

Keynote Your Prescription for Healthier Connections with AI

Auto-transcribed by <https://aliceapp.ai> on Tuesday, 17 Sep 2024.

Synced media and text playback available on this page:

<https://aliceapp.ai/recordings/UhVHmrbNP26qgo1X0lpkOzFcw5sMB4Sn>.

Words	8,069
Duration	00:51:12
Recorded on	Unknown date
Uploaded on	2024-09-17 22:22:55 UTC
At	Unknown location
Using	Uploaded to aliceapp.ai

Speakers:

Speaker A - 16.06%

Speaker B - 12.39%

Speaker C - 26.06%

Speaker D - 11.8%

Speaker E - 11.27%

Speaker F - 9.1%

Speaker G - 7.08%

Speaker H - 6.25%

Notes:

- Brianna is one of the music therapists at UCSF Benioff Children's Hospital in San Francisco. Every day, she uses music therapy to help children heal, overcome trauma, and

find comfort during challenging times. Music reduces stress and deepens connections within communities. Let's experience the connecting power of music together.

- We modernized 13 different systems into one platform in nine months. Over that period of time, we've been able to close 14,000 care gaps. Now we're excited to do that with utilization management and prior authorization, which we'll be releasing with Salesforce next year.

- Today, we're going to focus all in on Life Sciences Cloud. Life Sciences Cloud is an end-to-end engagement platform. Connects the full journey of a patient or a physician. Can go out to external systems like clinical trials or SAP. This is a new cloud at Salesforce that was born in the era of AI.

- Many of your organizations are still mired with disparate systems. Teams continue to operate in silos using different systems. Connected applications can turn your system of record into a system of insight with embedded AI. This is what Life Sciences Cloud can do for you.

- But enough of talking about it. Let's show you. So I'd like to welcome the stage, my friend, Joe Ferraro, huh? And Lucas Meyer. I'm good. All right.

- Dreamforce is also full of surprises, and we do have three Apple Watch giveaways for three lucky winners. Check under your seat and see if you hold the golden ticket. If you do, you get an Apple Watch.

Speaker A

00:00:00

Hello.

Speaker B

00:00:02

Hello, everyone. Thank you so much for having us. My name is Brianna, and I am one of the music therapists at UCSF Benioff Children's Hospital in San Francisco. And I'm here with my incredible music therapy team. We have Jenny, we have Matt, and, uh, we have Madeline.

Speaker C

00:00:22

At our hospital, we use music therapy.

Speaker B

00:00:24

Every day to help children heal, overcome trauma, and find comfort during challenging times.

Speaker D

00:00:30

Music reduces stress and deepens connections within communities. And today we're

bringing a taste of that experience here at Dreamforce, which is.

Speaker A	00:00:38
Where all of you come in in just a very short period of time. We're going to build a really nice musical composition, and each of you are going to have different parts, okay? So we're going to experience the connecting power of music together. If you're over here and you can see Madeline, you're in her section. And her part, you're gonna sing on bum. Sounds like this.	
Speaker E	00:00:56
Here we go.	
Speaker D	00:00:57
Bum bum um bum bum bum bum join in.	
Speaker A	00:01:04
Come on, a little louder.	
Speaker D	00:01:05
Um, um.	
Speaker F	00:01:07
It's easy.	
Speaker C	00:01:10
Okay, stop.	
Speaker A	00:01:11
Keep that in your memory, though. Okay?	
Speaker G	00:01:12
Nice.	
Speaker C	00:01:13
Very good.	
Speaker A	00:01:13

Right now, Brianna's group over here, this section, you're going to sing a very similar part on bum. But it's like this.

Speaker B 00:01:22

Bum um bum um bum bum bum.

Speaker E 00:01:25

M bum um bum bum bum.

Speaker A 00:01:27

Join in.

Speaker B 00:01:28

Um, um, um, um. M um, um.

Speaker A 00:01:34

Okay, stop. You got it. Remember that, all right?

Speaker E 00:01:36

The best group.

Speaker B 00:01:37

The best group.

Speaker A 00:01:38

Very good. Now, Jenny's group over here, you've got a melody, okay? So pay attention.

Speaker E 00:01:44

And we're all in this together.

Speaker A 00:01:45

Ah, yes.

Speaker H 00:01:45

Here we go.

Speaker C 00:01:46

Da, da, da, da, da da.

Speaker B

00:01:50

You can watch my hands.

Speaker D

00:01:51

Da, da, da, da, da da.

Speaker E

00:01:54

Amazing.

Speaker C

00:01:55

Da da, da da, da, da, da, da, da, da da okay, stop.

Speaker A

00:02:03

Very good. You've got it. Okay, now, keep that up here. This is where we bring everybody in together, but we're gonna do it one at a time over here. So again, Madeline's group. Here we go.

Speaker D

00:02:12

Bum bum bum bum bum bum bum yep, feels good, right? Bum bum bum bum bum bum bum.

Speaker C

00:02:24

Bum um bum m bum bum um bum bum. Here we go. Good.

Speaker D

00:02:36

Sing it out.

Speaker C

00:02:45

It's soft.

