

The CRM Advantage:

# Six Ways Providers Can Transform Their Organizations with CRM

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# Learning Objectives

- Learn the range of capabilities included in Customer Relationship Management (CRM)
- Understand how organizations build trust across customer journeys to drive loyalty and satisfaction
- Explain how CRM supports better outcomes



# Six Ways to Transform Your Organization with CRM



Patient Marketing



Physician Referrals



Contact Center



Home Health



Care Team Collaboration



Patient Engagement



# Fastest Growing Top 5 Enterprise Software Company

**\$8.4B**  
FY17 revenue

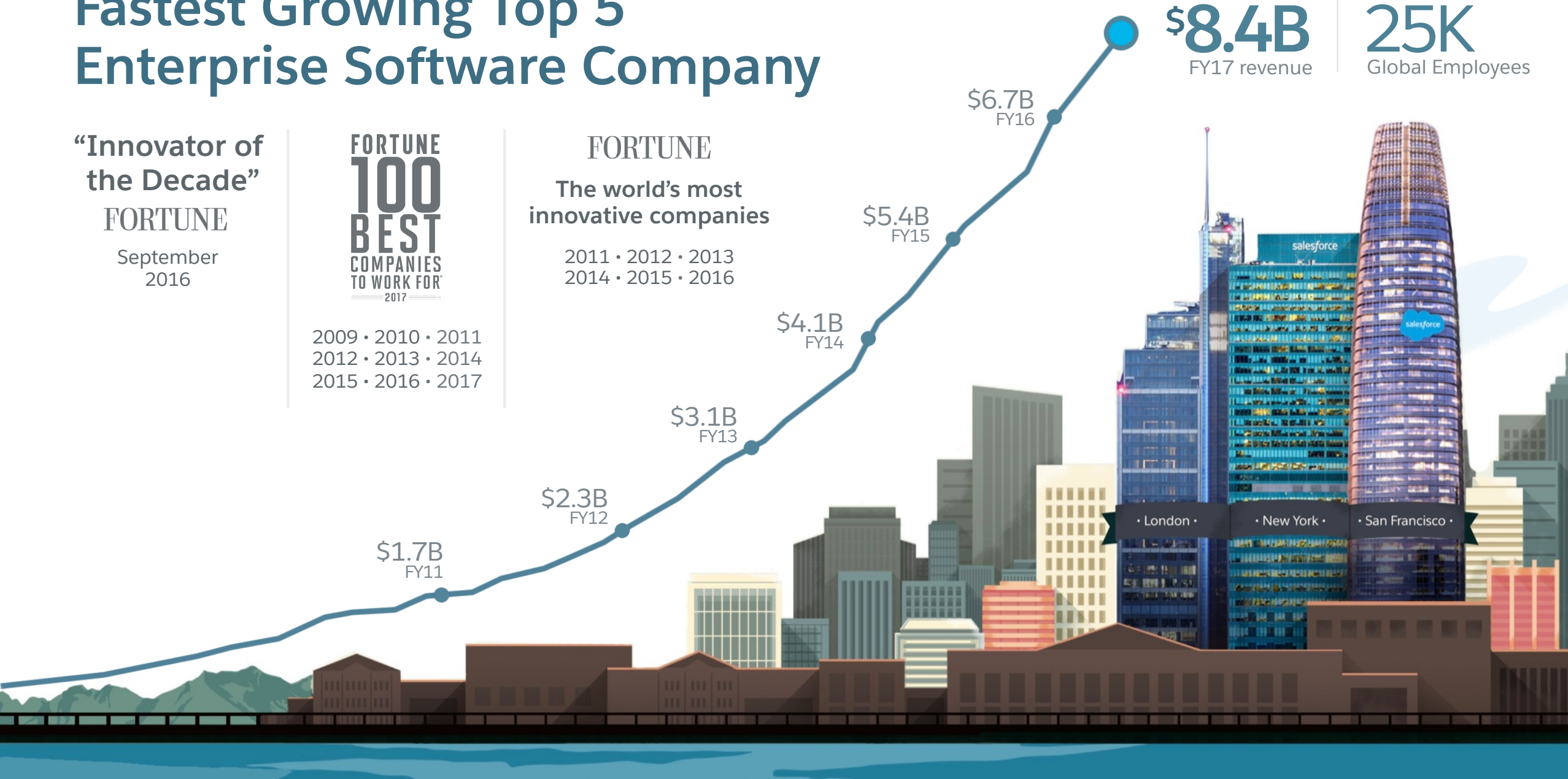
**25K**  
Global Employees

“Innovator of  
the Decade”  
FORTUNE  
September  
2016

FORTUNE  
**100  
BEST  
COMPANIES  
TO WORK FOR**  
2017

2009 • 2010 • 2011  
2012 • 2013 • 2014  
2015 • 2016 • 2017

FORTUNE  
The world’s most  
innovative companies  
2011 • 2012 • 2013  
2014 • 2015 • 2016



