

Case Studies for

Healthcare & Life Sciences





The Johns Hopkins Hospital is a leading US-based non-profit medical institution that aims to improve community health by setting the standard of excellence in medical research, education, and patient care. With over 2400 full-time attending physicians, the hospital handles over 43K annual inpatient admissions and 94K+ emergency visits annually.

The Challenge

The Johns Hopkins Hospital wanted to develop a social collaboration platform to help patients manage their goals by involving relatives, friends, and volunteers in their care. The core objective of the platform was to provide a high-level view to the care coordinator to manage patient care efficiently.

The Solution

Persistent designed, developed, and deployed Salesforce community for The Johns Hopkins Hospital that allowed patients, caregivers, volunteers, and relatives to log in and manage goals and objectives. Additional functional modules and features were deployed, including patient appointments, checkup schedules, and event reminders, to the platform to provide a holistic experience for all stakeholders.

Persistent developed a service cloud console to allow the care coordinators to track and categorize patients and view their clinical and demographic

information. The console was also helpful for care coordinators to map volunteers with patients to help them accomplish their set goals and tasks. The board feeds feature was deployed to upload motivational articles, videos, and images to enhance collaborative efforts and live chat among all stakeholders.

Additionally, Persistent implemented an SMS dispatch feature into the platform using Twilio. Salesforce Chatter was used to enable real-time interaction and communication between care teams.

The Outcome

The social collaboration platform has helped The Johns Hopkins Hospital ensure faster patient recovery at lower costs. The care coordinators now had a birds-eye view of the care administered to patients and it helped in early intervention and care thereby resulting in more effective and holistic healthcare for patients. The hospital has significantly improved the quality of care delivered to its patients.

A leading hospital improves patient care at lower costs with a social collaboration platform

Healthcare & Life Sciences

US



Service Cloud

Experience Cloud



Large pharma company gains a 360-degree view of patient data with an integrated platform

The client is a US-headquartered publicly traded biopharmaceutical company. Its mission is to discover and deliver innovative medicines to solve today's serious health issues and address tomorrow's medical challenges. It strives to impact people's lives across several critical therapeutic areas, including immunology, oncology, neuroscience, eye care, virology, women's health, and gastroenterology.

Healthcare & Life Sciences

US

The Challenge

The client was dependent on disparate platforms to develop and launch separate and new drugs. This resulted in siloed data which delayed the innovation process and time to market for new drugs. All those platforms were expensive and highly reliant on several third-party applications. The client had multiple systems with no integrated view of patient information. This resulted in a lack of proper coordination in patient management for the client's outreach team. In line with their recent merger and acquisition activities, the client wanted to optimize business processes with the right technology solutions.

The Solution

Persistent developed an integrated platform on Salesforce to enable the client in launching multiple drug types from a single platform.

To make the integrated platform robust and comprehensive, Persistent leveraged the power of Salesforce Sales Cloud and Salesforce Service Cloud and added several operationally imperative features. The list of features included benefits investigation and verification, product, order, and territory management, patient assessment and survey, intake and knowledge management, an online reimbursement hub, and a multi-channel platform including not only digital but a telephone platform as well.

The Outcome

The solution reduced the existing 11 platforms to a single, integrated one for multi-drug launches. With this, the biopharmaceutical company now has a 360-degree view of patient data. The platform has also helped the client launch seven drugs and one-touch automation for intake and contact centers thereby reducing dependency on third-party products.

Service Cloud

Sales Cloud

Improving user experience with automation and cloud for leading renal care service provider in the US

For over 40 years, the client has been a leading provider of kidney dialysis services, with a network of over 2,000 outpatient dialysis centers in the USA.

Healthcare & Life Sciences

US



The Challenge

To cater to new payer contracts, keep up with evolving patient care needs and leverage automation to enhance patient visibility by replacing manual operations with Salesforce implementation.

The Solution

Persistent implemented the Salesforce Health Cloud to help the client overcome multiple challenges arising out of manual operations and lack of configurability of the legacy system.

The implementation included aligning the enrollment process to make patient visibility configurable. This would enable business owners to add and/or modify payers' information and other related enrollment process parameters.

To eliminate assigning patients in the queue manually, the queuing logic was automated and made configurable. The Persistent team also made the patient category list configurable to prioritize patients for calling, based on attributes which was critical for patients with kidney

Persistent also deployed the Salesforce Lightning Service console for enhanced user experience, reduced clicks and improved productivity. This allowed the client to keep up with the evolving requirements based on payer contracts and the changing needs of patient care.

