INFOVISION

Product:
Salesforce Non-Profit
Success Pack

Transformational Benefits for a Global Healthcare Organization

INDUSTRY - HEALTHCARE

GEOGRAPHY - GLOBAL

SUMMARY

A global healthcare leader struggled with managing patient records, donor information, Salesforce storage space, and facilitating seamless communication between patients and agents.

Challenge

Complex relationships between data points, limited access to archived data, and difficulties managing PII/PHI data were key obstacles.

Solution

Implemented the Non-Profit Success Pack and integrated multiple Salesforce environments to create a unified experience. Leveraged Health Cloud, Service Cloud, and Experience Cloud to streamline patient care and fundraising efforts. A call center solution (RingCentral with Salesforce) unified agent experiences, and paper applications were migrated to online platforms.

Enhanced patient and donor management with improved communication channels

Efficient data archiving and seamless telephonic connectivity