With pressure on the healthcare industry to reduce hospital admissions, demonstrate patient improvement and promote wellness, medical practitioners and device manufacturers are exploring new ways to engage patients. Salesforce® Health Cloud provides the platform, and PatientFirst from Cognizant offers the solution, ready for implementation today.

Cognizant’s PatientFirst Salesforce® solution is designed to improve communications among patients and professionals in the healthcare industry, providing a single source of truth based on a secure patient data repository hosted on the Salesforce® App Cloud. The application includes a mobile-friendly dashboard that syncs up with medical and wellness devices, automatically reporting patient activity and encouraging patient engagement through innovative gamification functionality.

Built on top of Salesforce® Health Cloud, PatientFirst leverages core industry data conventions, such as timeline (Longitudinal Patient Data) and EHR (Electronic Health Record), to build a complete view of the patient. It incorporates social, mobile and in-home self-monitoring tools that enable health consumers to manage their own health conditions and receive advice, support and care without ever leaving the comfort of their homes.

To keep patients and providers engaged, interactive “games” track progress and reward positive behaviors, facilitating lifestyle changes that result in improved medical outcomes and ongoing wellness. Doctor, patient and employee portals further enhance collaboration, tying in nurses, caregivers, pharmacists, administrators, call center agents and others as required, offering one version of truth to ensure continuity of care. This 360° view of the patient drives patient centrality and builds patient trust through a more personalized, hands-on, digital healthcare experience.

Product Features
- Multi-channel/bring-your-own-device
- EMRS/EHRS integration
- Gamification functionality
- Secure patient, doctor and employee portals
- Connects to medical/wellness/fitness devices

Experience the Benefits of Connected Healthcare
- One version of truth, 360° view of the patient
- Patient education with the right information at the right time
- Personalized healthcare experience fully supported by automation
- Continuous engagement through gamification
- Supports behavioral and lifestyle changes
- Relationship building for better healthcare outcomes

Provide a Better Patient Experience with PatientFirst
As a Salesforce® Global Strategic Partner, Cognizant provides the solution accelerators you need to create a more connected care environment with PatientFirst. Please contact us for a solution demonstration, and learn how you can achieve better healthcare outcomes, quickly and efficiently with Cognizant.