

A ROBUST SALESFORCE SOLUTION

ELEVATES THE FOCUS ON PATIENT CARE AND SATISFACTION

Salesforce Communities® equips Health Leads and its advocates with a new and differentiated healthcare service model.

THE BOTTOM LINE

2,000-HOUR REDUCTION IN TIME
SPENT ON PATIENT IN-TAKE

75-PERCENT REDUCTION IN TIME
SPENT ON NEW ADVOCATE TRAINING

IMPROVED COLLABORATION

Health Leads works with clinic and hospital partners to address all patients' basic resource needs as a standard part of quality care. By addressing basic resource needs of patients, such as food, housing, and other fundamental needs, Health Leads has 22 centers across the country and 1,000 volunteer advocates who enable clinics and hospitals to offer comprehensive care for their patients.

The challenge

Health Leads used spreadsheets and a legacy patient management database to track patient and services information. The legacy database made it difficult to enter, track, and share patient information both internally and with hospitals and clinics serving patients' needs. In addition, volunteer advocates found the current system cumbersome, making it time consuming to train new volunteers.

The solution

We helped Health Leads realize its vision through development and deployment of Salesforce Service Cloud, Communities, and Mobile.

Salesforce Service Cloud®—We designed a custom case management process within the Service Cloud Console that greatly improved Health Leads' new patient intake process. We modeled the user experience after familiar online shopping tools to improve ease of use and adoption among the volunteer advocates.

Salesforce Communities®—Health Leads knew that to provide a better overall experience for patients, it would take a community. With Salesforce Communities, Health Leads' staff, hospital partners, and the volunteer advocates are now able to share best practices and post questions securely in the HIPAA-compliant system. This has greatly

improved collaboration and produced a better result for patients.

Mobile—Volunteer advocates can easily access the application from their iPads so they can stay connected with their patients' cases.

Integration—We seamlessly integrated Health Leads' platform with hospital and clinic applications to ensure patient data is up to date.

The results

Operational savings—including a 2,000-hour reduction in the patient in-take process, allowing advocates more time to focus on patient care and satisfaction

Increased efficiencies—including a 75-percent reduction in time spent on new advocate training activities

Improved collaboration—including increasing advocate efficiency by enabling advocates with mobile access to patient information

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"Having a Salesforce Platform expert on your team is a critical key to success. I want to thank our team for all their help building our community."

Zach Goldstein, Director of
Systems & Technology
Health Leads