



How Salesforce is challenging traditional perceptions in health technology

Patient expectations have changed dramatically in the last decade or so and, just as we have witnessed in other industries, the health sector is now having to leverage technology in new ways to respond. While industries such as banking, travel and telecommunications have been on the front foot in adopting retail models that are customer-centric, digitised and multichannel, many health service providers are still lagging.

Historically, the sector has been dominated by proprietary health technology providers who have rolled out point solutions to address a single issue (for example, clinical information, pharmaceutical response, bed management). Typically, they are built using closed platforms and older technologies, making customisation and integration difficult. And because they aren't digital-enabled, they have limited capacity to integrate with digital platforms for patient engagement.

PwC can offer health services operators an alternative. Rather than being locked in to a single vendor, we are using Salesforce to implement systems such as a patient admissions portal that can be fully configured to the requirements of the client.

As the world's #1 CRM platform, Salesforce offers a broad framework that is open, cloud-based, flexible and rapidly deployed. Rather than adjust your processes to suit the technology, we can configure the technology to reflect your existing processes.

When you implement a health technology solution using Salesforce, the day of go live is just the beginning of your transformation journey, not the end of it. There is no waiting for a global reference group to develop new features or to prioritise change requests. The Salesforce platform enables you to continuously modify your applications to add new functionality and features as you need them. Different clinical streams, payment system options and a variety of value-added services can be quickly and easily integrated.

The cost of implementing a new application using the Salesforce platform is a fraction of that required for existing sector-specific technologies. And because it can be modelled around your existing processes, there is no major organisational change management exercise to train staff how to use a new software application. Instead, the software can be adapted to the culture of your organisation.

This is the platform advantage. By using Salesforce, you can provide your users with a digital experience that is consistent with their expectations in the digital age. Your patients will be able to access your services when and how they want to – online, via their smart phone or tablet, at a service centre or face-to-face – efficiently and seamlessly. That's what it means to be patient-centric.

Coming up: Case study of a patient admissions portal implementation using Salesforce

About the author



Nick Warren
PwC Director,
Front Office Transformation
nick.warren@pwc.com
(07) 3257 5803

Nick is a passionate manager and leader in CRM and customer solutions, and has a proven track record in agile business transformation. He is focused on helping clients fulfil their potential; with a particular focus on the Health sector.