



Salesforce Health Cloud – Putting the Patient at the Center of their Care

Overview

Salesforce Health Cloud is a revolutionary patient relationship management platform designed to streamline and centralize patient care processes. This platform aims to anchor patients firmly at the core of the healthcare ecosystem. Through Health Cloud, healthcare providers and payers can access comprehensive patient profiles, which amalgamate data from electronic health records (EHRs), medical devices, and even wearables. Such consolidated views of patient data, inclusive of both clinical and non-clinical information, facilitate informed decision-making and are conveniently accessible from any device, ensuring real-time data availability for healthcare professionals.

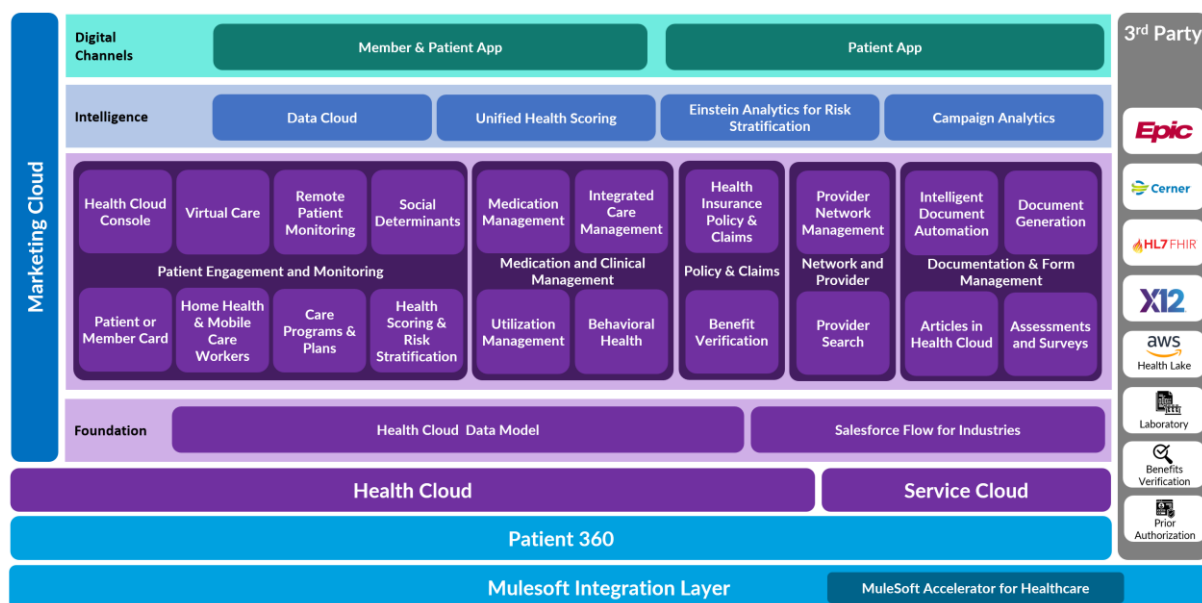


In addition to enhanced data accessibility, Health Cloud is engineered to boost the productivity of care teams. The platform's "Today" feature efficiently categorizes and prioritizes tasks, allowing care providers to segment patients based on particular health conditions, and thus, tailor their care strategies accordingly. Moreover, the platform fosters a collaborative environment by visualizing the entire caregiving network for a patient, encompassing both personal and professional caregivers. With secure in-platform messaging, caregivers can collaborate seamlessly, ensuring cohesive and efficient care delivery. Health Cloud's emphasis on interconnectedness and personalized care not only enhances healthcare outcomes but also elevates the overall patient experience.

How Infinite can Help

Infinite possesses a deep understanding of the Salesforce Health Cloud's technical architecture and its core functionalities. Leveraging this knowledge, the team can guide organizations through the intricacies of implementing the platform, ensuring that it integrates well with existing systems and aligns with specified media objectives.

Post-implementation, Infinite's involvement doesn't cease. The team remains dedicated to providing ongoing support, addressing potential challenges, and ensuring that users are comfortable with the platform. This continuous engagement ensures that organizations can make the most out of Health Cloud's capabilities while navigating the ever-evolving media landscape.



