Transform member relationships with the world’s #1 CRM.

Say goodbye to disconnected experiences and start connecting to your members in a whole new way. With Health Cloud, payers have a scalable digital platform that helps solve today’s most pressing challenges, while positioning your organization to meet the future demands of a changing industry.

Get a complete view of each member, guided workflows, and intelligent care recommendations – scaled across your entire network – to deliver the kind of personalized service that builds member trust.

How Health Cloud can help you build deeper member relationships:

**Complete Member View**
Access member profiles with a complete 360-degree view to understand their journey from enrollment to service, care management, and beyond.

**Intelligent Care Management**
Engage in personalized and proactive interventions with guided workflows, utilization management, and customized care plans.

**Connected Collaborative Experiences**
Engage the entire care team with digital member access through secure sites and real-time collaboration between members and providers, accessible on any channel and any device.
Take a closer look at the future of member relationships.

SALESFORCE HEALTH CLOUD FOR PAYERS

SCALE MEMBER CARE MANAGEMENT PROGRAMS

- **Utilization Management**: Automate decisions based on medical policy, monitor SLAs, and reduce manual intervention – all while reducing the cost of care and its administration.
- **Risk Stratification**: Proactively identify high-risk members with intelligent risk stratification and assign them to personalized care programs to control their conditions.
- **Real-Time Integration**: Unlock data from legacy systems and EHRs to gain actionable insights with a complete view of the member.

DELIVER PERSONALIZED MEMBER SERVICES

- **Personalized Interactions**: Increase satisfaction and personalize every member interaction with a 360-degree view of your members.
- **Intelligent Recommendations**: Provide a seamless experience and earn trust by making every member interaction an opportunity to provide proactive support.
- **Knowledge Base**: Empower agents with the right information at the right time for faster, more complete member support and case resolution.

DRIVE EMPLOYEE, PROVIDER, AND MEMBER COLLABORATION

- **Care Team Collaboration**: Empower real-time employee, provider, and member collaboration on any device for better outcomes.
- **Relationship Management**: Easily reference each member’s care team and manage relationships across household members, care plans, and care teams.
- **Digital Member Engagement**: Extend Salesforce to your members with direct member access to curated articles, assessments, cases, and claims, all through secure sites and in-app experiences.

ENGAGE MEMBERS WITH PERSONALIZED JOURNEYS

- **Omni-Channel Conversations**: Engage members at the right time on any device across email, mobile, advertising, and the web with personalized, relevant content to motivate healthy behavior.
- **Automated Workflows**: Leverage prebuilt templates and automated workflows to create tailored wellness journeys at scale.
- **Complete Journeys**: Manage the entire member journey through acquisition, onboarding, engagement, and retention to create a seamless member experience.

START DELIVERING MEMBER-CENTRIC EXPERIENCES

Explore the world’s #1 CRM, reimagined for payers. Discover how you can drive personalized and cost-effective care, streamline authorization requests, and enable collaborative workflows to achieve the best member outcomes.