



Patient Experience and digital enablement with Salesforce – the RIGHT way

Having been in and around IT delivery for over 20 years, agile methodologies and rapid development are well known concepts – but how often do we see them embraced across industries? For some clients and even industries, change is not easy and embracing an agile way of working is a massive challenge.

I am passionate about sharing lessons learnt to continue the wave of change that benefits IT organisations and clients alike. Having recently led a digital transformation with St John of God Healthcare in Western Australia, here are some of the key reasons behind the success.

St John of God have taken the patient experience to the next level with a Patient Centric Admissions Portal developed by PwC on Salesforce, at their Murdoch hospital.

The vision to take patient experience to the next level was strong. Rather than plough into an IT project that would magically change the business – how often have we seen that fall flat on its face – time was taken to look at this as an opportunity to improve existing processes with a view to a system that supported these.

Using an agile delivery method, the combined IT and business teams... in fact we dropped the labels and were ‘the team’ with product owners from the client... broke the key requirements into prioritised bite size chunks. Regular showcases with a multitude of stakeholders from across the hospital ensured the user and the caregivers were the central focus for delivery.

The beauty of Salesforce is that it is not a rigid, proprietary health system as are common in the health industry. Industry agnostic, it was easily adapted to support the processes underpinning the business transformation leading to an astonishing digital transformation. Salesforce easily lent itself to the agile sprints and showcase, as it was easy to show progress and visually connect with the stakeholders. Any compromises or ways to do things that eased technical complexity were easily demonstrated in the platform to bring conversations to life.

In only four months of technical development, it was no great surprise to anyone that this was a success. Everyone came on the journey together and it was with joy as opposed to trepidation that it went out to patients and the wider caregiver group.

Gone are the days when digital transformation needs to be dictated by IT system constraints. The benefits of working with such versatile and configurable platforms are clear.

Gone are the days that IT projects are “those people over there” and disappear into a black hole. Collaborative teams bring obvious benefits.

Gone are the days of having user experience as a pillar on a chart instead of a central theme.

If you are carrying out projects in any other way, should you be asking yourself “why?”



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