Patient Engagement and Monitoring

Health Cloud's engagement and monitoring tools transform traditional patient care by enabling continuous, real-time interaction and oversight. This not only improves adherence and health outcomes but also empowers healthcare professionals to act proactively, potentially preventing complications or hospitalizations. By giving both patients and providers a more comprehensive and immediate view of health metrics, the system promotes better communication, understanding, and overall patient satisfaction.

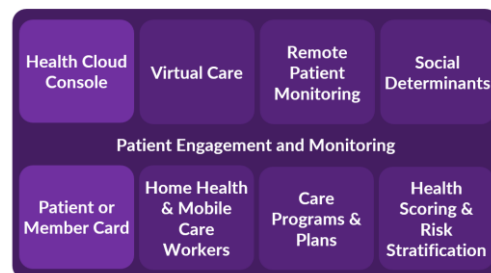
Health Cloud Console

Provides healthcare professionals with an integrated, centralized platform to manage patient/member information, streamline communications, and enhance care delivery.

Complete Patient View: A unified dashboard displaying crucial medical data, care team interactions, and related activities.

Subtabs: Detailed sections capturing specific patient information, including care plans, medical devices, timelines, and prescriptions.

Comprehensive Patient/Member Overview: A holistic display of key medical details sourced from records, readily available in the Health Cloud console.



Patient or Member Card

Offers healthcare professionals quick and comprehensive access to crucial patient/member information within the Health Cloud console, allowing them to provide efficient and effective care.

Quick Access to Vital Information: The Health Cloud console readily displays pivotal data like medical conditions, medications, and contact details, eliminating the need for tedious searches or page navigations.

Highlights Panel: Centralizes patient contact details, including the Medical Record Number. It also identifies key internal stakeholders, such as care coordinators responsible for the patient. Moreover, admins can incorporate Quick Actions for efficient task management.

Patient Card: Provides a snapshot of a patient's health status by showcasing data from medical records. The design ensures that all relevant information is available instantly.

Patient Details Component: Displays records linked to the patient's Account or Contact data. This component can be tailored by admins to show diverse types of additional data.

Virtual Care

Revolutionizes healthcare delivery by expanding its boundaries beyond the confines of traditional healthcare facilities, ensuring that care is accessible regardless of location or physical limitations.

Video Visits: Allow patients and providers to connect and communicate virtually, ensuring healthcare remains accessible regardless of physical barriers or location.

Self-service Scheduling: Empower patients to book their own virtual appointments, providing them with flexibility and convenience.

Automated Appointment Notifications: Ensure that patients are reminded of their upcoming virtual appointments, reducing the chances of missed visits.

Easy Access Links: Make it seamless for patients to connect to their virtual appointments by providing direct access links to the video platform.



Home Health

Streamlines and optimize the process of scheduling and managing home healthcare services, enabling organizations to provide timely and effective care in the comfort of patients' homes.

Efficient Scheduling: Facilitates the seamless scheduling of home healthcare visits, ensuring that patients receive care when they need it.

Recurring Visits Automation: Allows for the automatic scheduling of recurring visits, reducing manual inputs and ensuring consistent care delivery.

Field Resource Management: Empowers users to effectively manage and assign field resources, ensuring the right professionals are deployed for the right tasks.

Unified Health Scoring

Provides healthcare professionals with a comprehensive and unified view of a patient's health status, enabling timely and tailored interventions that drive better outcomes, enhance patient engagement, and optimize healthcare expenses.

Multidimensional Health Profile: Aggregate diverse health data points Using Data Cloud to present a holistic and comprehensive view of a patient's health, encompassing physical, mental, and social determinants of health.

Configurable Health Scoring: Tailor the health scoring mechanism to match the specific needs and considerations of your healthcare organization, ensuring the score is reflective of genuine patient health.

Contextual Actions and Prompts: Based on the derived health score and underlying data, trigger relevant alerts and actionable recommendations for healthcare professionals, ensuring timely interventions.

Dynamic Health Metrics: Incorporate real-time data updates, ensuring the health score remains current and accurately reflects the patient's health status.

