Transforming Healthcare and Life Sciences with Data and AI

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Speakers:

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Speaker C - 48.88%

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Notes:

- Salesforce's top three healthcare innovations are AI built for healthcare, patient and member services advancements and public health platform upgrades. These innovations are transforming the way we approach patient care, streamline services and manage public health.

- access Hope uses Salesforce to enhance their service experience. Axis Hope was founded by City of Hope with its mission to democratize cancer care. Abhishek Kumar would recommend Salesforce should have this benefit as well.

- The biggest thing that we found was while there was a lot of regulation hanging around,

we were pretty quickly able to start up and ramp up very, very quickly. It's paramount to keep the focus on the product. The product has to evolve and that propels the company.

- clinical operations outside of any EMR is a, ah, very difficult task to do. That's where Salesforce truly made a monumental difference for us. The customization is such an important salesforce option.

- Salesforce and access hope collaborating to deliver the best customer experience. To learn more about how AI can drive efficiency and provide a better patient experience, scan the QR code on your screen to read the Harvard Business Review report.

- Life sciences Cloud turbo charges clinical trials by seamlessly connecting trial teams, patients and clinical data on one unified platform. Top three ways life sciences Cloud is supercharging the life sciences industry with AI powered engagement across clinical, medical and commercial.

Speaker A   00:00:00

My niche Jindani and here to tell you about the top three groundbreaking healthcare innovations brought to you by Salesforce. These innovations are transforming the way we approach patient care, streamline services and manage public health. Number one, AI built for healthcare. Salesforces AI, built specifically for healthcare, is a game changer in the industry. Imagine a system that leverages artificial intelligence to streamline numerous tasks. From analyzing patient medical histories and summarizing provider notes to generating personalized patient outreach emails. This innovation is all about efficiency and accuracy. By automating these critical processes, healthcare organizations can offer more personalized and timely care. Number two, patient and member services advancements. Next up we have patient and member services advancement that enhance patient interaction and support. This includes a robust contact center for immediate support, pharmacy benefits reverification to ensure accuracy in medication coverage, and financial assistance management to help patients navigate their healthcare costs. This suite of tools is designed to improve patient experience and ensure that every aspect of service is covered with precision. Number three, public health platform upgrades. Last but not the least, public health platform upgrades. This innovation is essential for managing and responding to public health challenges. It includes disease surveillance to monitor and track outbreaks, a UH behavioral health application to support mental wellbeing, and a crisis support application for immediate assistance during emergency. Plus, it features intelligence assessments to provide a insights and support for better health outcomes. This platform empowers public health officials to act swiftly and effectively in safeguarding community health. And there you have it, Salesforce's top three healthcare innovations. Each of these solutions is designed to revolutionize the way we approach healthcare, making it more efficient, patient centered, and responsive. To learn more about Salesforce for healthcare, click on the QR code on your screen now. Stay tuned for more updates on latest in healthcare technology.

Customer service is important for every industry, but it's truly the name of the game for healthcare. And that's why Salesforce offers customized solutions for the healthcare industry. And today, we're going to spotlight how access Hope uses Salesforce to enhance their service experience. I'm Carrie Chow, joined by access hope CIO Abhishek Kumar. Abhishek, thank you so much first of all for joining us. Tell us a little something about access hope and what were some of the pain points, the challenges you were facing before you implemented Salesforce?

Speaker C   00:02:58

Yeah, first of all, happy to be here. It's pretty wild and pretty and knowledgeable at the same time. Um, so Axis Hope was founded by City of Hope with its mission to democratize cancer care. When it started, we found that in a typical local oncologist community setting, there is a knowledge gap between what is called typical care and then what is called optimal care. So access Hope was founded, uh, as a cancer benefit solution given to large employers, self insured employers, where what we do is we bridge this knowledge gap by bringing the member closest to the specialty centers. So we are partnering with six specialty centers, they're called NCI centers, um, City of Hope, Fred Hajj, Dana Farber, Northwestern, Emory, um, and us. So we serve around 5 million members through 140 plus organizations today, 30 plus fortune five um, hundred companies. And um, I would recommend Salesforce should have this benefit as well.

Speaker B   00:03:59

Absolutely. What were some of the challenges, speaking of Salesforce, that from a workflow standpoint and just pain points that you were facing that made you want to implement Salesforce?