The Outcome

Implementation of Salesforce Health Cloud boosted enrollment within four months and 40 enrollments were completed in the first week of implementation. This was possible because of the improved and real-time visibility of calls. Optimal staffing and connectivity enabled better utilization of resources for specific programs.



Health Cloud



Building a COVID-19 testing e-commerce portal for a leading laboratory in the US

The US-based client is a leading full-service specialty laboratory, offering a wide range of digitally-enabled, safe, and HIPAA compliant diagnostic solutions for healthcare consumers, providers, government agencies and private organizations.

Healthcare & Life Sciences

US

The Challenge

To support high test order volume as a result of growing demands for COVID-19 testing across the US by building a COVID-19 testing e-commerce portal.

The Solution

With the onslaught of the COVID-19 pandemic, the client witnessed an increase in test order volume. Persistent supported them in addressing the changing needs of the business by implementing Salesforce Health Cloud and Community Cloud that would provide them with the much-required flexibility and scalability.

They built the end-to-end patient enrollment, e-commerce, customer service and test results experience on Salesforce B2B Commerce and Community Cloud. The platform was scalable enough to provide multiple storefronts to service multiple partners for mass drive-in or on-site testing.

Persistent also provided support to scale the web portal for multiple partners like NFL, Cruises, Airlines due to growing needs of COVID testing being done all over US. Appointment scheduling based on capacity and location proximity led to a significant increase in efficiency.

The Outcome

Salesforce implementation resulted in 100% transparent, secured and HIPAA compliant test results. The unified experience and accurate appointment scheduling improved

customer satisfaction and led to an increase in revenue. With enhanced customer experience, the client was able to acquire new patients and retain existing ones easily.



Marketing Cloud

Service Cloud

Sales Cloud



Simplyhealth is UK's leading provider of health services and support, serving over three million people since 1872.

The Challenge

Healthcare & Life Sciences

UK

To improve customer experience and foster long-lasting relationships through accelerated digital transformation driven by a Salesforce-powered, consolidated customer 360 solution.



Shaping the future of private healthcare in the UK with best-in-class omnichannel customer 360 platform

The Solution

Commissioned to merge three solutions into one, consolidated Salesforce solution, Persistent completed the 'One Salesforce' project in four key stages, using an agile methodology.

The team first implemented initial 'One Salesforce' and baseline processes by merging Dental and Corporate Health Plan businesses onto Salesforce.

Next, they connected Salesforce Marketing Cloud and built

personalized customer journeys to drive customer engagement.

This was followed by migrating Consumer Health Plan business to 'One Salesforce', leveraging standardized processes across all business lines including Corporate, Consumer, and Dental.

In the last phase, the team integrated back-office systems to ensure the users had a full 360-degree view of their customers.

The Outcome

These implementations empowered Simplyhealth to execute their new digital strategy by leveraging a centralized platform successfully. The 'One Salesforce' provided a holistic customer view to improve go-to-market strategies and nurture customer relationships. The customer service team can seamlessly access

customer account and interaction history, and this has led to improved customer interactions. Moreover, the marketing team can now offer existing customers additional products tailored to their interests and deliver relevant, personalized and automated marketing journeys to their target audiences, across the right channels and devices.

Marketing Cloud

Service Cloud

Sales Cloud



Established in 1998, CareDX is a leading precision medicine solutions company focused on the discovery, development and commercialization of clinically differentiated, high-value healthcare solutions for transplant patients and caregivers.

The Challenge

To improve workflow management and amplify patient and caregiver outcomes by building a digital front door powered by Salesforce Lightning Console.

The Solution

CareDX selected Persistent to help them drive automation and implement an intuitive workflow for various stages of accessioning and order management by leveraging Salesforce Platform.

Understanding that inefficient workflow management was the biggest challenge for the client, Persistent decided to migrate order management and accessioning flow from STARLIMS to Salesforce Lightning Console to enable support for orders, patients and accessioning.

As point-to-point integrations were adding to the risk of cascading

failures, Persistent integrated other systems through MuleSoft to fetch and keep data in sync. Adding custom quick actions to the Console utility bar enabled faster scanning and data capture. Persistent also built highly configurable order search screens using custom metadata for faster order transition.

The team also enabled effective case management using Salesforce out of the box that allowed CareDX to track, categorize, prioritize cases from all channels and assign them faster to improve average resolution time.