Speaker B

00:02:49

Um.

Speaker A

00:02:49

A little louder.

Uh, um. Fill the room.

Speaker A 00:03:02

Okay, now, stop.

Speaker D 00:03:04

Two.

Speaker A 00:03:05

One, two. Right back in. There's 1700, people. Get loud. Let's fill it.

Speaker C 00:03:16

Bum bada 4321.

Speaker A 00:03:24

Stop. Very good. We're gonna build a chord. Uh. Come on.

Speaker C 00:03:36

Ladder. Ladder.

Speaker A 00:03:37

And. Ah.

Speaker C 00:03:38

Uh.

Speaker E 00:03:40

Cool.

Speaker A 00:03:41

Thank you, everybody. Well done. You just experienced the connective power of music therapy. Very good.

Speaker C 00:03:50

Amazing. Well, welcome, everyone. What a fun performance led by our music therapy group at UCSF Children's Hospital. I don't know about all of you, but don't you all feel better that music therapy is real? It's amazing to experience it. Thank you so much for the

work that you do and the impact you make to so many children in need. As many of you know, September is childhood cancer awareness month. And in honor of the work that you do, it is my privilege and honor on behalf of Salesforce, to present a \$20,000 donation to the music therapy group at UCSF. Thank you. Let's give them all a hand. Everyone, thank you for the amazing work that you do.

Speaker B

00:04:30

It makes such a real difference. Thank you.

Speaker C

00:04:32

Thank you.

Speaker B

00:04:34

Thank you all.

Speaker C

00:04:35

Well, hello, everyone. My name is Madeline McRae. Welcome to our hls keynote. You can call me Maddie. That's what everyone calls me. It is a pleasure to be here today with all of you. It's so nice looking out into the audience and seeing so many familiar faces of our customers and our partners. I want to start with a moment of gratitude, a huge moment of gratitude to say thank you to all of the amazing people that are part of the healthcare and life sciences ecosystem. Thank you to our partners, to our trailblazers, to our customers, to all of you that make up this ecosystem. It is really incredible. We are all patients and consumers of healthcare, and we need all of you. So thank you for the work that you do every single day to bring better and healthier lives for all of us. We have made so much progress as an industry. It's actually unbelievable. If you think back just 15 years ago, we were still moving systems of record off of paper. Just last year, we were talking about the possibilities of AI, what we could do, what time savings and cost savings we could achieve. But now, today, we're not just talking about possibilities anymore. We're actually seeing the value and the benefit of bringing AI and trusted data together. And we are making incredible transformations within this industry. We are at an incredible moment today. We are very compelled to meet this moment together. We have made so much progress. And if you think about the, uh, opportunities that we have by combining AI and trusted data and you bring all of that together, the possibilities are endless. And we're doing all of this with humans at the helm. AI is not going to replace people, nor do we want it to, but rather, it will help us unlock our human potential so that we can move faster. We can do things m with more productivity and be more efficient. But we all know that there are challenges. It all starts with data when we have disconnected data and disconnected workflow and systems, it makes it very, very challenging. So we start with the foundation of data, trusted data that we're then able to layer on our AI tools. You heard

about agent for us today in Mark's keynote. There's so much great innovation that's happening right now, but we know that we also have a lot of complexity in our systems. We have siloed legacy systems, we have disconnected workflows. We have so many things that we are managing in this business, in this industry, but what we really want to get to is creating true health experiences for everyone. We want to create experiences like you're used to receiving in retail and financial services. We want to empower our patients, your staff. People are burnt out. This is what we're trying to get to and we are well on our way. We are here to partner with you together to make this happen. We are on continuous innovation. We are here to help you unlock access to care with connected systems. We are here to help you engage your patients. And we are doing all of this together. Our commitment to healthcare and life sciences has never been stronger. If you think back just over a decade ago, we just launched, um, our health cloud solution for providers. We quickly moved into solutions for our payers, and now we're at a pivotal moment for our life sciences industry. We just, as you probably all heard, we recently announced life sciences cloud and we expanded our partnership with IQvia so we can bring all of that data together. We are committed to this business and to this industry and we are so grateful for the partnership we've had with all of you to help us get to this point. We are at a moment, a moment we've all been waiting for, and we are here to partner and deliver this all together with you. So we have an incredible show lined up for you today. So let's talk a little bit about what you're going to hear. We are going to talk about some exciting product announcements. You're going to hear about agent force, you're going to hear about all of the new innovations we're making in our healthcare, as well as our life science cloud. You're going to hear from two of our incredible customers, Novartis and Blue Shield of California. And we're going to bring it all in together and we're going to celebrate this moment that we have, all of us together. So the first segment of our show today is going to be our health cloud product and all of our new innovations that we've been creating there. So please welcome me on stage, Amit Kama, our GM and SVP of health. Come on up here, Amit.

Speaker D

00:09:33

Thank you Maddie.

Speaker E

00:09:34

Thank you clicker.

