approach to managing its patient data and contact, the onboarding of new employees has become far easier as each team and region only needs to teach a single set of processes to achieve global harmonization. Similarly, any handovers resulting from turnover or temporary employee absences has become far less complicated as Atos Medical no longer needs to worry about unique, local systems and ways of working. Finally, automation, integration into back-end systems, and identity management allow Atos to minimize manual efforts, reduce errors, and more effectively secure its data.

Using its new CRM platform, Atos Medical can now more effectively support a larger number of patients. Through the expansion of automation and creation of

a universal view of its patients, a team of similar size has the ability to onboard more patients and get them the medical products and assistance they need more quickly. In addition, the Salesforce CRM system will now serve as the foundation for further innovations within patient engagement with a primary focus on introducing new communication options to offer a true omnichannel experience.

As Atos Medical and Capgemini continue to work together to find new ways of engaging with patients around the world, the partners will continue to place those most in need of support at the heart of their work and introduce new innovations into the healthcare industry.

## About Atos Medical

Atos Medical understands that being the leader in this field comprises more than first-rate product development, and supporting clinical research and education of both professionals and users are integral parts of our business. Our products are featured in over 150 peer-reviewed publications and we support and conduct hundreds of conferences and educational programs every year.

## About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 300,000 team members in nearly 50 countries. With its strong 50-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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