Improving patient outcomes with a digital front door for a precision medicine solutions leader in the US

Healthcare & Life Sciences

US



The Outcome

The robust Salesforce implementation increased the number of daily accessions from 375 to 1,000 and resulted in a 60% reduction in personnel and license costs. The platform provided the client

with the much-needed scalability to handle new tests offerings and product lines and improved the productivity of resources who could now spend more time on R&D.

Mulesoft

Sales Cloud

SwanCare

Founded in 1961, SwanCare is a leading provider of integrated care facility and quality services for aged care, retirement living, at home and residential care for the older Australian population.

The Challenge

To efficiently manage lead generation activities and enable opportunity management for potential sales or rental prospects through a cloud-based CRM platform.

Australian aged care provider transforms patient experiences with data-driven insights and integrated CRM

The Solution

To better manage SwanCare's relationship with customers and ensure efficient contact management for interacting with potential customers, Persistent replaced their time-consuming paper-based process with Salesforce Sales Cloud CRM.

The Persistent team helped the client migrate all existing data for leads, accounts and contacts into the new CRM so that they could start using the system immediately. The CRM automated contact management to provide hassle-free access to critical customer information and maintain accounts, contacts, and relationships with ease. SwanCare could also track all interaction activities, including calls logged, tasks, property visits and meetings through the new CRM system.

Persistent created multiple web-to-lead forms that helped the client to capture prospects and auto assign them to the appropriate team members. This allowed SwanCare to manage and communicate with new leads through accurate qualification and profiling. The Sales Cloud CRM also helped in opportunity management and sales forecasting.

The Sales Cloud also delivered core reports and dashboards for key metrics within the business. Apart from implementing the new CRM system, Persistent also provided customized onsite training, including report and dashboard training, for end users and administrators.



The Outcome

A 360-degree view of their properties and opportunities linked to them helped SwanCare to capture all leads generated from the website and categorize them easily. With a single source of truth and complete insight

into interactions with potential or resident customers, SwanCare improved care, streamlined customer journeys, and built one of the largest and most integrated aged care communities in Australia.

Healthcare & Life Sciences

APAC

Sales Cloud

Improving patient relationships for India's leading multi-specialty hospital

Established by a renowned Indian Cardiologist, the client is one of India's largest private hospitals, catering to over 2.5 million patients annually.

Healthcare & Life Sciences

APAC

The Challenge

The client's goal was to develop a healthcare CRM tailored for businesses in India and the Cayman Islands. The CRM had to handle patient relationship management, digital marketing, appointment scheduling, knowledge management, performance visibility, patient feedback, post-visit follow-ups, and international sales. Integration with the client's homegrown electronic medical record (EMR) and other apps was crucial for seamless data exchange. The client aimed to empower healthcare providers with an efficient system to enhance patient care and streamline operations across regions.

The Solution

Persistent collaborated closely with the stakeholders to finalize requirements and develop a high-level solution. The solution comprised various components, including implementing Service Cloud to streamline domestic and international sales processes, optimize contact center operations, and manage patient complaints. Additionally, a Salesforce Marketing Cloud (SFMC) implementation facilitated marketing journeys via email, SMS, and WhatsApp. Integration with the client's EMR and the in-house Appointment app ensured seamless API connectivity.

The solution provided valuable insights through Process Insights and operational reports while ensuring data security with Salesforce Shield's PHI data encryption and auditing capabilities. Digital Engagement strategies were employed through channels like SMS, email, and WhatsApp. A tailored Patient Relationship Management (PRM) system was deployed for international patients. Lastly, complaints and feedback management was integrated with BestDoc, serving both inpatient and outpatient departments, to enhance efficiency and improve patient experience.

The Outcome

The Salesforce-powered solution enabled the client to benefit from a 360-degree view of each patient, ensure process consistency and enhance user experience with valuable data-driven insights.



Service Cloud

Marketing Cloud

Global sales and service transformation for an American multinational healthcare company

American multinational company specializing in manufacturing and distributing various medical products and services, including IV solutions, infusion systems, medical devices, biopharmaceuticals, and therapies for critical care and renal care.

Healthcare & Life Sciences

US

The Challenge

The primary objective is to optimize the sales process, encompassing all stages, from initial marketing efforts to the final delivery of products.

This includes efficiently managing tasks such as product installation, handling valuable assets, and effectively overseeing the ongoing management of medical devices.