Speaker D

00:09:39

It's my honor and pleasure to be here with you all today. I'll talk to you about two things today. Trust and connected data. And why are they so critical in this new age of AI? Artificial intelligence is not new for Salesforce. We have been doing this work for a decade from predictive to generate. And today with Agentforce, we bring intelligence right into

the flow of work with data, AI and actions. Maddie talked about trust. Trust is paramount in healthcare and life sciences where we deal with sensitive information like PHI, trust being our number one value. We have built trust right in the infrastructure layer of our AI with zero copy to power those agent force experiences. You will see some examples of agent force today, from simple tasks like answering patient queries to summarizing HCP interaction across channels. But for any AI to have any insights, it has to be grounded in data. Not just any data from the web, your business and contextual data. That's where the power of connected data comes into play. Data cloud not only collects, unifies and harmonizes data across multiple data streams like HTTP engagement, EMR data prescriptions, and much more to create a dynamic profile of your patients, members or HCPs. You can then activate those profiles right into the flow of work to not only get insights, but actually act on the data, ah, in real time to drive those interactions across customer engagement, HCP journeys, and much more. I have been fortunate enough to talk to many customers about their AI adoption. And to no surprise, AI journey varies by organizations and teams. Whether you're taking your first step towards AI or you are using advanced AI features, we are here for you on every step of the way. You can use simple tasks to automate through self service bots, or you can have AI assist your team members to do patient summaries and medical histories. You can take AI to the next level by augmenting humans with agents to drive efficiency across the entire organization. And by the way, not only this, what we are looking at is with agents, we can augment humans to do higher level work, fundamentally human things. That's the power of AI. Please raise your hands. How many of you are patients or members today? I think all of you would be. I think you're shy to raise your hands. We are patients or members, and that's why it is the best part of working in healthcare, because we can relate to it. We are all patients or members. A UH patient or a member experience encompasses many different interactions across systems and teams, and example, buying insurance plans, booking an appointment, referral, billing, etcetera. So many of them. Not only every moment is critical, but one single moment can break or make that trust with the provider or change health outcomes. And more often than not, these moments do fail because of the disconnected nature of data in healthcare. I'll give you one example of mine. Me and my wife both were built the same CPT code for two different health encounters. One for an annual exam and second for a medical procedure. We were really happy with the care we got, but that one single moment broke our relationship with the provider. And by the way, you can see I'm a nerd. I see the CPT codes in those billing statements. So how do we go from these complex to connected journeys? How do we make sure that you have the right information at the right moment to drive the right outcomes? That's the power of connected data platform. Imagine if all these patient journeys were connected. There was a seamless, connected, trusted platform to share information across silos and AI acting on that data, uh, in real time to drive those insights in the moments that matter and driving efficiency across the entire health journey. For example, look at provider goal carding. You can not only auto approve those prior odds, but you can also predict subsequent prior odds and you can pre approve them to improve health outcomes. I'm not talking about

some point applications. I'm talking about purpose built apps, uh, built on that seamless connected platform driven by you all with AI embedded in it. And that's the power we are talking about. And our customers are seeing power of that platform. Today, I'm excited to announce innovations in three key areas that we are bringing together healthy businesses, healthy outcomes and healthy communities. With raw profile mapping, we improve the quality of your networks and also collaboration between provider and payers. With our, uh, out of box integration with MCG, we bring clinical, evidence based guidelines right into the flow of work in health cloud to improve those outcomes. And finally, with disease surveillance, we build resilient communities. Actually, you should not believe me. You should see the technology in action and talk to the right experts. With that, I would like to welcome Evie Torres, product manager for Health Cloud, and Caitlin Castan, fondly known as KCG, as, uh, product marketing manager for healthcare and life sciences. Thank you.

Speaker B

00:16:00

Thank you, Amit. So, we just heard how important having connected data is. And that's because disconnected data leads to disconnected experiences across the entire health ecosystem. And all of us in this room and online, as professionals and as, uh, patients ourselves, pay the price. With long wait times and those dreaded approval processes. So Caitlin and I are going to show you how with harmonized data, you can provide connected experiences for your patients and members. So let's start at the beginning, Evie. Payers have to onboard providers into their networks in order for members to receive covered services. Any gaps in those networks mean higher costs for both the plan and for the member. So here in our provider network dashboard, we can see a lot of out of network claims for endocrinologists. And right within the flow of work, Einstein is recommending that we recruit more of them. An agent force helps us take it a step further by helping us identify the right segment to target based on our specific criteria. We can then use that segment and activate it with downstream channels like marketing cloud. Engage those providers. Uh, let's fast forward a bit and let's say the providers have now been recruited. So payers can now contract and credential these providers, all while leveraging our end to end processes. But the thing is, this provider data comes from all different systems and inputs, so how can we consolidate it to have that single view of the provider? So with our unified platform, we're actually able to bring in all of that data across email, unstructured notes, phone calls, and even those threaded roster files. And now using generative AI, we can automatically map those source fields into our data model and use that to keep an accurate directory of our providers. And in the long term, we can really realize the benefits of this with improved network health and fewer out of network claims. Awesome. So Kayla, you showed us the benefit for the payers, but what about the providers in the room? What's the impact to them? So thanks to that up to date directory, our care coordinators are able to easily schedule for their patient, finding whatever physician best matches their needs, including things like languages spoken. They can go ahead and book that

