

# Inspire trusted member and provider experiences while driving the best outcomes.

Built on the world's #1 CRM, Health Cloud is the connected platform that powers the business of health. By bringing together clinical and nonclinical data into a single source of truth, Health Cloud helps payer organizations gain a 360-degree view of each stakeholder to deliver trusted member experiences, improve operational efficiencies, and enable more collaborative, whole-person care on a HIPAA-compliant workspace.

## **Deliver Personalized and Trusted Experiences**

Develop end-to-end member experiences to improve affordability, boost provider-payer synergies, and expand access to care. Create centralized profiles to enhance productivity and engagement.

## **Influence Optimal Health Outcomes**

Understand and build trust through the entire consumer journey on a unified platform, from claims and billing to medication management. Implement proactive interventions with holistic health data, accelerated referrals, and tailored care pathways.

## **Streamline Collaboration and Automate Operations**

Optimize team efficiency with configurable workflows and digital coordination tools. Reduce time to care with distribution management, benefits and eligibility verification, and utilization management.

## **Get Actionable, Data-Driven Health Insights**

Unify critical health data across disconnected systems and use intelligent insights to flag exceptions, identify at-risk members, and take the best next action in realtime. Help motivate healthy behaviors on any channel, from anywhere.

**Learn how you can increase productivity by 32% at [sfdc.co/payers](https://sfdc.co/payers)**

“We needed Health Cloud to automate as many processes as possible to standardize internal practices and give our nurses a 360-degree view of the customer.”

**Dr. Víctor Fernandez**

Medical Director, Cigna Global Health





## Take a closer look at the Health Cloud benefits for Payers.

### Insurance, Claims, and Clinical Data Models

Employ out-of-the-box, customizable FHIR-R4-aligned data models for payers to analyze and report on member data.

### Distribution Management\*

Boost broker-partner relations with reduced contract cycles and greater accuracy.

### Virtual Care\*

Book remote visits and scale digital health engagement to address care disparities, from anywhere.

### Intelligent Document Automation

Manage all member forms, from intake through processing, from one HIPAA-compliant workspace.

### Utilization Management

Reduce delays and approve care with guided workflows for prior authorizations, admissions, and appeals.

### Provider Network Management\*

Accelerate provider recruitment, credentialing, onboarding, and contracting to improve access to care.

### Medication Review and Management\*

Automate drug interaction checks and document recommendations to streamline transitions in care.

### Experience Cloud for Health Cloud\*

Create engaging, personalized, and secure self-service experiences for members and providers.

### Benefit Sales and Administration\*

Utilize a single, intuitive digital portal for brokers and sales agents to quote, enroll, manage, and renew plans.

### Member Care Management

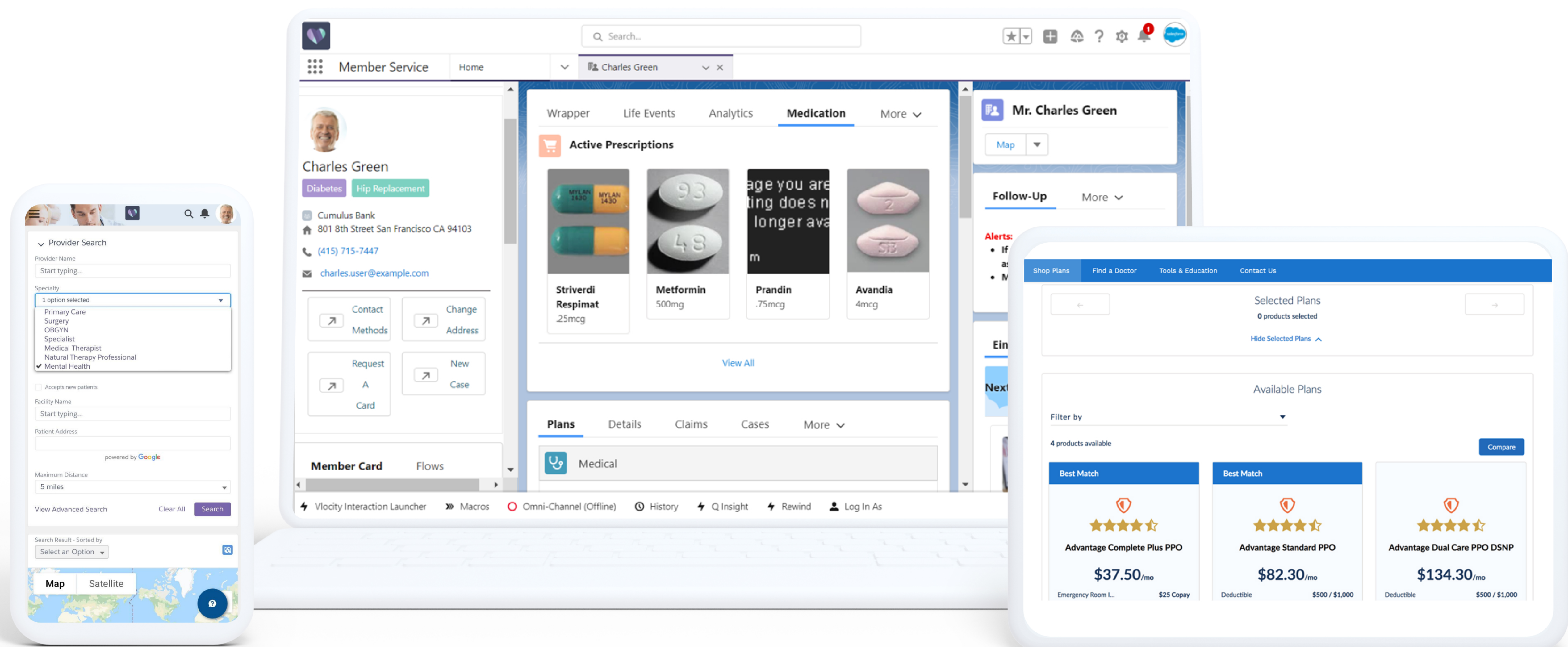
Deliver personalized care at scale by managing across customized plans.

### Unified Health Scoring\*

Gain a greater understanding of a member's health with actionable health scores.

### CRM Analytics for Health Cloud\*

Gain actionable, AI-powered member insights with prebuilt industry KPIs and best practices.



\* Requires additional license

Health Cloud includes additional features with three releases per year.