



Transform the Home Healthcare Experience

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Today's Takeaways



- Explore the challenges around care management and onsite scheduling for home healthcare organizations
- Learn how to coordinate caregiver activities in the field with a live demonstration
- Understand how Trailblazers are improving the home health experience

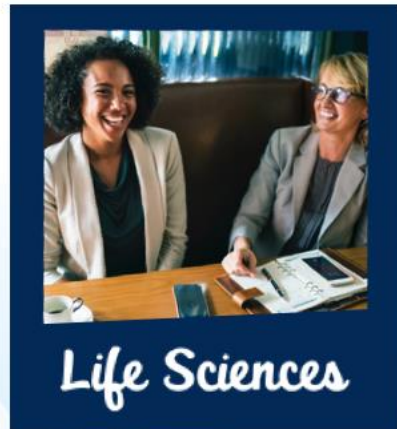


Trailblazers

in Healthcare and Life Sciences



Healthcare



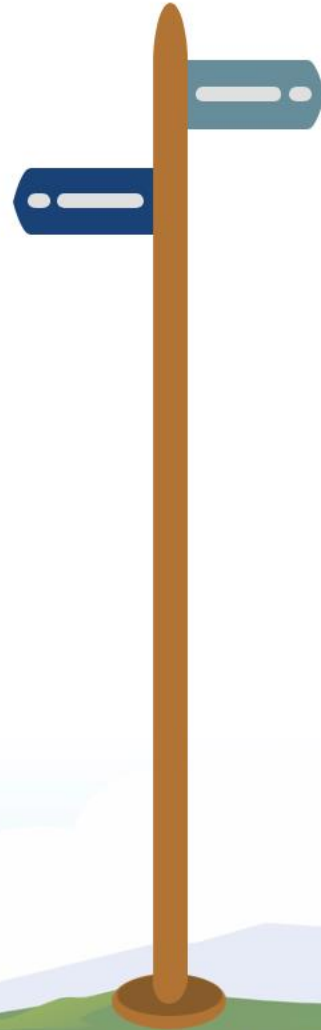
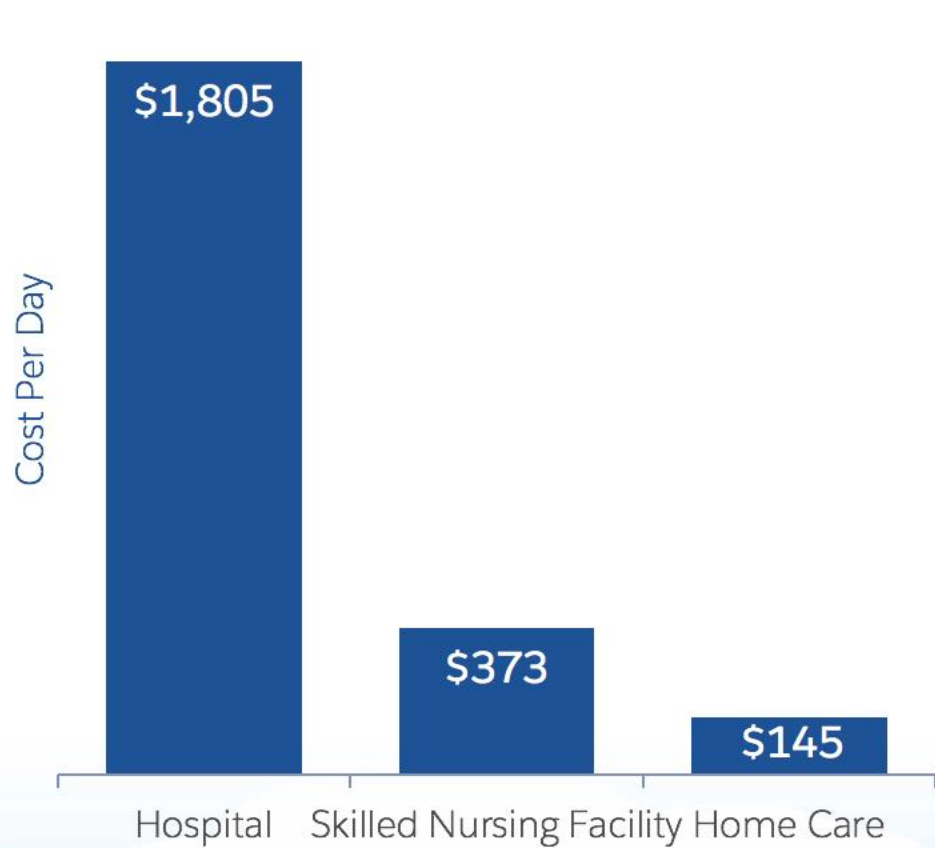
Life Sciences



