The Patient Success Platform

Making Patient-Centric Care Easier Than Ever with Salesforce

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Introduction

The healthcare industry faces a variety of disruptive pressures. The Affordable Care Act and reimbursement changes have forced healthcare providers to change how they deliver care. Instead of being paid solely on the volume of clinical services, providers are increasingly reimbursed based on the quality and outcomes of care. To reduce the need for high-cost hospital and clinical services, care is becoming more patient-centric and community-based, making it necessary to redefine the care team to include clinical and non-clinical entities – and most importantly, patients themselves.

What's more, patients expect better services based on their experiences with other industries, including financial services, media, and retail. Customers demand transparency, access, participation, and the technology-enabled, fluid consumer experiences we enjoy in so many areas of our lives. To achieve these goals, patient engagement in the modern healthcare environment needs to be reimagined.

Despite the widespread understanding and acceptance of the need for these changes, healthcare organizations face an enormous challenge in realizing them. Existing technology infrastructure falls short of supporting these ambitions. Existing systems such as electronic medical records (EMRs) cannot deliver these modern capabilities. Consequently, forward-thinking healthcare leaders are looking to new platforms to deliver modern care.

The growing health technology landscape requires cloud technology, social connectivity, mobile solutions, and constant feedback from data science. In addition to existing systems of record, success now requires a patient-centered system of engagement before, during, and after care. Introducing the patient success platform from Salesforce.

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Treat Patients Like Retail Consumers

EMR systems work well for billing and clinical documentation, but they don't handle important capabilities that many organizations require for patient engagement and care coordination. Designed long before patient relationship management became key to remaining competitive, EMRs are not equipped to attract and retain patients, coordinate care, or help manage relationships over time.
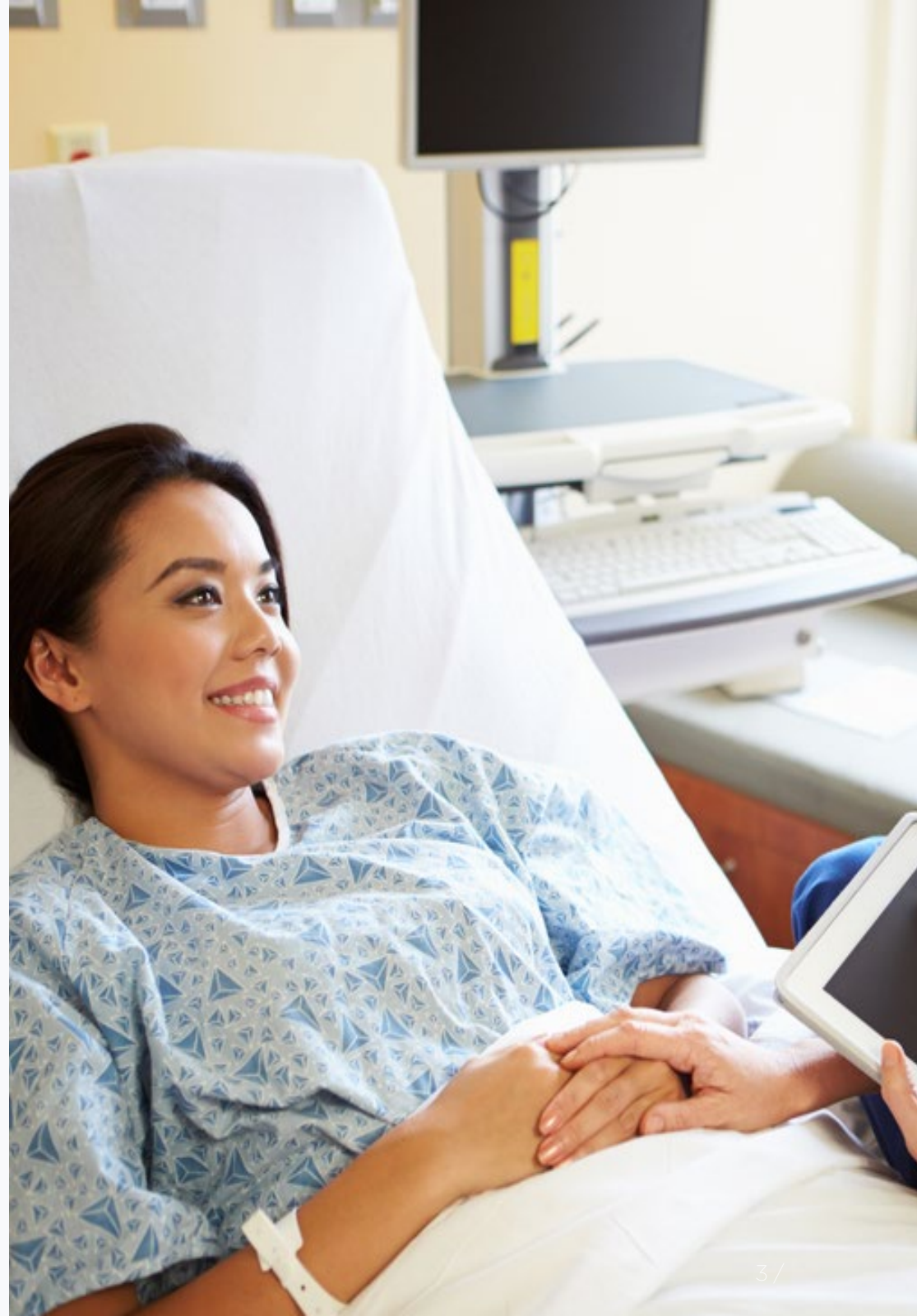
Leaders in retail and almost every other industry have employed [customer relationship management](#) (CRM) systems for years. Retailers, for example, use CRM because they need to understand everything about their customers – their communication preferences and histories – while providing mobile, multi-channel access to their product. Health systems that seek to deeply understand and connect with patients in a similar way use CRM to help deliver this same caliber of engagement and personalization with great results.