appointment first, confirming all prereqs have been met, and then check both the physician schedule themselves and any necessary medical equipment. So this happened really fast. But on the back end, our system just checked with the health plan's policies and was able to confirm that this type of visit does not require prior authorization. So we were able to skip all of that back and forth between the payer and provider. And skipping all that back and forth means faster care for the patient. But the thing is, creating that optimal plan still requires a clinical nurse to review a ton of of detailed medical policies and review factors across physical, behavioral and social health. But with our fire aligned solution, we have industry standard guidelines like MCG embedded directly into these processes so they can use that evidence based criteria to help inform the appropriate interventions, in this case, for diabetes. So our care managers can pick up where they left off and complete the assessment, and then use that information to generate a care plan with the optimal pathway for their patient. I see this plan as recommending an in home medication review. What benefit does the patient get from having all of this data connected? So now, with the convenience of a mobile application, our patients can view all of their appointments, including in home or community based care. They can do their pre visit tasks and reschedule or schedule without having to call in and wait on hold to request it. And now, with agent force, they can chat virtually with any assistant 24/7 as if they're chatting with a real human. This isn't just any old chatbot. This is a trusted, autonomous agent that is trained to act and take action based on whatever guardrails your organization puts into place. So this can really help improve both the patient experience and free up your employees. And finally, we can view all of this in a consolidated profile of our patient. Everything we've shown today, the care plans, assessments, information from ehRs, wearables like smartwatches. And we can use that to fuel our AI to generate a quick summary of our patient at the click of a button. So, healthcare organizations, you can use these insights to inform more value based care and improve outcomes for your patients, members and constituents. Thank you, Caitlin. So today you saw how Salesforce is the prescription for healthier connections between patients, providers and members. And by lowering down that administrative burden, you can help your teams get back to doing the work they got into the field to do. So now let's hear from one of our very own trailblazers to tell their story of connected care. Let's watch this video.

Speaker E

00:21:14

Healthcare is in a crisis. We m have a shortage of doctors. We have a shortage of nurses.

Speaker C

00:21:19

The healthcare system today is very fragmented.

Speaker F

00:21:22

Across health plans, providers.

It makes it difficult to manage, let alone be cost effective. We believe the healthcare system today is, frankly, broken.

Speaker C 00:21:35

Our journey here at Bushielda, California is.

Speaker F 00:21:37

To really speed up the time to.

Speaker D 00:21:39

Health care decisions and reduce the administrative overhead.

Speaker B 00:21:41

We had data in many different point.

Speaker C 00:21:44

Solutions that was very cumbersome to navigate.

Speaker B 00:21:47

And oftentimes delay the outcomes.

Speaker E 00:21:49

Previously, we had 13 somewhat cobbled together antiquated systems. They would spend hours sometimes getting into different applications and getting the pertinent information that caused us, uh, to really take a step back and say, how do we change that? And that's where Salesforce came in for us.

Speaker C 00:22:11

To continue to actually meet and transform healthcare, we needed to move from a best in breed strategy to a platform strategy.

Speaker E 00:22:19

Under Salesforce, we brought all of those systems together in which all of the data was available within one platform.

Speaker C 00:22:28

This allowed us to dramatically improve not only the number of members that we can

serve, but also the collaboration that we have with our providers.

Speaker H 00:22:35

This is care Connect.

Speaker C 00:22:37

It's our clinical documentation system used by.

Speaker B 00:22:39

Our care management team. Built on Healthcloud, this data is fed.

Speaker H 00:22:44

Real time into the system to help.

Speaker B 00:22:46

The care manager better manage preventive care for our members.

Speaker E 00:22:50

Being able to see authorizations that are on file, what type of medication a.

Speaker B 00:22:55

Member is taking, pharmacy information, uh, care gaps information, and it puts it at.

Speaker C 00:23:00

The fingertips of the care manager so.

Speaker H 00:23:02

That they can manage better health outcomes for our members.

Speaker E 00:23:06

It has allowed us to serve two times the amount of members have a 360 degree view, and with that capability, we now have addressed over 14,000 care gaps. The power of that is the power of the platform.

Speaker A 00:23:22

It used to take the team, uh.

Anywhere from 20 to 30 minutes to compile that information. Now they have it on the click of a button.

Speaker A **00:23:28**

That's measurable impact.

Speaker E **00:23:30**

What I really like about next best action is that it prompts a care manager to say, hey, you should really think about talking with this member about this aspect. That's a huge game changer for us.

Speaker C **00:23:44**

We use health cloud for the care of our members. We have marketing cloud for outreach experience cloud for our external providers. Doing that in one platform really became.

Speaker F **00:23:54**

A key opportunity to do something new.

Speaker C **00:23:56**

In the healthcare industry.

Speaker E **00:23:57**

We are now innovating around utilization management, the power to bring real time data together, creating personalization and to improve the quality of care for our members in the technology sector. If you're not disrupting, you will be disrupted. So being front and center, innovating with Salesforce and leading that transformational change is what we're doing here at Blue Shield of California.

