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.

“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. Victor Fernandez
Medical Director, Cigna Global Health

Learn how you can increase productivity by 32% at sfdc.co/payers
Payer Innovation for Health Cloud

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.

Watch the demo at [sfdc.co/PayerDemo](sfdc.co/PayerDemo) to see how you can power your business of health and lower development costs by 48%.
Contact us to learn more: 1-800-667-6389