Two key Salesforce applications promote patient acquisition and retention: physician referral management and a customer engagement/call center. Successful organizations manage physician relationships and vital referral streams with modern CRM tools. These organizations actively seek proven technology that has solved these problems for years. Modern referral systems manage the relationships, the referrals, and provide analytics and insight to improve the processes. These systems help build panels of patients and effective networks of providers that make healthcare systems strong and resilient.

While referral systems help acquire patients, customer engagement/call centers promote satisfaction and loyalty by providing world-class service. And world-class service means delivering comprehensive information to everyone – and fast. Achieving this goal is virtually impossible with segregated data in multiple systems. By centralizing patient information under a single system – no longer locked away in silos – customer support teams can offer an enhanced patient experience. So anytime a patient calls, rich, multi-sourced information is presented to the support agent in real time – and they have a detailed, panoramic view of the patient, providing what's needed to assist the patient effectively.

Chapter 2: Collaboration

Modern Healthcare Is a Team Sport

Effective healthcare has evolved away from the solo practitioner model due to increased knowledge, specialization, and options of modern care. Your patients interact with a number of different providers and suppliers, thus efficient care requires collaboration among them. When each member of the care team has visibility into clinical information and access to colleagues, healthcare works better, money is saved, and patients are happier.

Your staff and partners use modern forms of collaboration and communication each day outside of healthcare. Increasingly, health care benefits from these same tools. Employee communities, portals for allied health professionals and patients, and mobile access to all of these promote modern collaboration. Data from the EMR and other existing systems provides context and a shared view of the patient. In this way, providers are equipped with a rich patient profile – a full view of both clinical and non-clinical patient data.

By centralizing care team communications within a patient engagement platform, your organization will remain in sync to develop and execute a complete strategy for each patient. Members of the care team can post updates, share a status, comment on other member activity, and exchange documents within a secure platform. And when all data and interactions are recorded in a unified way, analytics provide valuable insights into the process of care, which will in turn lower costs and create a seamless system of care.

Having a singular space for team collaboration will also ensure that critical handoffs are made upon intake, transitions of care, and patient discharges. Using a common technology, an inpatient care team can share essential information, notes, and documents with an outpatient team. And this effective collaboration reduces waste, delay, and most importantly, improves visibility into all of the information required for patient success.

Promoting Patient Interaction Anytime, Anywhere

In addition to unifying a care team, the most important participant in effective health care is the patient. Long-term preventative and chronic care requires patients to be active and engaged. The [Salesforce patient engagement platform](#) creates a bidirectional channel of communication between the patient and care team that is no longer limited to in-person appointments. Plus, patients and health professionals can access vital information on mobile devices anytime and anywhere.

A mobile app can support adherence to care, communications, data collection, and device integration so the patient can be a more active participant in their own care.

Successful patient relationship management prevents avoidable admissions and readmissions by keeping each member of the care team informed about crucial patient data and giving patients visibility and transparency into tools, data, and plans. All of this strengthens their role in promoting their own health.

Within the patient community, the patient has access to educational resources, personalized reminders, tasks, and automated alerts – all aggregated into a "Today" view that makes it easy to view and prioritize tasks.

Centralizing all communication between the patient and care team makes it easier to set individual goals for each patient. Each member of the care team and the patient can assign tasks, provide updates, and track progress over time. The result? More engaged patients who are armed with the resources they need to understand and fulfill their care needs.

Conclusion

Complete patient and care team engagement means enabling patients to be partners in their own care with a broad range of providers working in concert. Fluid information management and collaboration happen at all moments of a patient journey and are reflected in outcomes and cost improvements.

By investing in a patient engagement platform, healthcare organizations will realize higher productivity through better care collaboration and improved patient satisfaction as a result of a more personalized experience. It's time to unify your clinical and non-clinical patient data and people to create your own patient success platform.

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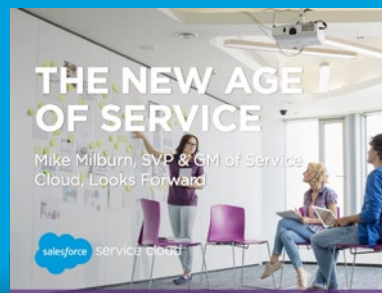
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