Speaker C **00:24:26**

Wow, what an incredible story. I would love to welcome up my good friend and our customer, Lisa Davis, the CIO of uh, Blue Shield California, to tell us more about this. So before we start, we talked about, in the video, we talked about how you brought together all of these systems, how you created the care Connect platform, how you pulled all of these teams together to create true collaboration. We want to hear all about that. But before we do, tell us more about your mission at Blue Shield of California.

Speaker E **00:24:59**

Yes, thanks, Maddie. Uh, our mission at Blue Shield of California is to create a healthcare

system that is worthy of our friends and family and sustainably affordable. And I think many of us in this room can attest to that. Healthcare is personal. Uh, we all have had experiences in the healthcare system that, frankly, weren't the best experience. And that is part of our vision here at Blue Shield of California to really reimagine healthcare and to transform the healthcare ecosystem that's building tools and capabilities for our, uh, providers so that they can spend more time with our members, provide quality care to ultimately improve health outcomes. And for the members, as we saw in the video, creating an experience that's personalized, holistic, high tech, high touch, we have that experience across many other sectors. We haven't had that in healthcare, and that's where our focus is today.

Speaker C

00:26:05

And that is so incredible. And we see it. We saw it in the video. We hear, I've, um, worked with your team, so I know, uh, the folks you needed to bring together when you thought about embarking on this innovative journey. So tell us, what does that mean when you think about transformation? Like tell us, tell the audience a little bit more about how did you get started, how did you think about this? How did you go through this process to get to the state that you are today?

Speaker E

00:26:28

Well, it's been a journey for about four years. That journey started with technology modernization and infrastructure and really data infrastructure. And we've heard a lot about data in the video. So over the last four years, we moved from on premise environments and we moved to the cloud.

Speaker H

00:26:47

Mhm.

Speaker E

00:26:47

So that we had a cloud infrastructure and that meant moving our data that was dispersed across many different silos, like most folks have in terms of enterprises, and moving that data into the cloud as well. And the power of the cloud and really having a single source of the data is improving agility, scalability, cybersecurity. And it's all about real time data sharing. So when we have that real time data sharing now, I can transform that experience that I'm creating when we work with providers and we work with our members.

Speaker C

00:27:26

Mhm.

And probably the last piece of that, Maddie, is its mindset. It takes a company to transform how we're thinking about healthcare. That means we started with an agile mindset, we introduced agile methodologies, we moved into accelerating products and capabilities to market, and we did that with a platform approach. And the platform approach is powerful because it helps simplify our architecture, it unifies our data, and it creates that seamless experience. And that's what we've done with the Salesforce platform.

Speaker C

00:28:03

Wow, I love that you said something that stuck, uh, out to me. It's a mindset. It's an intention. All of you are here at Dreamforce and here in this room today because you're looking for innovation, you're looking to learn new things. This is an amazing story. Lisa, thank you for sharing. I know it's been a journey. One of the last things I wanted to touch on was I, uh, think we have some, our two organizations, we have some similarities in terms of how we think about trust and partnership. So tell us, how has that been for you, not just with Salesforce, but some of the other partners and the people in the ecosystem that your team had to work with to get to this state?

Speaker E

00:28:40

Well, we all know that the healthcare ecosystem is complex, m to say the least. Um, and in order to transform the system, it really takes a village and it takes like minded partners that have connection, ah, to the mission, uh, to our vision of transforming healthcare. And when you can create that partnership, and I like to say with our partnership with Salesforce, we brought our strengths together to create that innovation, our strengths as a payer in healthcare, your strengths in terms of your platform and the capabilities on the platform. And when we can create that partnership, we can create magic. And what's, uh, been really exciting about that is you saw in the video is the care connect plan platform. We modernized 13 different systems into one platform and we did that in nine months. And the core of that was about real time data. So imagine having care managers in real time working with providers to get the best care plan for our members. That's pretty powerful. So over that period of time, once we've deployed that system, as we heard, we've been able to close 14,000 care gaps. We're improving the quality of care, we're improving the experience for our members and providers. And now we're excited to do that with utilization management and prior authorization, which we'll be releasing with Salesforce next year.

Speaker C

00:30:11

Wow. What an incredible story. Thank you again for your partnership. Blue Shield of California has been an important customer of ours and a partner of ours for a very long time now. Thank you for the partnership. I'm sure there's going to be many of you in this room that are going to be trying to find Lisa and folks on her team from Blue Shield of

California to learn more about how they did it. If you're in the room with Blue Shield, raise your hand. Who's here with Blue Shield of California, raise your hand. Look at that. That's incredible.

Speaker E

00:30:38

Thank you, Maddie, for your partnership.

Speaker C

00:30:39

I really appreciate your partnership.

Speaker A

00:30:40

Yep.

Speaker C

00:30:42

All right. Thank you. We are moving on to the second chapter of our show. Today, we're going to focus all in on life Sciences Cloud. We're really excited to have a video to share with you from our executive leadership team and then we're going to turn it over to Frank defech to walk us through all of the new innovations and the incredible work we're doing with life sciences cloud. Let's play the video.