Data Cloud Integration with Health Cloud: Leverage the capabilities of Health Cloud to seamlessly integrate the unified health score with other patient data, care plans, and health records in Data Cloud.

User-Friendly Visualizations: Offer intuitive and visually engaging representations of the health score and its contributing factors, aiding quick comprehension and decision-making for caregivers.

Risk Stratification

To identify and manage high-risk patients more effectively by leveraging analytic tools, thereby optimizing healthcare resource utilization and improving patient outcomes.

Risk Identification: Utilize data-driven insights to pinpoint patients who are at higher risk of health complications or increased healthcare resource consumption.

Embedded Dashboards: Seamlessly integrate risk scoring tables and analytics into the Health Cloud platform.

This integration ensures healthcare professionals can access and interpret risk data without navigating multiple platforms.

CMS-Hierarchical Condition Category (HCC) Model: Adopt a standardized and widely recognized risk adjustment model to calculate patient risk scores, ensuring accuracy and consistency in risk evaluation.

Modular Implementation: After the core Health Cloud package installation, add the Risk Stratification App ensuring a customizable deployment tailored to an organization's needs.

User Accessibility: Ensure that the risk stratification tabs and tools are visible and accessible by default for all relevant user profiles, promoting usability and consistency.



Care Plans

Creates a centralized, evolving, and comprehensive record that informs the healthcare team about a patient's journey, challenges, and progress, ensuring optimal care strategies and outcomes.

Historical Patient Overview: Care plans present an in-depth view of a patient's medical trajectory, offering insights into their health challenges, responses to interventions, and progression over time.

Comprehensive Tracking System: Enables tracking of varied patient care aspects, from specific health problems and set goals to tasks that need completion. All of these can be conveniently accessed and monitored from the individual's tab within the console.

Unified Caregiver Management: Provides a central platform to coordinate and manage both professional and personal caregivers linked to a patient. This ensures that all involved parties are updated and can collaboratively work towards the patient's well-being.

Care Programs

Enhances the effectiveness of care programs by leveraging management tools to ensure consistent patient engagement, improved adherence, and better health outcomes.

Diverse Service Offerings: Care programs address a range of services including patient outreach, medication access, healthcare access, financial assistance, and remote patient monitoring.

Enrolment and Management Tools: Tools that help in enrolling patients into suitable programs and monitoring their progress and adherence to these programs.

Life Sciences Program Management Data Model: This offers a structured way to define specific care programs and oversee the relationships and activities associated with them.

Experience Cloud Integration: Users can employ the Experience Cloud component to display the care programs in which a person is actively enrolled.

Mobile Care Workers

Equip mobile care workers with a portable version of Health Cloud through Field Service, enabling them to efficiently manage tasks and update records on-the-go as they provide care services in various locations outside of traditional facilities.

On-the-go Access: Allows mobile care workers to access patient information, schedules, and care plans anywhere, anytime, ensuring continuous and informed care.

Task Management: Field Service allows for seamless scheduling, task assignment, and completion, making sure, no appointment is missed or overlapped.

Interactive Record Updates: Instantly update patient records, add notes, and document services provided during each visit, ensuring that data remains current and accurate.

Secure Data Access: Ensures that patient data accessed on mobile devices is secure, maintaining patient confidentiality and complying with health data regulations.

Integration with Health Cloud: Seamless integration ensures that all data input on-the-go reflects in the central Health Cloud system, making it available for all relevant stakeholders.



Social Determinants

Offers a comprehensive view of a patient's environment and life situation, enabling care providers to understand and address factors beyond medical needs that influence health outcomes.

Holistic Patient Profile: Incorporate social and environmental determinants into the patient profile, offering a well-rounded view beyond just medical history.

Barriers Identification: Highlight key challenges such as homelessness, low income, food insecurity, and other barriers that may impact a patient's ability to access and benefit from healthcare.

Task Creation for Intervention: Generate specific tasks and interventions targeting identified social determinants, ensuring that barriers are actively addressed.

Integration with Care Plans: Social determinants seamlessly integrate with care plans in the Health Cloud, ensuring a multi-faceted approach to patient health.