Growing Demand for Home Healthcare



Medicare Part A & Part B Average Payment Per Day



One day of home healthcare is about:

- **1/3** of the cost of a skilled nursing facility
- **8%** of the cost of a hospital visit

Challenges Connecting With Home Healthcare Patients



Your Organization



Your Patients



Patient Experience Gap

Siloed Systems

Fragmented Collaboration

Limited Mobile Access

Faster Support

Expect Smarter Services

Seek Personalized Care

Today's Systems are Built for Transactions



- **Episodic Data**
- **Siloed Information**
- **Disconnected**

Traditional
Engagement



Systems Must be Built for Relationships



- Episodic Data
- Siloed Information
- Disconnected

Traditional Engagement



Patient Story

Collaboration

Connected



Personalized Relationships



Streamline Home Care Delivery Across The Care Continuum



Connected
Health Providers



Connected
Dispatchers



Connected
Skilled Care
Coordinators



Connected
Therapists



Connected
Patients



Empower Care Team And Caregiver Collaboration on a Mobile-First Platform



Connect Your Entire Workforce

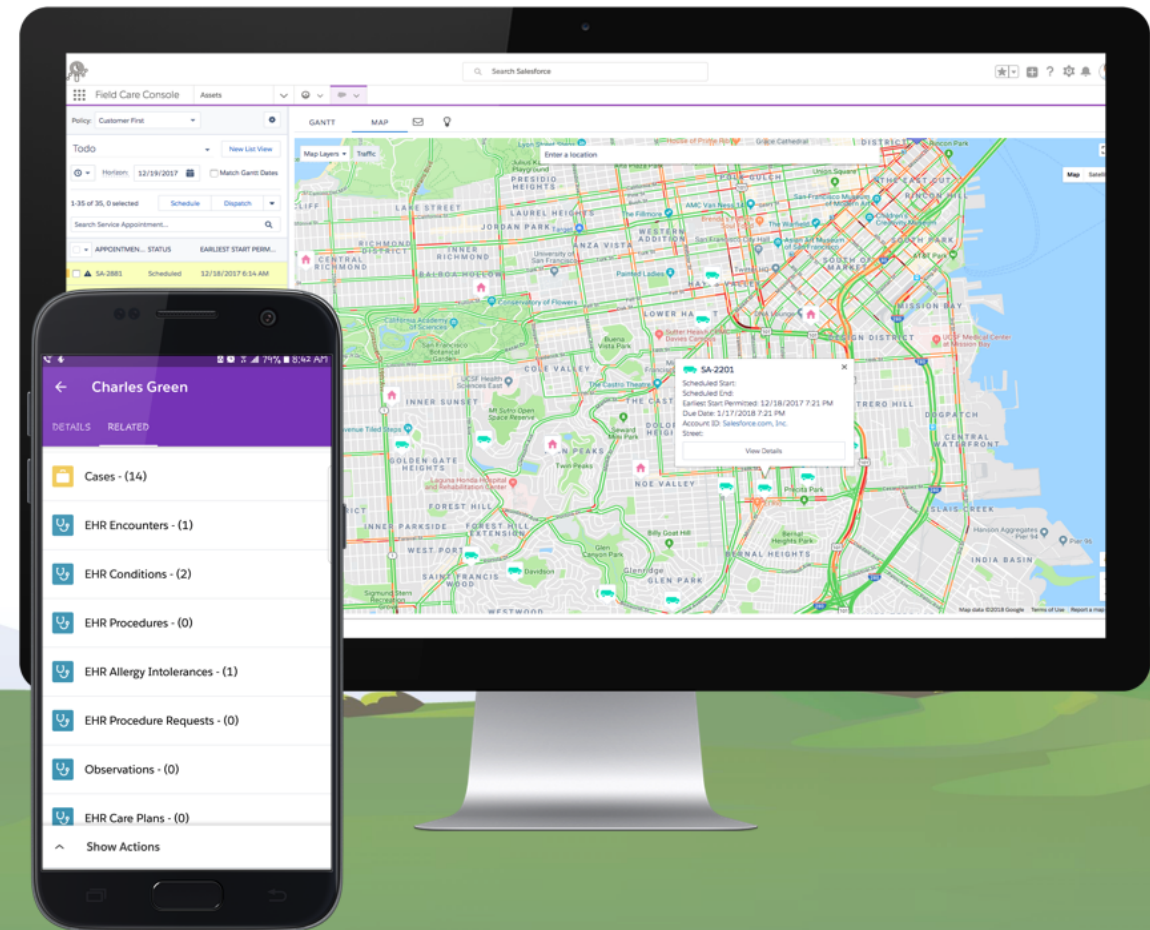
Bring together care coordinators, dispatchers, and field providers on a single platform

