What we’re able to do with Salesforce is a revolution in medicine.

Dorothea Wenzel
Merck KGaA
Darmstadt, Germany

Pharmaceutical Innovation for Health Cloud

SHORTEN TIME TO THERAPY and CREATE PATIENT PROGRAMS AT SCALE

Health Cloud connects the critical processes, data, and teams that help pharmaceutical organizations engage patients. Because when care teams get the right information at the right time, operational costs go down. Positive results go up. And patients experience the personalized support they expect.

“What we’re able to do with Salesforce is a revolution in medicine.”

Dorothea Wenzel
Merck KGaA
Darmstadt, Germany

OPERATING COSTS DOWN. POSITIVE EXPERIENCES UP.

STREAMLINE PATIENT ENGAGEMENT PROCESSES
Scale therapy-specific support programs to reduce operational costs and get more patients on therapy faster.

DRIVE PATIENT SERVICE TEAM COLLABORATION
Break down data silos with the most trusted, advanced integrations that accelerate innovation and ensure compliance.

GET ACTIONABLE DATA-DRIVEN INSIGHTS
Identify patient and HCP insights with built-in analytics for better program results and more personalized experiences.
PERSONALIZED PATIENT ENGAGEMENT AT SCALE

GUIDED PROGRAM ENROLLMENT
Improve the patient experience, increase treatment adherence rates, and shorten the time to therapy with a step-by-step enrollment guide for patient services teams.

DIGITAL CONSENT MANAGEMENT
Easily manage patient enrollment and consent forms from anywhere. Collaborate with teams across care programs, and capture e-signatures in person or remotely on a tablet or mobile device.

OMNI-CHANNEL PATIENT SERVICES
Increase positive outcomes by empowering patients to access program information and support right from their mobile device.

Sign Up
FOR A FREE TRIAL OF HEALTH CLOUD AT
sfdc.co/pharmafreetrial

76% of patients believe pharmaceutical companies have a responsibility to provide services that complement their products*

LESS THAN 1 IN 5
patients are aware of the services that pharmaceutical companies offer*

85% of companies are increasing their investment in patient-centric capabilities over the next 18 months*

*Accenture Life Sciences Better Together 2019 Patient Services Survey
accenture.com/us-en/insights/life-sciences/better-together-therapeutic-results