• London • • New York • • San Francisco •

# Driving Customer Success Across Healthcare and Life Sciences

## Pharmaceuticals



## Medical Devices & Diagnostics



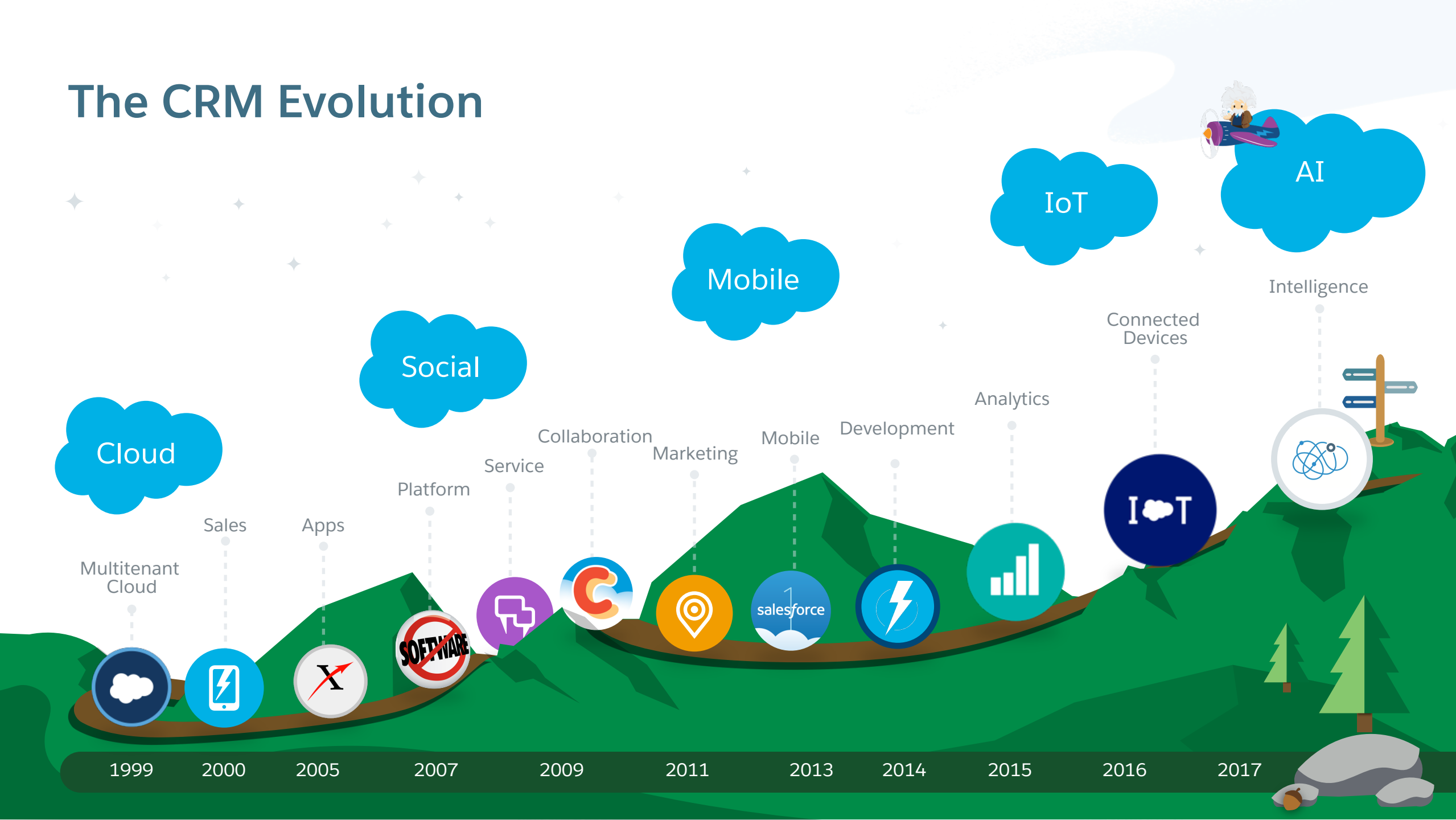
## Payers



## Providers



# The CRM Evolution





# Our Best Experience Anywhere

becomes our expectation **everywhere**



# Leading Organizations Embrace the Shift to Consumerism

“Focus on the individual, focus on the member, focus on the patient.”



Eric Murphy  
EVP & Enterprise Growth Officer

“Develop a personal connection & provide personalized service to an individual that feels cared for.”



Rob Brown  
Chief Marketing Officer

Think about our patients more as customers -- they are consumers.”