Speaker C   00:04:07

Yeah. So when you're starting up, um, it's paramount to keep the focus on the product. The product has to evolve and that propels the company. If you get distracted by things like infrastructure, security, regulation, compliance, it becomes a lot of uh, effort. It takes a lot of effort and resources in trying to get those things up and running. So with Salesforce, the biggest thing that we found was while there was a lot of regulation hanging around, um, we were pretty quickly able to start up and ramp up very, very quickly. We found product market fit very early in our journey and that brought sort of a need for best in class infrastructure, best in class security, best in class regulation and compliance. And we couldn't have done it all by ourselves. So Salesforce was almost like a perfect platform m for us. It helped us ram very, very quickly and then also comply to all these regulations. So we kicked off at sales cloud and here we are, we are almost using five clouds on the Salesforce platform and pretty soon uh, artificial intelligence. Uh, in the next couple of months.

I want to dip into artificial intelligence in a second here, but can you tell me about, I want to get into specific use case examples. What was something that you noticed? Hey, this is where Salesforce truly made a monumental difference for us.

Speaker C   00:05:22

Yeah. So you know um, clinical operations outside of any EMR is a, ah, very difficult task to do because like I said, there's data security compliance, etcetera. So you wouldn't really find another platform other than the true EMRs where you can actually customize your workflows. We are not a provider organization, so therefore we do not typically have an EMR M workflow. So our choices were you could go in and start your own, you know, uh, health, uh, cloud related operational workflows on a openstack, something but then there was health cloud that was available on Salesforce, so we could pretty much adapt it very, very quickly without having the need to, you know, build everything from zero to 100, still being compliant to regulations, still having those data security and also having the freedom to customize it. You know, every healthcare adjacent company is different than the EMR that is available. The EMRs are very strictly, um, they have workflows related to providing care. But whenever you get into adjacent healthcare practices, then EMR truly doesn't stand up to those configurations. That's where Salesforce, uh, becomes very powerful and we have enjoyed uh, every minute of using that platform.

Speaker B   00:06:33

The customization is such an important salesforce option. You mentioned it already, AI, all the talk right now, how is access hope? Thinking about using Aih AI is going.

Speaker C   00:06:46

To make a profound impact, not just on our industry everywhere, as we can see in Dreamforce as well. Um, but we want to be responsible and ethical. Uh, we deal with patient and member data, so we have to be careful in what we can do with that data and make sure there are regulation, um, compliance, privacy that is abided by. However, we also want to, we have a bigger dream to reach into every member's treatment plan as accessories to really give them the benefits of accessories that would require a rapid scale. And to get there, you have to hide the complexity of AI while still supercharging our employees to do more with what they have. Um, we could do all of that ourselves, but then we have to build a team, um, then you have to build a roadmap and by the time you deliver it, there is something else. So we are pretty excited with the AI roadmap that Salesforce has. And we think if adopted in time we can supercharge our employees to do five x the work that they're doing. I hope they're not listening to this video, but we truly think we can scale access open is destined to scale ten x 100 x and AI would be play a pivotal role in that.

Incredible potential impact there. Uh, you have it. Salesforce and access hope collaborating to deliver the best customer experience. Thank you all for joining us. To learn more about how AI can drive efficiency and provide a better patient experience, scan the QR code on your screen to read the Harvard Business Review report.

Speaker D   **00:08:17**

Let's dive into the top three ways life sciences cloud is supercharging your clinical, medical and commercial teams. We're talking innovation, efficiency and outcomes. Number one, accelerate clinical R and D innovation. Life sciences Cloud turbo charges clinical trials by seamlessly connecting trial teams, patients and clinical data on one unified platform. With intelligent insights and real time data, you can rapidly identify high performing trial sites and recruit and retain the ideal patients for your studies. This not only helps you avoid costly patient dropout, but enables faster, smarter decisions, accelerating time to market for new therapies. Number two, enhance the patient experience. Life Sciences Cloud's AI powered platform streamlines the enrollment process for patient support programs and guides patients through their treatment journey with personalized, timely engagement, helping them get access to life saving therapies faster. Number three, achieve commercial excellence with life Sciences Cloud's unified data and analytics in the flow of work, your commercial teams have an unprecedented 360 degree view of hcps, enabling you to compliantly integrate sales and marketing and medical engagements across every channel. From AI driven analytics to real time engagement insights, life sciences cloud enables your teams to deliver hyper personalized hcp engagement at scale. There you have it. The top three ways life sciences Cloud is supercharging the life sciences industry with AI powered engagement across clinical, medical and commercial. To learn more about life sciences Cloud, click on the QR code on your screen or go to SFDC co lscloud thanks for watching.