Speaker E

00:31:05

The excitement around healthcare and life sciences at Salesforce is really at a fever pitch.

Speaker C

00:31:11

We're at a pivotal point, not just in technology, but in the world.

Speaker F

00:31:15

Life Sciences Cloud is an end to end engagement platform. We're connecting the full journey of a patient or a physician.

Speaker A

00:31:23

Data cloud can not only harmonize all the data within Salesforce, but it can go out to your external systems like clinical trials or SAP in the back.

Speaker C

00:31:32

Office, or take web engagement data, uh, and bring it all together so that there's a single golden record for each and every customer. We're able to unlock now the wealth of both structured data as well as unstructured data for use in both predictive and generative AI

applications.

Speaker F

00:31:50

This is a new cloud at Salesforce that was born in the era of AI. Um, so we lead with that in.

Speaker A

00:31:56

All of our thinking. And to be clear, we're not looking to replace care teams. We're helping to augment them so they can spend less time doing administrative work and more time focusing on their patients.

Speaker F

00:32:07

Me personally, had clinical trials been faster, my father could still be here today.

Speaker C

00:32:13

In the not so distant future.

Speaker A

00:32:14

Think we're going to cure cancer, increase people's lifespan, and we're going to do it all in partnership with the top life sciences companies in the world.

Speaker C

00:32:21

CRM, um, AI data and trust from.

Speaker F

00:32:24

Clinical and medical through commercial Salesforce is all in. All right. I love what that film represents. Our commitment to you and to the patients that you serve, that we see this as a responsibility to drive much needed innovation, to do our part in driving better patient outcomes. My name is Frank Defech and I have the privilege to lead life sciences cloud here at Salesforce. Many of your organizations are still mired with disparate systems. Teams continue to operate in silos using different systems that fortify those silos. This fragments your business internally and it disconnects the experience of the patient and the HCP. Oftentimes, the information that your customers need is not what they get. So what do they do? They turn to their own sources to find that information. Now, that's a setting that gets in the way of driving stronger relationships and understanding what your customers need. For example, let's put ourselves in a provider's shoes. You have multiple people from one organization vying for your time and your mind share related to giving you information about your products or about their products, right? Oftentimes, those organizations, those resources, are not operating as one team. They don't have a cohesive

strategy. They are disconnected. That is happening not only with your organization, but with multiple organizations. For that provider, your competitors, your message and your customer's voice is getting lost in the noise. Earlier, Amit talked about the significance of one moment. I'm talking about the ruined experience and missed opportunities of too many moments when they aren't disconnected. Those of you that get orchestrated and personalized will differentiate yourselves, and technology is moving forward to help enable that. Legacy applications are being replaced by connected applications for decades, applications have been a system of record. A user records what they've done to give their business a pulse of what's going on, to gather insights and eventually return those insights to the end user. By the time those insights get back there, the value is either gone or it's unrecognizable, lowering adoption due to lack of value. So how do connected apps solve this? Connected applications can turn your system of record into a system of insight with embedded AI right in the moment rather than to an external system. And because AI for the enterprise is grounded in your own data, connected apps are powered by a unified data layer rather than disparate transactional databases. This is what life sciences cloud can do for you. Life Sciences Cloud launched this past June and is an engagement platform connecting clinical to medical and commercial to help accelerate clinical trials with real time health data, to improve engagement with patients and hcps with trusted AI, and to enable automation of people, processes and products. And I'm really excited about life sciences AI. This can do things like clinical trial and patient auto matching AI agents for benefits verification, and uh, an extended partnership with AWS to increase access to patient support programs for specialty medicine right at the point of care. And this is all to provide the right treatment to patients faster. And we're just getting started now. Uh, we know many of you have a choice to make, and I'm excited to announce life sciences cloud for customer engagement coming next year for your commercial and medical teams to support them in their engagement. While our solution will start with known industry capabilities like an offline application and multi channel content and call center, our solution will bring insights and analytics right at the point of care, right in the flow of work. All of this to drive productivity gains and better quality interactions with your providers and your patients at scale, all on the salesforce platform. But enough of talking about it. Let's show you. So I'd like to welcome the stage, my friend, Joe Ferraro, huh? And Lucas Meyer.

Speaker D

00:37:13

I'm good.

Speaker A

00:37:14

All right. All right. Thank you so much, Frank. So first of all, it's day one of Dreamforce. I'm incredibly overwhelmed already with everything that's gone on. The keynote was super exciting. I'm sure everybody's looking to get their hands on Agent Forest. Well, we're going to give you a little sneak preview of what we're doing with Agent Forest on life Sciences

cloud today. But Lucas and I, we have the fun part, right? We get to walk you through an end to end demo of what life sciences cloud is going to look like, from clinical all the way through to commercial. How we are streamlining clinical trials, how we are helping our customers engage hcps, and then most importantly, how we were reducing time to therapy for our patients. Right? So let's jump right into it. Lucas, on the clinical side.

