

Prioritize your customers from data to device, with Agentforce.

Productive sales teams, efficient operations, and precise forecasts aren't just business goals. They're a prescription for long-term success and healthier outcomes – from provider relations to ongoing patient monitoring. Agentforce Life Sciences is the trusted, connected platform that ties all stakeholders together across the medical product and commercial lifecycle. With a full 360-degree view of your business and stakeholders, MedTech organizations can optimize performance and lower costs.

Connect data, people, and processes.

Drive Efficient Operations

Centralize key data from prototype development to procedure sales. Automate tasks to unlock efficiencies and greater transparency.

Harness Real-Time Data Insights

Gain insight into customer needs, equipment inventory, and detailed projections for smarter decision-making.

Improve Sales Team Productivity

Achieve better business results through a fully connected clinical selling experience, with personalized engagements for impactful interactions.

“We were able to start looking at trends and start predicting what our customers will need.”

Karen Grady
Senior Director, Customer Experience
Hologic

HOLOGIC®

34%

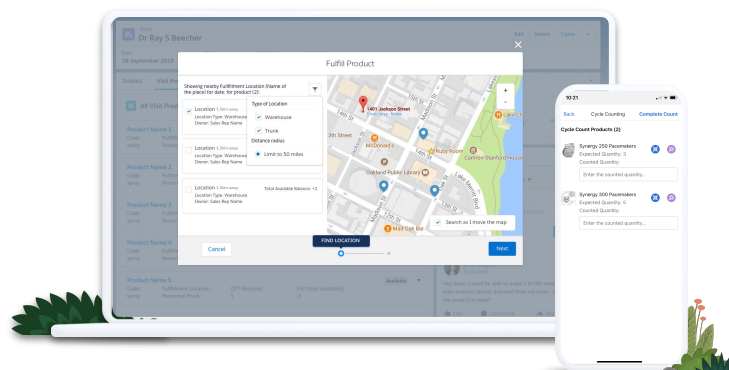
Increase in healthcare provider satisfaction*



Agentforce Life Sciences features for MedTech

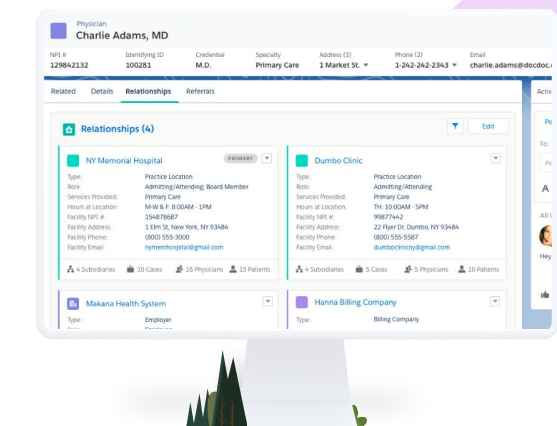
Field Inventory Management

Seamlessly oversee trunk stock and consignment inventory at field locations, manage cycle counting with barcode scanning, and proactively monitor expirations to reduce write-offs. Simplify transfers with replenishment and approval workflows to avoid missed procedures.



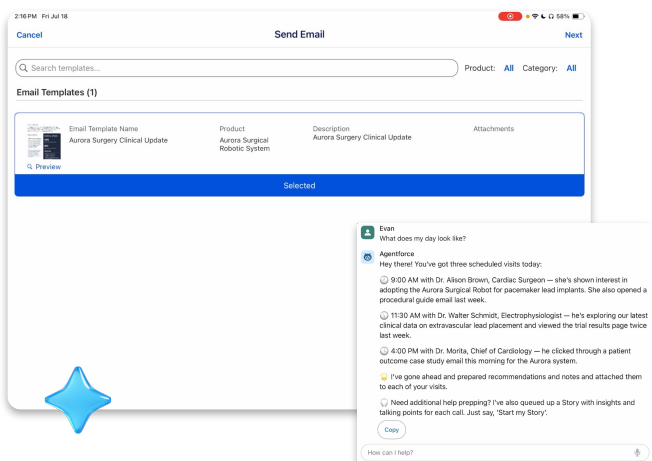
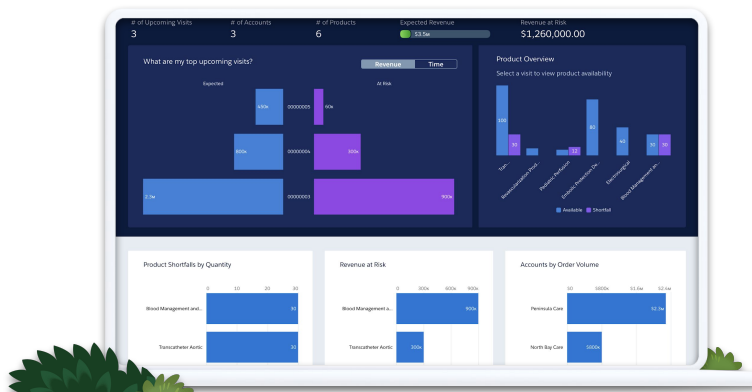
Provider Relationship Management