Remote Patient Monitoring

Establishes and maintain a consistent, personalized connection between care coordinators and patients, ensuring timely interventions and proactive care by closely monitoring vital health metrics.

Personalized Care Metric Targets: Care coordinators can tailor specific health targets for individual patients, ensuring each patient's unique needs are met and tracked.

Comprehensive Biometric Data Charts: Visual representations of key health metrics such as heart rate, blood glucose levels, and weight allow for easy tracking and understanding of patient health trends.

Alerts for Out-of-Range Data: Automated systems notify care coordinators when a patient's biometric data falls outside the prescribed range, allowing for timely interventions.

Medication and Clinical Management

Health Cloud Medication Management and Medication Review

Enhances the safety and efficacy of patients' medication regimens by minimizing errors and ensuring optimal drug combinations.

Standardized Information Capture: Collect uniform details regarding patients' medications to ensure consistency in data.

Medication Reconciliation: Review and consolidate the list of medications a patient is on to ensure they are accurate and updated.

Drug-to-Drug Interaction Detection: Identify potential harmful interactions between multiple drugs that a patient might be taking, ensuring their safety.



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Integrated Care Management

Empowers care managers with the ability to craft superior care plans and streamline the care coordination process, ensuring patients receive holistic, tailored care.

Enhanced Care Plan Creation: Provides care managers with the tools to develop comprehensive and tailored care plans that cater to individual patient needs.

Integration with Discovery Framework (Assessments): Offers care managers insights and recommendations based on patient data, enabling more informed care decisions.

Built on OmniStudio Framework: Offers unparalleled flexibility, enabling customization to fit specific organizational needs and processes.

Seamless Coordination: Streamlines the process of care coordination, ensuring that all members of the care team are aligned in their approach.

Health Cloud Behavioral Health

Provide healthcare professionals with a comprehensive perspective on the mental and behavioral health journeys of their patients, facilitating better care decisions and comprehensive support throughout the treatment process.

360-Degree View: Offers a complete overview of a patient's mental and behavioral health journey, ensuring that healthcare providers have access to all pertinent information at a glance.

Timeline of Key Events: Allows professionals to see a chronological overview of significant events and engagements in a patient's care journey, providing context and understanding of the patient's history.

Assessment Capture: Enables intake specialists and healthcare providers to document and review various assessments, ensuring a data-driven approach to care decisions.

Streamlined Workflow: Simplifies the steps in a patient's behavioral health journey, from the initial intake to the sessions with specialists, promoting efficiency and ensuring timely care.

Health Insurance, Policy and Claims Management

Health Cloud for Insurance

Streamlines the management of health insurance data, automate claim processes, and reduce administrative overheads, ensuring a more efficient and cost-effective way to manage member and provider claim journeys.

Integrated Document Management: Automate claim intake by integrating all required documentation in one place, ensuring a seamless and efficient claim process for both members and providers.

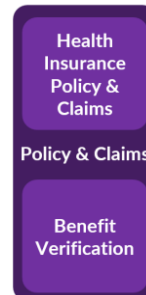
Digital Self-service Claim Tools: Reduce administrative costs and manual interventions by allowing members and providers to digitally manage their claim submissions and reviews.

Provider Claim Management: Efficiently handle provider claim denials, appeals, and grievances in a compliant manner through a comprehensive claims data model.

Integrated Service Codes and Benefits Structures: Ensure that claim reviews and payments are done against a consistent set of service codes and benefits structures.

Comprehensive Health Insurance Data Model: Provides standard objects and record types to capture and manage diverse insurance data, including participant details like employment, insurance coverage, and dependents.

Benefit and Preauthorization Management: Tools to manage the benefits provided by insurance plans to members and to handle treatment preauthorization requests made by members or providers.



Benefit Verification

Optimize the patient care experience by swiftly and efficiently identifying the health coverage available for each patient. Benefit Verification is integrated into the end-to-end patient access workflow to help caregivers and patients reduce the time and effort it takes to find out what coverage is available under each patient's health benefits.