Speaker G

00:37:59

Absolutely. Before we actually bring our therapy to market, we need to bring patients to our trial and our participant 360. We can automatically match candidates that fit the criteria for a study, say immunexis, our new therapy. In legacy systems, trial managers have to manually filter through criteria to identify candidates. But in life sciences cloud, we can simply use our trial agent, powered by agent force, to align candidates to the right study with AI. And our agent is not replacing our managers, just assisting so that we can ensure the matches are safe and accurate. With the evaluation now complete, we can build out our list of participants. And once more, we have our agent to help. We select the inclusion and exclusion criteria and we match our candidates to our study efficiently and at scale. With our group now defined, we have a curated list of candidates that we can engage directly to enroll into our study.

Speaker A

00:39:02

Wow. So first of all, how exciting is this? We've got agent force powering clinical trial recruitment. And what's most exciting about this is this is going to be live ga next month in our winter 25 release. So you don't have to wait for this. This is coming to you very, very soon. Uh, let's fast forward a bit. Right, so we now have our therapy out to market. How do we use data and AI to figure out which HTPPs we should be targeting with reps in the field?

Speaker G

00:39:29

Absolutely. So data cloud is the unifying layer to harmonize any data set across any use case. And that's why life sciences cloud and data cloud work so well together IT teams can leverage prebuilt industry specific connectors to supercharge HCP targeting, scale recruitment and site selection for trials, and even create that connected patient experience. So let's connect our IQviA data stream to harmonize our hcps for targeting and segmentation. Data cloud is intelligently mapping that Iqvia data back to our HCP data model to drive that customer 360 for personalized engagement. And so we're taking all of this trap data across our warehouses, data lakes, and now we have this incredible knowledge graph so we can target our hcps with the right messaging, the right content at the right time.

Speaker A

00:40:24

Fantastic. Okay, so we've seen a lot of backend, right? We've done our segmentation, but what is this actually going to look like for our reps that are trying to engage HCPs in the field?

Speaker G

00:40:33

Great. Let's take a look at the iPad app that is built offline here for our field reps. When our reps log into the homepage, they have generative next best engagement analytics and even agent force alerts to provide insights into connected marketing campaigns. Our reps have everything they need to manage their HCPs, from engagement plans to approved content relevant activity across our teams and where relationships can be complex to manage across the life sciences. With our data model and our unified profile, our reps have all the insights that they need. When we go to engage our HCP, whether virtual or face to face, we can manage everything from our CLM presentations to sample management, distribution, uh, compliance, barcode scanning for those samples, and of course, 21 CFR part eleven signature capture, all compliant, intelligent and offline. And we're not just supporting our commercial reps, we're supporting all stakeholders, from our msls to our HCPs, all across this unified engagement platform.

Speaker A

00:41:41

Okay, so what you're telling me is we've got the offline stuff covered, is that what you're telling me? Okay, awesome. Cool. So let's switch gears here for a second and let's move to the patient experience. Right? So we're making significant product investments to enable our customers to reach patients where they are directly at the point of care in the AHR. And I'm, um, seeing some eyes that are rolling because it's a notoriously difficult problem to solve. But we're going to solve it. We're going to make this dream a reality. We're really, really excited about some product announcements that we're going to be making in early 25. Lucas, give us a sneak peek of, uh, what this is going to look like for a patient. Getting on immunex therapy inside the doctor's office.

Speaker G

00:42:21

Let's take a look at the EHR, where a prescription has just prescribed immunex to a new patient. With the script submitted, the EHR actually detects an eligible patient support program and provides this QR code to speed up enrollment. So our patient will scan the code, and they're actually brought to our care agent once more. Powered by agent force, our agent is assisting in enrollment at every step from consent, uh, through authorization, and even with the continued management of this therapy through our immunex mobile app. And, of course, all of these incredible insights are on this connected experience, so we can provide those details compliantly to the right stakeholder.

Speaker A

00:43:05

Fantastic. Okay, so this was a five minute whirlwind demo of an incredibly rich platform. We want you to come out and take a look at our roadmap sessions. We've got two different roadmap sessions. One on Wednesday, one on Thursday. We want you to come out. We want you to touch and feel our mobile application and our demo booths, and we want you to ask us questions and learn more. This is a brand new cloud we just launched in June, but we're so excited about everything. And how about a round of applause for Lucas? Okay, so we've got a really amazing pharma company here with us today. Um, one of my personal favorite customers, um, one that is on a mission to reimagine medicine to bring amazing therapies to the market and to improve and lengthen lives with therapies that are reaching over 280 million people worldwide. Please join me in welcoming Gail Horwood, chief marketing officer from Novartis, to the stage who's doing this, all of this with a little help from Salesforce, Gail.

Speaker H

00:44:09

Hi, Gail.

Speaker A

00:44:13

I also see Gail's team out here. Very, very excited to see all the Novartis folks. If you could just, uh, raise your hand a little round of applause. Fantastic. So, Gail, we're so excited to have you here today. Um, you're one of my favorite customers because you're always challenging us and you're always thinking about things from a fresh perspective. And I think that comes from you, because tell us a little bit about what you do at Novartis and how you're able to bring your background in content marketing from other industries and apply that to life sciences.