Deepen connections with a 360-view of provider information – including licenses, education, work history, references, professional liability coverage, health status, and restrictive actions – all in one place. Surface relationships that empower sales to interact with key decision makers and close deals faster.



Analytics for Agentforce Life Sciences*

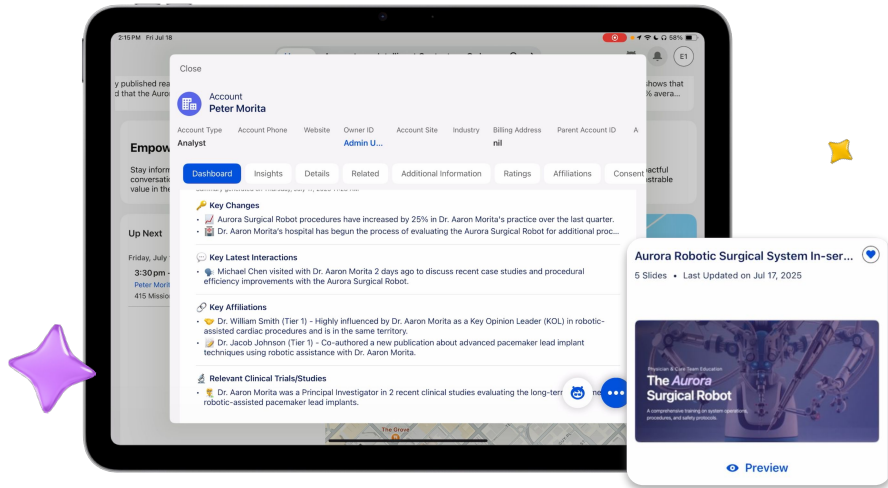
Gain key account and onsite analytics to ensure the right medical products are available. Identify growth opportunities with revenue and risk projections, and visit performance over time, on a customizable, enterprise-ready platform.



Automate Processes with Agentforce*

Leverage Agentforce to create personalized medical sales emails, validate patient benefits, sales call summaries and insights to accelerate medical device sales cycles. Quickly pull up relevant information for accounts or patients to provide a seamless service experience.

* Requires additional license



Advanced Account Forecasting

Jointly develop aligned estimates for greater revenue, profitability, and customer satisfaction, at scale. Analyze customer, product, and territory performance with unified run-rate and pipeline forecasting algorithms, based on business metrics.

Surgical Case and Visit Management

Enable reps to check availability ahead of time, optimize routes to sites with Maps*, handle tasks, register patients and devices, and annotate doctor visits from the convenience of a mobile app. Optimize maintenance and reduce travel time with geographic assignments to prevent lags in critical care with Territory Planning*.

Experience Cloud for Life Sciences*

Create engaging, personalized, and secure digital experiences for providers, GPOs, and distributors with easy-to-use templates and embedded business processes. Provide transparency into billing and service in a user-friendly portal.

CPQ* & Sales Agreements

Use intelligent quoting to negotiate complex deals and configure kitting, bundled, or customized pricing. Provide visibility into contract terms such as planned volume commitments, schedule frequency, and tiered payments. Integrate order actuals with ERPs in real time and proactively manage compliance to avoid leakage.

Advanced Therapy Management

Reduce expensive errors in multi-step scheduling, respecting manufacturing lead time and available capacity among various sites and treatments. Simplify rescheduling and cancellations for personalized prosthetics and implants based on preset rules and patient availability.

Rebate Management*

Incentivize customers to buy more with calculated discounts, cross-selling, and upselling recommendations. Share threshold attainment with partners and drive the right behaviors with transparency into program performance, while collaborating via partner portals.

Product Catalog Management

Seamlessly manage an entire product portfolio with robust components like attributes, product classifications, definitions, and rules.

Salesforce Flow for Agentforce Life Sciences

Increase accuracy and efficiency with OCR technology, digitized processes, and intelligent document management. Build, automate, and execute workflows for repeatable customer use cases to deliver guided health interactions.

Patient Engagement

Contextually engage with patients using Agentforce powered summaries, benefits validation and program outcome management.

** Requires additional license*