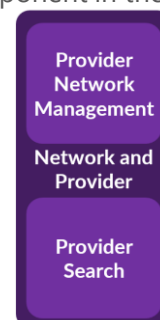
End-to-End Integration: Seamlessly integrates benefit verification into the patient access workflow.

Data Preparedness: Ensures the back-end data is set up correctly for accurate benefit verification.

Connectivity with External Services: Ability to link with multiple external services that contain patient coverage information.

Configurable Care Limit Requests: Customizable settings to tailor requests to specific verification services, ensuring accurate benefit details.

Console Integration: Empowers call center agents with a dedicated benefit verification component in their Health Cloud console for ease of access and efficient operations.



Network and Provider

Provider Network Management Add-On

The Provider Network Management (PNM) add-on for Health Cloud revolutionizes the approach to provider network management. Designed to enhance efficiency, compliance, and growth, it optimizes the provider experience, increases satisfaction, and ensures optimal patient outcomes.

Centralized Enrollment & Credentialing: By having all operations on a single platform, PNM significantly shortens the provider onboarding time, making the process smoother and more efficient.

Provider Search

Health Cloud Provider Search allows users to efficiently find healthcare providers tailored to individual patient needs. This feature offers robust search capabilities based on various criteria such as specialty, location, and insurance.

Documentation and Form Management

Intelligent Document Automation

Streamlines and optimizes the document management process within healthcare settings, ensuring efficiency, accuracy, and compliance, and enhancing patient experiences by reducing delays.

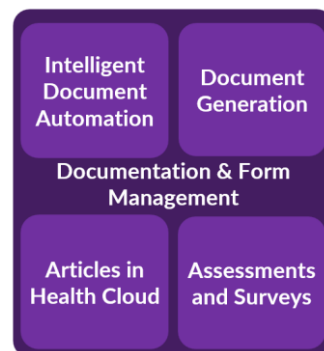
Centralized Document Management: Manage all patient and member forms from a single platform, from the point of intake to final processing.

Patient Document Upload: Allow patients to directly upload their documents via an Experience Cloud site, offering them a seamless and convenient method to provide essential information.

Automated Routing: Intelligently and automatically direct forms to the appropriate queue, ensuring quicker review and processing, and reducing the chances of manual errors.

Digital, HIPAA-Compliant Workspace: Maintain patient data security and privacy by processing and storing documents in a workspace that adheres to HIPAA standards.

Reduced Manual Data Entry: By automating the document submission and routing process, significantly decrease the need for manual data input, reducing the likelihood of errors and increasing efficiency.



Document Generation

Streamline the creation of necessary healthcare documents, ensuring they're accurate, personalized, and professional.

Template-based Generation: Utilize Omnistudio and predefined, customizable templates for consistent and standardized document outputs.

Integration with Microsoft Tools: Merge text-based files from platforms like Microsoft® Word or PowerPoint® with healthcare data sources.

Flexible Output Formats: Generate documents in various formats, including .docx, .pptx, and .pdf, catering to different needs and purposes.

Automated Data Merging: Easily integrate other data sources to produce comprehensive and detailed documents.

Articles in Health Cloud

Facilitates seamless creation, management, and dissemination of essential healthcare content, ensuring that healthcare professionals, patients, members, and care teams have access to accurate and updated information.

Content Creation and Management: Leverage Salesforce Knowledge to develop protocols, guidelines, articles, and other pertinent healthcare content with ease.

Collaborative Knowledge Building: Allow healthcare professionals to contribute, review, and refine content, ensuring it is accurate, comprehensive, and up-to-date.

Tailored Content Access: Distribute content specifically tailored for different audiences – whether they're clinicians seeking protocols, patients looking for care instructions, or care teams needing guidelines.

Searchable Repository: Users can swiftly locate the information they need through a searchable database, reducing the time spent on looking for essential data or guidelines.

Integration with Health Cloud: Seamless integration with Health Cloud means that content is directly linked with patient profiles, care plans, and other relevant modules, ensuring context-based information delivery.

Multimedia Content Support: Support for various content types, including text, images, videos, and more, to cater to diverse learning and information preferences.

Assessments and Surveys

To enhance the quality of care by collecting relevant information through assessments and surveys, allowing healthcare providers to better understand and manage their patients' or members' health.