To optimize global sales processes, enhance customer service, and unlock growth potential, the key is seamless data integration across sales and service divisions. This involves supervising assets at customer sites,

The Solution

The system offers the capability to view assets installed at customer sites, monitor device status and usage, and directly notify Technical Services through the Application, thus minimizing offline communication.

It introduces an efficient approval process enabling sales reps and managers to request new device installations, replacements, and returns.

addressing device status disparities, monitoring usage, and identifying competitor equipment. Efficient management of device tasks via the platform is crucial, requiring streamlined approvals across hierarchies. The Device Management system further simplifies multi-team approvals while enabling smooth information flow and collaborative workflows between sales and service teams to drive lead generation, capitalize on opportunities, and jointly tackle customer issues.

Sales and marketing can also seek approvals for sample product requests on behalf of HCPs. Integrating Service data into CX360 empowers sales reps to access relevant information. Moreover, sales reps and clinical support specialists can request and receive approvals for clinical training with HCPs, with training outcomes being recorded in the system, fostering collaboration and efficiency.

The Outcome

The client achieved efficiency, collaboration, and transparency by simplifying device management and approval procedures, consolidating sales and marketing efforts within the client system for streamlined operations, and providing enhanced visibility into

requests tied to specific accounts or contacts. This increased sales, improved efficiency of the sales department's by 20%, and enhanced engagement among Sales Representatives, Sales Managers, and Business Unit leaders.



Service Cloud Sales Cloud



Leading pediatric health care hospital accelerates service with patient-centric program

The client is one of the top 10 pediatric healthcare providers in the US, offering more than 50 pediatric specialty and subspecialty programs around pediatric health, wellness, and acute care services to over 300,000 patients annually.

Healthcare & Life Sciences

US

The Challenge

Considering that the hospital handled thousands of referrals every month, manual handling of paper-based referral forms added to the workload and increased the risk of errors and delays in the referral process. The complex referral management system required a staggering 70 clicks to schedule a single referral, slowing the overall process and reducing efficiency and productivity.

The legacy system with poor UX led to issues like duplication of referrals and inaccurate appointment scheduling. Inconsistent rules and lengthy processes further complicated the referral management mechanism and added to the staff's woes as they had to manage a high volume of referrals continuously.

The Solution

The client engaged with Persistent to help them overcome the challenge by automating the referral management process. Persistent implemented a Patient Centricity Program that could handle referrals and appointment scheduling with minimal manual involvement.

For mapping the referral and patient journeys, Persistent conducted digital Greenhouse workshops that streamlined operations. We also rolled out a referral management solution to identify referrals at an early stage based on the patient and specialty. This solution allowed referring provider offices in the community to send messages regarding referrals to the contact center.

The Outcome

Utilizing this solution, the client reduced referral processing time by 75% and streamlined batch scheduling for 50 patients to just 3 clicks. They also experienced a substantial 60% decrease in clicks required for both referrals and workflows.

Through the implementation of a patient-centric program and automation of previously manual processes, there has been a notable decrease in referral leakage. This initiative also reduced call handling durations, enhancing employee productivity significantly.



Persistent is a leading Salesforce partner with over 18 years of implementation and consulting experience. We are a boutique provider at enterprise scale, which means you can speak with leaders in 18 countries across the globe and yet expect local expertise that is highly relevant to your geography.

persistent.com/salesforce →

Our Salesforce Expertise

End-to-End Marketing	Sales Automation	Omni-Channel CX	Digital Commerce
Branded Engagement Platforms	Industry Cloud Implementation	MuleSoft Integration	Proprietary Solutions

Our Industry Expertise

Healthcare & Life Sciences	Banking & Financial Services	Software & Hi-Tech	Industrial & Manufacturing
Media & Entertainment	Retail & Consumer Products	Non-profits	

Our Partnership at a Glance

7,100+ Certifications	1,400+ Joint Projects	5/5 CSAT Score	300,000+ Trailhead Badges	18+ Years of Successful Partnership
---------------------------------	---------------------------------	--------------------------	-------------------------------------	---

Why Persistent Global Salesforce Practice?

Quantity Bank on our increasingly growing revenue size, employee pool & certifications	Quality We maintain a consistently high CSAT Score coupled with top analyst ratings	Footprint We cover major countries across the world and provide expertise in all major Salesforce Core Clouds
Price Various pricing models ensure our clients find a suitable plan, every time	Innovation & Knowledge Leverage our unparalleled industry and product knowledge	Speed & Agility We offer competitive time-to-market, flexible project approaches and agile processes