Speaker H

00:44:42

Sure, sure, Joe. Uh, thanks for asking. You know, at Novartis, we're really elevating the discipline of marketing, and we have an approach we call marketing as science. And it's based on uncovering insights, building connections and driving behavior change. And because I've worked in other industries, I've worked in media, consumer health and consumer, I understand that the tool set and the opportunity is there. We are a regulated industry, and historically we've looked at things like CRM, um, in a very one dimensional way. And that's changing rapidly because of the external landscape, because of the tool set, and because of the need and the urgency to have our medicines reach more patients.

Speaker A

00:45:27

Yup. Ah, perfect. And you've talked to me a lot about this concept of data symmetry and the importance of being able to bring all of these data sets in to provide that unified view of your HCP or your patient. Can you talk a little bit about that? Explain to the audience how that's an important part of your strategy and how you use that to drive personalized

engagement?

Speaker H

00:45:46

Absolutely. We really think about the sequence and components of what needs to be true in order to elevate and run with marketing in an agile way. And data, uh, symmetry, data literacy, we talk about and data, uh, taxonomy, and a universal understanding of our data domains is critical. We're currently working with data cloud. We've been investing in data symmetry for a very long time at Novartis and in the marketing space that's been accelerated because of the opportunities that we see.

Speaker A

00:46:18

Fantastic. And it all starts with data. But you know, a theme from today is AI, right? And I'm just curious, as you think about the opportunity in front of you, and you think about all the technology that's at your disposal, can you talk to the audience a little bit about how you're seeing this AI moment, this AI opportunity, and how you're applying AI to your business problems internally at Novartis?

Speaker H

00:46:39

Sure. As um, ah, a digital transformation leader, I'm really excited. I call myself a pragmatic optimist about the opportunities with AI. Human in the loop, human assisted AI, it all starts with utilization, adoption and utilization. So we are spending a lot of time and energy bringing AI to the desktops of all of our employees. And in particular in the US, we've done a lot of work. We have um, communities, we have AI adoption days. We start town halls and meeting with prompts and really getting people to use AI. And we're big believers in leveraging the core and native AI capabilities of the tools that we're already using. So it's about utilization, adoption, and taking advantage of core AI capabilities. Excited to see all that you're announcing here so we can dig into that.

Speaker A

00:47:33

Fantastic. And one of the things that I love about Dreamforce is we've got all of these customers from all around the world, not just from the life sciences and healthcare industries, but from other industries as well. Coming m together to learn to share. This is your first Dreamforce. Gale. We're really happy to have you here. Can you talk to us a little bit about what you're looking to get out of this week, you and the team, and then also if you have any advice that you would share with the audience on how they should be thinking about bringing digital solutions to the market.

Speaker H

00:48:00

Yeah, I mean, at Novartis, we've recognized and we talk about reimagining medicine together and what's exciting about Dreamforce and the group we have assembled here

from Novartis. But the opportunity is we have a true cross functional team, from customer engagement to insights and analytics to marketing to marketing technology to, uh, it and all sorts of partners here, people from my team and across functionally. And what's wonderful about this opportunity is not only to learn together and to understand and take that back to the organization, but to learn from within our life science industry, but from adjacent industries. There's so much that we can take in, and it's core to our strategy and marketing to elevate that discipline and bring in the best practices from other industries. This is an amazing, unbelievable opportunity to do that.

Speaker A

00:48:46

Fantastic. Uh, well, Gail, thank you. And thank you to your team for spending the time with us this week and for sharing all of your insights. Can we please give the entire Novartis team a round of applause?

Speaker C

00:49:04

Amazing. Thank you. Gail. It has been a privilege to work with you and your team over the years at Novartis, and the work that you're all doing is just incredible. All right, well, we covered a lot of content here today. Thank you, everyone, for being engaged. We talked about all of our innovations in healthcare and our health cloud solutions. We talked about the exciting things that are going on in the life science cloud business and all the things that we're doing in the pharma and the med tech space. So we are at Dreamforce. For some of you, like Gail, it's your first time here. For some of you, maybe you've been here many times. It's my 15th Dreamforce. I've been at Salesforce for 17 years. So something that you said, Gail, that I wanted to touch on. As you think about your time that you're spending here, I know it can be overwhelming. There's a lot of different things to do and people to see. We have amazing sessions lined up for all of you within healthcare, within life sciences, as Gail mentioned, there's adjacent industries that you can learn from as well. But my advice after so many years of attending Dreamforce is find your own aha moments. Make connections, find something that you can learn, that you can take back to your organization, something that helps better the work that you're doing, that you can bring back to your teams, helps your own career. The connections and all of the learnings and innovation that we get to receive at Dreamforce will last for many years. I promise you will always remember back to that aha moment. And you said, I learned that at Dreamforce, and I'm taking that back to my organization. So thank you all for being with us today. Thank you all for staying in your seats. If you're still there. We do. Dreamforce is also full of surprises, and we do have three apple Watch giveaways for three lucky winners. So check under your seat and see if you hold the golden ticket. And if you do, you get an apple watch. Thank you, everybody. It's been a pleasure being with you today. Have an amazing dream for us.