Versatile Tools: Whether it's a standardized industry assessment or a customized member feedback survey, the platform supports various tools to capture required information.

Data Integration: Seamlessly integrate the information collected from assessments and surveys with the patient's or member's profile, ensuring that healthcare providers have a holistic view of the individual.

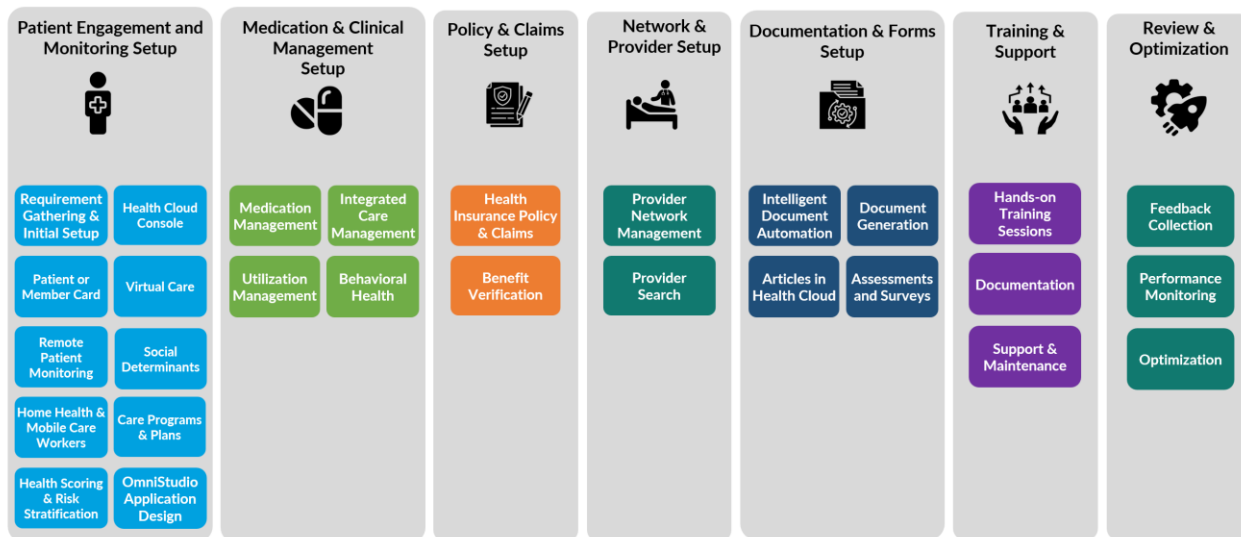
Customizability: Tailor assessments and surveys to meet specific needs, whether it's for a particular medical condition, age group, or any other specific criterion.

Real-time Analysis: Gather insights in real-time from the data collected, allowing for timely interventions and more informed decision-making.

Infinite Industries Health Cloud Implementation Services

Infinite brings a comprehensive understanding of Salesforce Health Cloud, derived from a rich blend of experience and technical expertise.

Our team bring extensive experience in Health Cloud architecture and healthcare functionality, ensuring a reliable implementation process. With customizable solutions and ongoing support, Infinite helps your organization harness Health Cloud's benefits effectively.



Patient Engagement and Monitoring Setup

Health Cloud Console

- Configure centralized patient management dashboard.
- Set up the Complete Patient View.
- Develop subtabs for detailed patient information.
- Integrate all medical details for a Comprehensive Patient/Member Overview.

Patient or Member Card

- Implement Quick Access functionalities.
- Design and implement the Highlights Panel.
- Create the Patient Card snapshot.
- Customize Patient Details Component to display relevant records.

Virtual Care

- Enable video visits feature.
- Implement self-service scheduling for patients.
- Set up automated appointment notifications.
- Provide easy access links for virtual appointments.

Home Health

- Set up efficient scheduling functionalities.
- Implement automation for recurring visits.
- Integrate field resource management tools.

Unified Health Scoring

- Aggregate health data for a multidimensional profile.
- Configure health scoring mechanism.
- Design contextual actions and prompts.
- Implement dynamic health metrics.
- Integrate Data Cloud with Health Cloud.
- Develop user-friendly visualizations for health score data.