Intelligent Scheduling and Optimization

Automate resource scheduling based on skills, availability, and location to optimize onsite services

Innovative Offline-First Mobile Experience

Empower mobile employees with clinical and non-clinical information and update goals in real-time



Trusted & Secure

Access Control, Encryption, Audit, HIPAA, HITRUST, Part11

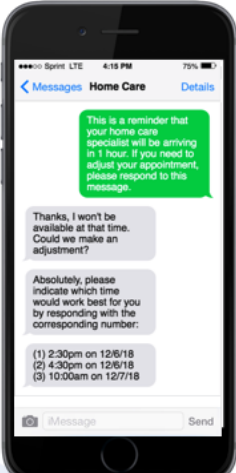
Interoperable

HL7, FHIR
CDISC, EDI

Digital Channels for Home Healthcare Coordination

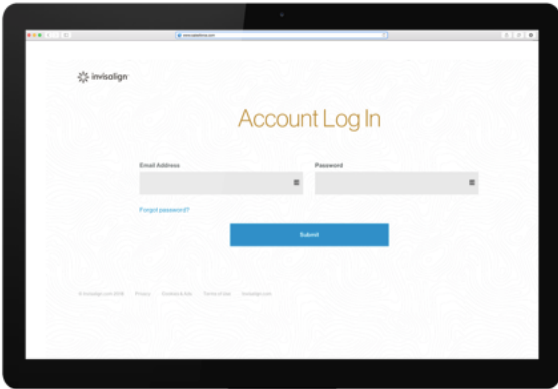


Engage patients across every digital channel to improve care outcomes



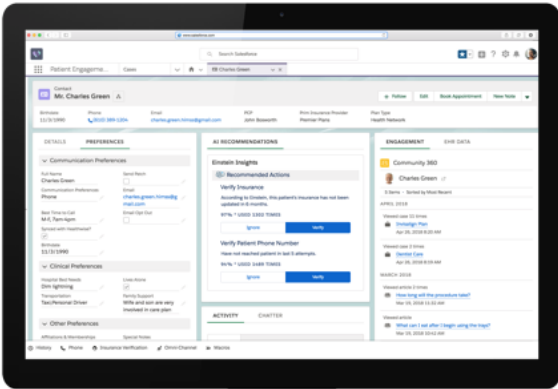
Messaging

Appointment Notifications & Rescheduling



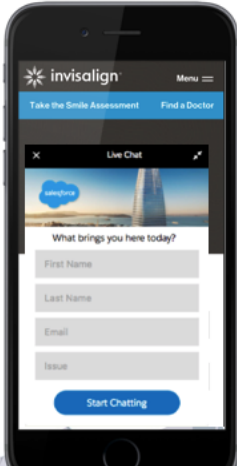
Online Self-Service, Secure Communities

Schedule Visits, Secure Care Team Interaction



Social Customer Service

Engage Patients & Care Networks



Chat

Guide Patients through Web & Mobile App Experiences

Demonstration

Jennifer Budurka

Principal Solution Engineer, Salesforce



Streamline Home Care Delivery on a Single Platform



Connect care coordinators, dispatchers, and therapists

Melinda
Care Coordinator



Jack
Dispatch Planner



Tracy
Physical Therapist



- Complete patient view
- Track care plan progress
- Intuitive collaboration tools

- Optimize scheduling
- Real-time insight
- Care team collaboration

- Easily update status
- Task tracking on any device
- Access key information

Trailblazer Spotlight





“Salesforce is the bulletproof choice to leverage technology and innovation to ensure we don’t lose track of a patient.”

John Driscoll, CEO, CareCentrix

CareCentrix Uses Health Cloud to Help Patients Heal at Home

Challenge

Inconsistent patient engagement and management during hospital-to-home transitions

Organizational silos between patients, providers, and insurers

Lack of visibility into gaps in care

Solution

HomeBridge^(SM) platform, built on Health Cloud, provides a complete view of the patient

Connects provider and caregiver networks, including doctors, nurses, pharmacists, and family members

Drives collaboration and visibility that enables better outcomes, lower costs, and readmission reduction



Health Cloud

The CareCentrix program achieved:

40%

YOY reduction in 90-day readmissions

\$88M

Cost savings over four years

95%

Patient recommendation

salesforce

St. Francis Health System of Hawaii and Salesforce

Creating Healthy Communities for Seniors and Caregivers



Designing a vibrant environment to prevent readmissions and promote good quality of life

- Blending medical and social models to capture clinical and non-clinical activities
- Creating a one stop shop for information, assistance, and navigation
- Building a mobile and scalable platform to align seniors, caregivers, and families



St. Francis

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Watch the Demo

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thank you

