

A leading global medical device company leveraged Salesforce Data Cloud, an AI-enabled platform with industry standard data models, to transform healthcare provider experiences.

Building a Centralized Data Platform to Transform the Healthcare Provider Experience in MedTech

March 2025

Written by: Dr. Nimita Limaye, Research Vice President, Life Sciences R&D Strategy and Technology

Introduction

As a leading global medical devices company with offices in over 40 countries on 6 continents, Boston Scientific was seeking a scalable and flexible solution to empower its sales force with data at their fingertips to drive deeper engagement with their customers — healthcare providers (HCPs). Boston Scientific lacked a centralized single source of truth about its HCP customers. The challenge lay in trying to integrate information from scattered and siloed data sets to generate timely insights. The lack of real-time insights limited the ability of sales teams to drive meaningful conversations with HCPs, thus negatively impacting the customer experience.

Boston Scientific needed to find a solution that could provide dynamic, real-time information to its sales team so that its members would know exactly when and how to engage with HCPs through a channel of their choice, thus improving the customer experience. The company was looking for a business-friendly solution that did not require the end user to have programming skills, and it wanted a solution that would evolve with the changing needs of Boston Scientific. Its ask was for a solution where the process of bringing data into the platform would be swift and easy and where the platform would offer out-of-the-box life sciences industry-specific data modeling capabilities. Bottom line, Boston Scientific needed a compliant, nimble, and agile solution that it could use in a fast-paced environment.

SOLUTION SNAPSHOT

ORGANIZATION:

Boston Scientific, a global medical device company, is headquartered in the United States, with revenue of \$14.2 billion.

ORGANIZATIONAL CHALLENGE:

Siloed data sets limited the ability of its sales force to reach the right customer at the right time through the customer's preferred mode of engagement.

SOLUTION:

Boston Scientific implemented Salesforce Data Cloud to enable HCP segmentation and scale HCP engagement.

PROJECT DURATION:

One year

BENEFITS:

- » Over \$100,000 saved in one year for customer segmentation
- » Built a future-looking AI-enabled data product that would help Boston Scientific keep pace with the speed at which the industry was evolving

Implementation

In 2020, Boston Scientific issued a request for proposal to three vendors to help address its need to build a centralized data platform. The company had already been using Salesforce Sales Cloud, Service Cloud, and Marketing Cloud since 2015. At that point in time, Salesforce was in the initial phase of building Salesforce Data Cloud, giving Boston Scientific an opportunity to influence the new product's road map. Since the Salesforce Data Cloud was complementing Boston Scientific's existing stack of Salesforce cloud solutions, this would considerably simplify the process of data migration, integration, and harmonization. In addition, Boston Scientific shared a good partnership with Salesforce, making it the partner of choice for this initiative.

A big proponent of starting small and building on it, Boston Scientific started with a pilot that included five use cases. One use case involved customer segmentation based on the customer's choice of engagement modality. Boston Scientific wanted to allow its customers to choose how they wanted to consume information. Another use case was related to building awareness and educating existing customers about the new technologies that Boston Scientific had to offer.

Boston Scientific and Salesforce partnered together to move customer data to Data Cloud. Boston Scientific then trained its teams on how to use the platform, identified key performance indicators, and assessed the business value of this initiative. The initial process of implementing Salesforce Data Cloud was pretty seamless, requiring only two to three months. Based on the success of the pilot, Boston Scientific rapidly rolled this initiative out to five other divisions, using a hub-and-spoke model to implement the Salesforce Data Cloud enterprisewide. The hub served as a center of excellence (COE) that delivered new capabilities and helped with onboarding new divisions while retaining critical roles within the COE. As Salesforce Data Cloud was a new product for both Salesforce and Boston Scientific, the teams engaged closely and worked together to get it up and running. Salesforce provided the highest tier of support and an enhanced level of access to the Boston Scientific team. Since Boston Scientific wanted to be an early adopter of AI and an early innovator, it has also been piloting Agentforce and has had a positive experience so far.

Challenges

As Salesforce Data Cloud evolved, the product strategy pivoted. The product was initially called Customer Data Platform, then Genie, and then Data Cloud, creating some perceived inconsistency in the messaging around the core value proposition. While the initial focus was on HCP activation and segmentation, the product evolved to become an AI-enabled data lake with multiple features. While Boston Scientific currently scores the Salesforce Data Cloud as a 4/5, the company wants Salesforce to focus on product innovation as the industry evolves, enabling AI-driven use cases to make it a 5/5.

The other concern is that while Boston Scientific sees this as a premium product, it notes that it has premium pricing as well.

How Salesforce Transformed the HCP Experience

The Salesforce Data Cloud played a key role in transforming the HCP customer experience for Boston Scientific. Boston Scientific said it has realized the following benefits and capabilities:

- » **Cost savings:** The company achieved over \$100,000 in savings in one year through its pilot on customer segmentation.

- » **Improved operational efficiency:** The development time decreased from months to weeks.
- » **Enhanced customer experience:** By using Salesforce Data Cloud, Boston Scientific could run the analytics to identify the preferred modalities of engagement for its HCP customers, resulting in improved customer satisfaction.
- » **A future-looking AI-enabled data product:** Salesforce has embedded Agentforce in Salesforce Data Cloud, which will help Boston Scientific keep pace with the speed at which the industry is evolving.
- » **Life sciences industry standard data modeling and a business-friendly solution:** This capability eliminates the need for the Boston Scientific team to invest efforts in programming and modeling, allowing it to focus on leveraging the insights generated to optimize the customer experience.
- » **Seamless data feeds into Data Cloud:** The Salesforce Data Cloud has prebuilt connectors with the other Salesforce clouds and AWS, making data migration, integration, and harmonization easier for Boston Scientific.
- » **Flexibility and configurability:** As Salesforce evolved its core product, it provided some flexibility to configure the product and to extend the data model to meet Boston Scientific's needs.

Methodology

The project and company information contained in this document was obtained from multiple sources, including information supplied by Salesforce and questions posed by IDC directly to Rohit Verma, global IT director, Boston Scientific.

Salesforce Data Cloud empowered Boston Scientific's sales teams to understand and serve their customers better by providing them with a flexible and scalable centralized data platform that generates critical real-time insights.

About the Analyst



Dr. Nimita Limaye, Research VP, Life Sciences R&D Strategy and Technology

Dr. Nimita Limaye provides research-based advisory and consulting services as well as market analysis on key topics related to R&D Strategy and Technology in the life sciences industry. Her research focuses extensively on AI/GenAI. She is the recipient of the 2024 DIA Global Inspire award and is the past chair of the board of SCDM.

IDC Custom Solutions

IDC Research, Inc.
140 Kendrick Street
Building B
Needham, MA 02494, USA
T 508.872.8200
F 508.935.4015
blogs.idc.com
www.idc.com

IDC Custom Solutions produced this publication. The opinion, analysis, and research results presented herein are drawn from more detailed research and analysis that IDC independently conducted and published, unless specific vendor sponsorship is noted. IDC Custom Solutions makes IDC content available in a wide range of formats for distribution by various companies. This IDC material is licensed for external use, and in no way does the use or publication of IDC research indicate IDC's endorsement of the sponsor's or licensee's products or strategies.

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives.

©2025 IDC. Reproduction is forbidden unless authorized. All rights reserved. [CCPA](#)