

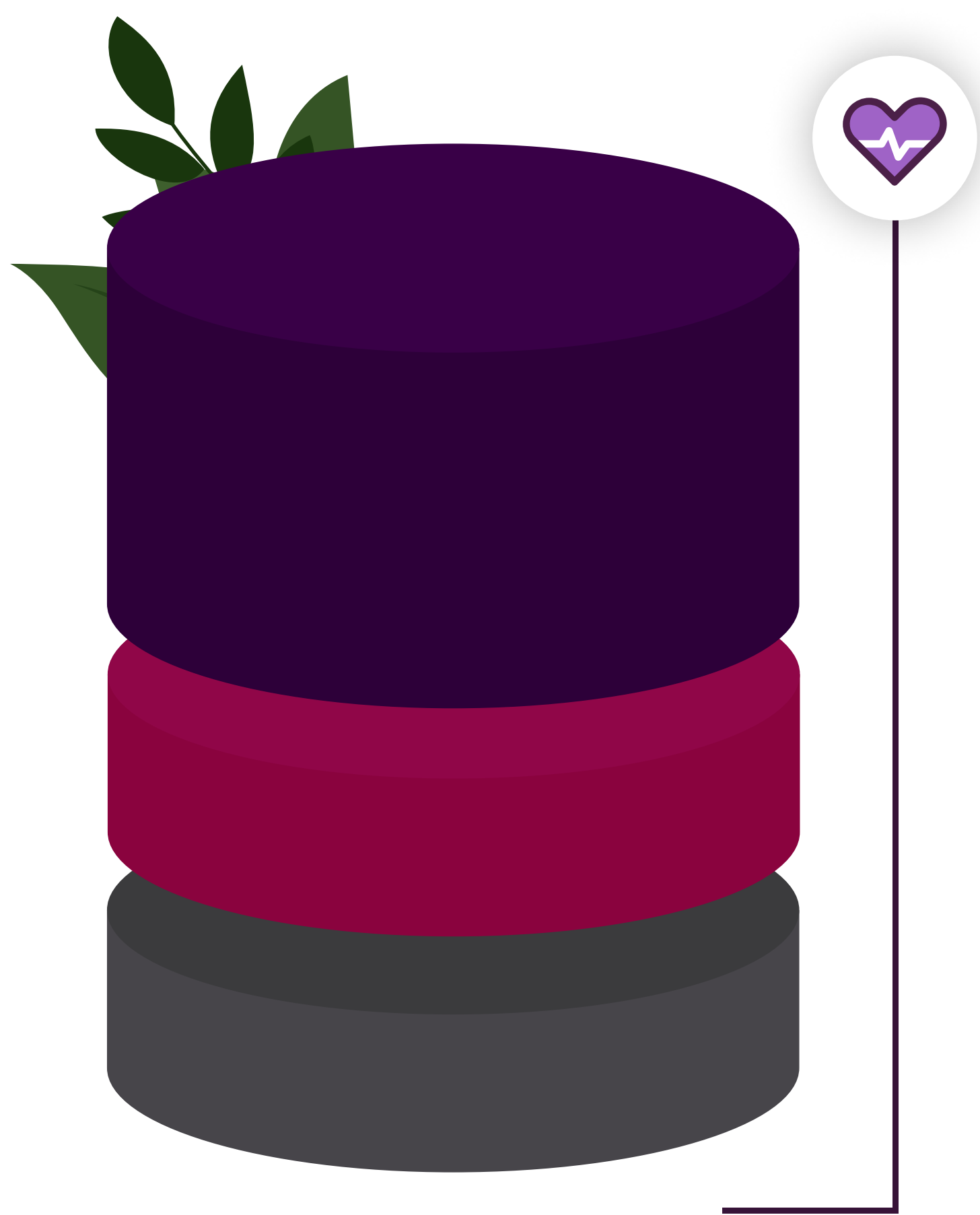
# Choosing between Health Cloud and Service Cloud



Health Cloud is the trusted, connected platform that powers the business of health, achieving customer-centricity across each touchpoint of the wellness journey to elevate the health experience, drive proactive engagement, and influence the best outcomes. Health Cloud equips employees with purpose-built apps, automated industry workflows, and AI-powered customer insights to boost efficiency, collaboration, and growth. It starts by giving them the tools they need to engage with their health community – a secure, configurable platform with modern integration capabilities, connecting clinical and nonclinical data, patient service programs, device inventory, and more into a single source of truth to provide a holistic, 360-degree view of the patient, member, or customer.

Built on the #1 CRM, Health Cloud inherits the power of the Salesforce Platform, including all the features of Service Cloud – from case management to contact center. Complemented by the expertise of a wide range of industry professionals, Health Cloud is designed to solve a specific set of business needs for public health, providers, payers, pharmaceutical and medtech organizations. This incorporates industry best practices and standards, leading to scalability, longevity, and interoperability, and helping to maximize ROI.

## Choose the product that’s right for your business:



### Health Cloud

Automated Care Processes

Extended Access

Elevated Health Experiences

Connected Ecosystems

**Service Cloud:** Health Cloud comes out of the box with powerful features from Service Cloud

**Salesforce Platform:** Health Cloud is built on the Salesforce Customer 360 Platform.

Feature	Health Cloud	Service Cloud
Automated Care Processes		
Industry Specific Data Models	✓	
Utilization Management	✓	
Benefits and Eligibility Verification	✓	
Salesforce Flow for Healthcare & Life Sciences	✓	
Intelligent Sales & Account Forecasting	✓	
Surgical Case & Field Inventory Management	✓	
Intelligent Document Reader* & Document Automation	✓	
Provider Relationship & Network* Management	✓	
Distribution Management*	✓	
Extended Access		
Referral Management	✓	
Patient/Member 360, Household, and Timeline	✓	
Virtual Care*	✓	
Home Health*	✓	
Intelligent Appointment Management	✓	
CRM Analytics for Health Cloud*	✓	
Elevated Health Experiences		
Unified Health Scoring*	✓	
Advanced Therapy Management	✓	
Guided Program Enrollment & Management	✓	
Behavioral Health App, Timeline, & Assessments	✓	
Medication Management*	✓	
Remote Monitoring Exception Management	✓	
Experience Cloud for Providers, Brokers and Members*	✓	
Connected Ecosystems		
FHIR R4-Aligned Clinical Data Model	✓	
Specialized SI and ISV Partners	✓	
MuleSoft Templates and Accelerators*	✓	
HIPAA Compliance	✓	✓

Feature	Health Cloud	Service Cloud
Service Anywhere		
Service Console	✓	✓
Case Management and Escalation	✓	✓
Case Capture: Web and Email	✓	✓
Task and Activity Management	✓	✓
Knowledge Base	✓	✓
CTI Integration	✓	✓
Omni-Channel Routing and Supervisor	✓	✓
Order and Asset Management	✓	✓
Customizable Reports and Dashboards	✓	✓
Salesforce Mobile	✓	✓
Incident Management	✓	✓
Custom Profiles and Page Layouts	✓	✓
Google Apps and AppExchange Integration	✓	✓
Lightning App Builder	✓	✓
Unlimited Customer Applications	✓	✓

✓ Included in Enterprise base user license \*Add-on for additional cost

### Health Cloud Enterprise

Out-of-the-box CRM for healthcare and life sciences.

**\$325**  
USD

USD/user/month (billed with annual contract)

### Service Cloud Enterprise

CRM for customer service

**\$165**  
USD

USD/user/month (billed with annual contract)

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