Risk Stratification

- Integrate your patient data with the Risk Stratification app. Ensure that the data structure matches the app's requirements for risk scoring based on the CMS Hierarchical Condition Categories (HCC).
- Setting Up Dashboards.

OmniStudio Application Design

- Identify the screens, dashboards, and tools each user role requires.
- Design the flow, layout, and sequence for UI/UX elements, leveraging best practices.
- Conduct iterative reviews with stakeholders to ensure the application meets expectations.

Integration

- Connect with existing hospital systems (EHRs, EMRs, and others).

Medication and Clinical Management Setup

Health Cloud Medication Management and Medication Review

- Standardize information capture process.
- Implement medication reconciliation functionality.
- Integrate drug-to-drug interaction detection tools.

Integrated Care Management

- Enhance care plan creation tools.
- Integrate Discovery Framework for insights.
- Customization using OmniStudio Framework.
- Streamline care coordination process.

Health Cloud Behavioral Health

- Implement 360-degree patient view.
- Design a timeline for key events.
- Enable assessment capture feature.
- Streamline workflow for behavioral health.

Patient Engagement and Monitoring Setup



Requirement Gathering & Initial Setup

Health Cloud Console

Patient or Member Card

Virtual Care

Remote Patient Monitoring

Social Determinants

Home Health & Mobile Care Workers

Care Programs & Plans

Health Scoring & Risk Stratification

OmniStudio Application Design

Medication & Clinical Management Setup



Medication Management

Integrated Care Management

Utilization Management

Behavioral Health

Policy and Claims Setup

Health Cloud for Insurance

- Set up integrated document management.
- Implement digital self-service claim tools.
- Design provider claim management functionalities.
- Integrate service codes and benefits structures.
- Build a comprehensive health insurance data model.
- Implement tools for benefit and preauthorization management.

Benefit Verification

- Seamlessly integrate benefit verification.
- Set up back-end data preparedness.
- Integrate with multiple external services for patient coverage information.
- Configure care limit requests.
- Integrate console for call center agents.

Network and Provider Setup

Provider Network Management Add-On

- Centralize enrollment & credentialing.
- Enable deeper collaboration functionalities.
- Ensure credentialing excellence.

Provider Search

- Set up Provider Search component

Documentation and Forms Setup

Intelligent Document Automation

- Centralize document management.
- Enable patient document upload via Experience Cloud.
- Implement automated routing of forms.
- Ensure HIPAA compliance for workspace.
- Reduce manual data entry needs.

Document Generation

- Implement template-based generation using OmniStudio.
- Integrate with Microsoft tools for document merging.
- Offer flexible output formats.
- Automate data merging.

Articles in Health Cloud

- Facilitate content creation and management.
- Enable collaborative knowledge building.
- Tailor content access for different audiences.
- Create a searchable repository.
- Integrate content with Health Cloud.

Policy & Claims Setup



Health
Insurance Policy
& Claims

Benefit
Verification

Network & Provider Setup



Provider
Network
Management

Provider
Search

Documentation & Forms Setup



Intelligent
Document
Automation

Document
Generation

Articles in
Health Cloud

Assessments
and Surveys

Why Choose Our MuleSoft Consulting & Implementation Services

Deep Expertise & Experience

- Our team boasts vast industry knowledge and hands-on experience, ensuring tailor-made solutions for your needs.
- Our professionals are Salesforce-certified, guaranteeing top-tier expertise.



Holistic Implementation Approach

- We conduct a thorough needs assessment to align Health Cloud with your goals.
- Our end-to-end service ensures seamless integration with existing systems.

Commitment to Compliance & Security

- We strictly adhere to HIPAA guidelines, safeguarding patient data.
- Regular security updates are provided to fend off emerging threats.

Dedicated Training & Support

- Comprehensive training sessions are tailored for all user groups.
- Our support team is available 24/7 for post-implementation concerns.

For More Information

To learn more about Infinite's Health Cloud Consulting & Implementation Services for Salesforce, please contact us via salesforce-practice@infinite.com or visit www.infinite.com/salesforce