The technology that’s transforming healthcare

Improving patient care and service efficiency
Connecting with the connected citizen

The world has changed.

With smartphones at their fingertips, today’s citizens are connected and empowered, and they expect – often demand – a smarter customer experience.

Today’s most outcome-focused government departments are taking notice, embracing the winds of change and adopting the service models of the private sector, where an obsession with the customer has become paramount to survival.

Trailblazing departments are treating citizens like customers, putting them at the centre of everything they do and Salesforce is helping them do it.

Empowering government

The connected citizen wants more from their government. They want self-service tools, instant SMS notifications and 24/7 access. They want the easy ability to log an issue, apply for a permit and obtain health information online – and this list is ever-growing, their preferred channel ever-expanding.

The Salesforce Customer Success Platform offers a rich set of features that gives you the ability to meet these demands. By accessing the functionality needed to deploy modern tools and achieve a single view of the citizen, you’re able to deliver a higher quality mission – faster.

Salesforce is empowering government departments and agencies to build stronger connections with citizens. We can help you be more responsive, effective and efficient.

Today’s citizens are connected and empowered. They expect, and often demand, a smarter customer experience.
The world’s #1 enterprise cloud technology is built for government.

The ‘digital dilemma’ is causing widespread headaches in the public sector. Bridging the gap between where you want to expend resources (on continually innovating and improving processes) and where you’re compelled to (on costly maintenance of legacy IT systems) is a real problem.

To solve the digital dilemma you need a cloud platform that meets success criteria. Gartner has identified five success criteria when it comes to enterprise cloud platforms – they need to be innovative, trusted, open, fast and easy.

Salesforce Government Cloud ticks all those boxes, exceeding all five criteria.
Five success criteria for cloud technology

**INNOVATIVE**
- Declarative development – clicks not code
- Always on the latest version, with three seamless updates a year
- Customer-inspired enhancements
- Access to today’s and tomorrow’s technologies (mobile, social, AI, etc)

**OPEN**
- Access to millions of developers, thousands of partners and AppExchange
- APIs to connect any system, plus Salesforce Einstein to make your data intelligent
- Instantly available on any device (desktop, tablet, phone, watch, etc), without any extra code or programming
- Connect with any internal or external system from any device

**TRUSTED**
- Secure environment, with global and Australian privacy and security compliance
- Transparency through publicly-available Trust.salesforce.com, providing real-time information on system performance and security
- ASD IRAP Certified

**FAST**
- Customisable, multi-tenant environment, with the benefits of scalability
- Zero software install
- Agile, day one development, configuration and customisation (200ms response)
- Amazing performance, delivering more than 4 billion transactions per day to 150,000 customers

**EASY**
- Business Analyst prototype development, with clicks not code
- Salesforce manages 100% of the hardware and software
- Everyone can learn Salesforce for free with Trailhead
- Extensive partner network
Healthcare patient engagement

Technology is revolutionising most industries, healthcare included.

Just like any industry, patients have come to expect an efficient, seamless and personalised experience from their healthcare providers. But, with resources already stretched, how do you meet these new customer demands? The answer is technology.

Salesforce’s Healthcare Patient Engagement solution helps you put the patient at the centre of the equation, and gives you the tools to provide a seamless customer experience, from pre-admission to post-discharge care.

With a suite of capabilities, you can innovate, while focusing more on what matters most: patients. Build stronger relationships between patients, payers and care providers, while facilitating collaboration between different providers.

From smart hospitals to improved patient care and staff productivity, digital transformation presents enormous opportunities in the healthcare sector.
Salesforce’s healthcare patient engagement solutions include...

1. **PATIENT ENGAGEMENT**
   - Pre-admission
   - In-ward requests
   - Complaints
   - Care plan
   - Post discharge care
   - Actionable insight

2. **PRACTITIONER ENGAGEMENT**
   - Recruiting
   - Stakeholder management
   - Certification registers
   - VMO management
   - Complaints
   - Actionable insight

3. **HOSPITAL MANAGEMENT**
   - Maintenance requests
   - Nursing requests
   - Communications
   - Beneficiary management
   - Complaints
   - Actionable insight
Customer spotlight:
St John of God Health Care

St John of God Health Care is proving just how effective technology can be in transforming patient care.

Through its 23 facilities and 3200 beds, the organisation’s mission is to provide hope and best-in-class care. Looking to the future, St John of God Health Care knew its chief challenge was creating a smart, simple and personal experience for all of its patients.

Salesforce is helping the not-for-profit organisation realise this future and reimagine what it means to be truly patient-centric by creating a frictionless admissions process. A new, simplified online portal cuts back on paperwork and anxiety, and streamlines patient interactions, unlocking efficiency gains for caregivers.

A connected experience that puts patients first

When looking for a technology partner, St John of God Health Care wanted a solution that would centralise data on a single platform and provide a connected experience, not just during admission but all the way through each patient’s journey before their hospital visit.

It also wanted a scalable solution that would help increase efficiency. With automated prioritisation of workflow, St John of God Health Care can now focus on providing more personal care.

Stepping into hospital, patients should have space and peace of mind to focus on what matters most – their health. That’s why St John of God Health Care’s new, transformed online admissions process supports the healing journey ahead.

23 FACILITIES
3200 BEDS
85% PATIENT ADOPTION RATE in just 4 months
Contact us to talk about solutions from Salesforce Government. We’ll help you set up a strategy to start connecting people and streamlining processes like never before.

QUESTIONS?
Call us for free on: 1800 667 638 (AU)
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