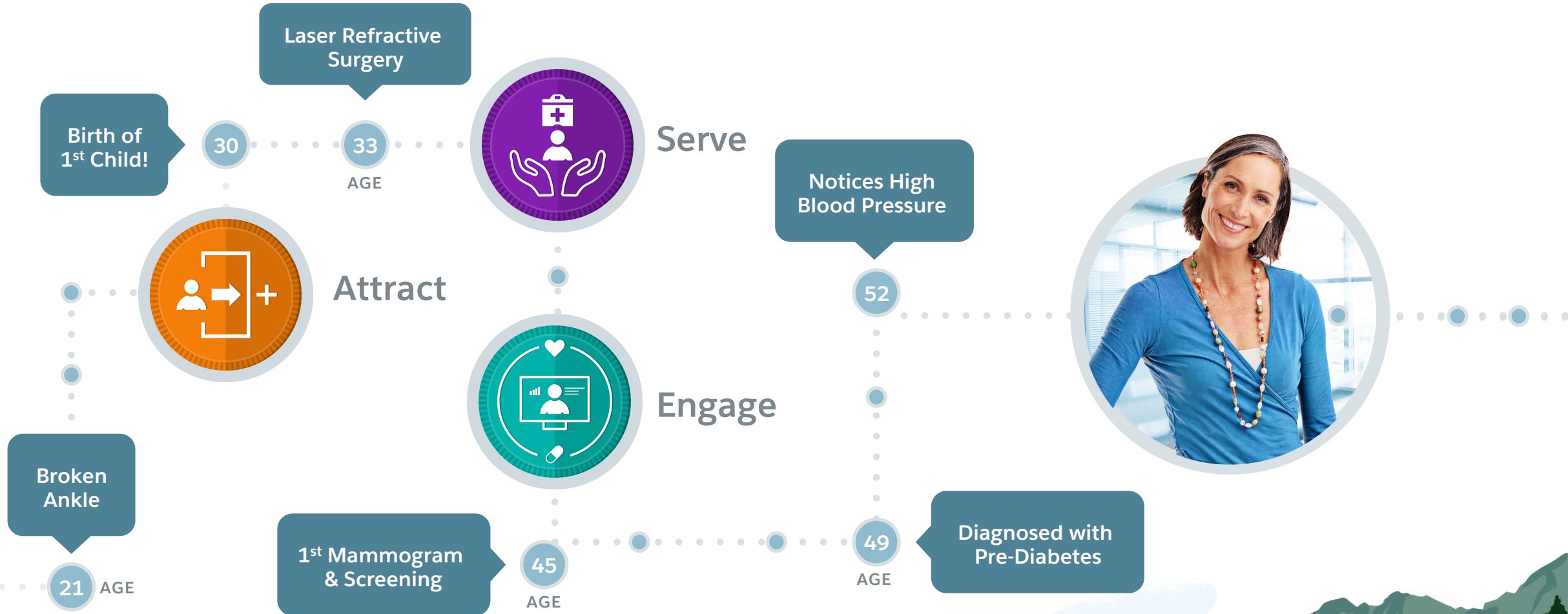


Michael Blum  
Associate Vice Chancellor

# Care Today is Complicated



# Every Patient is on an Unique Journey



# Transform Your Organization with CRM



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Physician Referrals



Contact Center



Home Health



Care Team Collaboration



Patient Engagement

# John Halamka, MD MS

CIO, Beth Israel Deaconess Medical Center



# Attract: Accelerate Acquisition and Enrollment

Patient  
Marketing



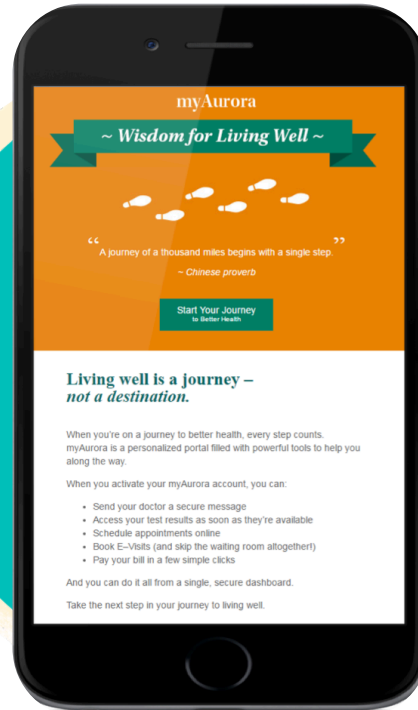
Physician  
Referrals



# Aurora Health Care & Salesforce: Driving Personalized Communication and App Adoption

~50%

Open rates from  
email campaigns



2x

App downloads &  
mobile users  
within two weeks



# Serve: Connect Care Across the Patient Journey

Contact  
Center



Home Health  
Services



# Easter Seals Bay Area & Salesforce: Bringing Organizations, Providers, and Families Together



Bringing together caregivers and patients around health information and high-touch care.

- 3600 Health Professionals
- Mobile apps for home based care and for families
- Single platform for referrals, care, and collaboration



# Engage: Personalize Across the Care Continuum

Care Team  
Collaboration



Patient  
Engagement



# Mount Sinai & Salesforce: Preventing Avoidable Hospitalizations with Collaboration

Complete view of patient clinical and non-clinical data

Mobile, real-time care coordination on a unified platform

Community management and engagement across the ecosystem



Managing more than  
**350,000** patients

**\$300M+** transactions



# CRM Reimagined for Healthcare



# Your Path to Success

Towards personalized patient relationships



Attract



Serve



Engage



Improve quality of care



Reduce costs & utilization



Support Population Health

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[sfdc.co/PatientJourneyVideos](https://sfdc.co/PatientJourneyVideos)

# Thank You

