



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. 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.



## **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.

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

DOROTHEA WENZEL, Merck KGaA – Darmstadt, Germany

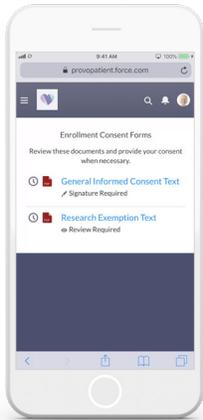
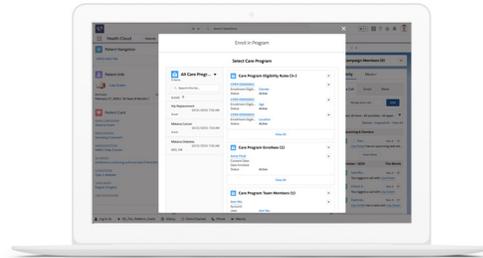
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## Pharmaceutical Innovation for Health Cloud

### 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

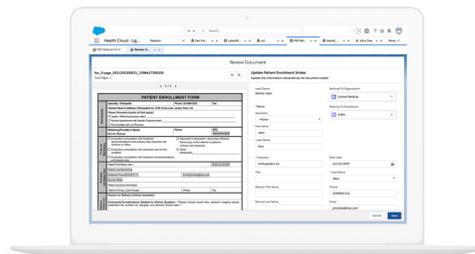
Easily manage patient enrollment and consent forms from anywhere. Collaborate with teams across care programs and capture e-signatures in person or remotely on a tablet or mobile device.

### OMNI-CHANNEL PATIENT SERVICES

Increase positive outcomes by empowering patients to access program information and support right from their mobile device.

### INTELLIGENT DOCUMENT AUTOMATION

Streamline the entire document process and improve operational efficiency with optical character recognition (OCR) technology to reduce errors and deliver faster access to care, all managed from one HIPAA-compliant workspace.



**76%**

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

**<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.\*

**WATCH THE DEMO AT [sfdc.co/PharmaDemo](https://sfdc.co/PharmaDemo)**

\*Accenture Life Sciences Better Together 2019 Patient Services Survey