Salesforce Health Cloud – A Revolution in Healthcare Industry

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Abstract:

In Today's world to succeed, the industry needs to evolve from a focus on medical records management to a focus on patient relationships. There is need for the clear path to improving patient satisfaction, delivering high-quality patient care, controlling avoidable costs and improving outcomes. Yet providers today are burdened by legacy systems and are challenged to make the shift to healthcare that is 1-to-1, smart and connected to patient needs. . *In this Research Paper, proposed an idea on how Salesforce health cloud is emerging as the powerful tool for complete patient view, smarter patient engagement and connected patient engagement in healthcare industry.*
The basic Idea of the Salesforce Health Cloud uses the power of the cloud, social and mobile technologies to create an environment that enables everyone from admins to patients to specialists to get the information they need at any time and on any device. Giving healthcare providers the ability to go beyond health records and build stronger relationships with patients.

Keywords— **Salesforce Health Cloud, Healthcare**

I. INTRODUCTION

As patients our expectations are much more from the healthcare system than ever before. With all this demand happening, the future of healthcare lies in understanding patients holistically and provide a personalized experience accordingly.

Salesforce Health Cloud is a health IT CRM system that incorporates doctor-patient relationship and record management services. Health Cloud supports one-to-one relationship management through a patient profile that integrates information from multiple data sources, including electronic medical records (EMRs), medical devices and wearable. A component of the system, Private Communities, enables secure collaboration among members of the caregiver network. Through Private Communities, patients can view care plans, connect with health providers, find answers to common questions and fill out forms in advance of visits to save time.

Health Cloud is among an increasing number of platforms that support a more engaged and tech-savvy patient base. According to Salesforce.com, 71 percent of Millennial want doctors to provide Mobile apps that support active engagement in health management; 63 percent want to be able to send data from wearable devices to their doctors.

II. WHAT IS SALESFORCE?

Salesforce is a cloud-based Customer Relationship Management (CRM) software for managing customer relationships and integration with other systems. This SaaS tool helps to create custom solutions for marketing, sales, services and ecommerce as per business requirements. Salesforce has now expanded from just CRM to offer multiple products like Sales cloud, Market Cloud, Service Cloud, Analytics Cloud, Community Cloud, Commerce Cloud, IoT Cloud, Health Cloud etc... Salesforce is designed to

manage the organization's data focused on customer and sales details. It also offers features to customize its inbuilt data structures and GUI to suit the specific needs of a business.

III. WHAT IS SALESFORCE HEALTH CLOUD?

Salesforce Health cloud is industry product build specifically for Healthcare. Health Cloud provides necessary data model to help unlock data from legacy systems of record and EHRs (Electronic Health Registries). It gives healthcare professionals the tools they need to collaborate efficiently. It helps care coordinators to understand patients efficiently and deeply and help in building 1 to 1 relationship throughout the patients journey.

It can also provide essential functionality for payers (Insurance Company). It also have features like Audit trail, Event Monitoring, platform encryption, Hooks for integration to HER, 360 degree view of patient data. Care plans, household mapping and many others.

IV. HEALTH CLOUD ARCHITECTURE

Managing appointments from Health Cloud requires identifying the source system's time slot support; implementing the Health Cloud global interface; transforming the input request to fit the source electronic health records (EHR) system; routing the request to the EHR system; and getting the appointment information back.

The external appointment management system is commonly part of a larger electronic health records (EHR) system. The integration between Health Cloud and the EHR can be direct or via integration middleware such as Mulesoft.

The Salesforce Provider data model provides

V. SALESFORCE HEALTH CLOUD DATA MODEL

A Health Cloud patient or part is related to a patient or part record, an individual or individual record, or an applicant's persistent record.

- Patient or   Member
  A patient or part is an individual (record and contact) that has a consideration plan (case) ID in the record's Care Plan query field. The individual must be essential for a consideration group (case group) in the function of patient or part. This relationship can be made to the contact record of the individual or the network client record, on the off chance that they're empowered for networks. Normally, a patient likewise has an EHR Patient record that focuses on their record.
- Lead
  You can transform existing Salesforce leads into patients utilizing Health Cloud's

the getProviders() call to filter and show providers in the UI.

REST callouts from Health Cloud point to the source system of truth for appointment availability and booking. If implementing the default REST endpoints called by Health Cloud is not right for your context, you can provide your own Apex class and integrate with your appointment management system in your own way.
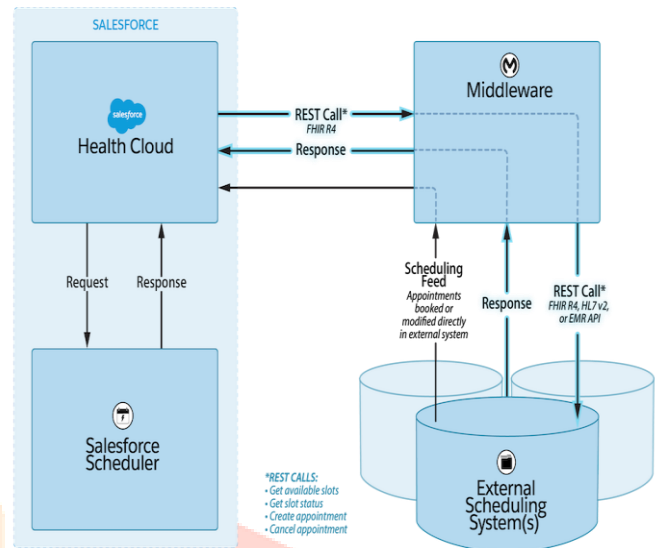
Health Cloud makes appointment scheduling requests to the external system, and does not persist provider availability or replace the existing systems that healthcare teams directly use in practice facilities. The external appointment management system manages all information about health care provider availability and is the ultimate authority on appointment status.

custom fields on the Lead object. These extra fields catch significant patient data, similar to an individual's clinical record number and the name of the patient's consideration organizer.

- CandidatePatient
  An Candidate Patient is just a column of information on the Candidate Patient article. Competitor patients can be changed over into patients utilizing the transformation cycle in the Health Cloud support. The cycle makes the records and connections for the patient, with the goal that the patient is accessible in the support.

V. HEALTH CARE CRM PATIENTS MANAGEMENT

A goal among recently introduced healthcare technologies is the improvement of the patient experience. Say for an example, Let's consider a patient who visits a nearby health care canter. The on-duty doctor in the care canter may not know the

patient visited two weeks ago for the same cough. It would be helpful if these patients' details are stored in a single database, leading to better diagnosis and treatment, collecting all patient's pertinent information, regardless of where the patient visited. It combines data from multiple sources, medical devices, electronic devices, wearables into a single location.

Salesforce Health cloud acts as a bridge to connect various health care providers, nurses, doctors, caregivers, and insurance coordinators

Patient's information in a cloud

It is a Health IT CRM used for doctor-patient relationship and record management services. It plays a one-to-one relationship with a patient's profile that integrates information from multiple data sources.

It provides a consolidated view of critical patient records and it's all about creating a strong, collaborative relationship with patients and caregivers to help the patients for better health

It provides a central place to manage communication between the individuals involved in the patient's care, such as message to the primary care physician or reminders to the family member who drives the patient to the doctor.

Bring it all together with Health cloud

Caregivers deliver outstanding patient care by developing strong, collaborative relationships with patients and caregivers, but it is a lot of work! Care givers have hands full keeping track of critical patient records, care providers, insurance providers, and her clients' health outcomes.

Objects in Salesforce

The Salesforce Health Cloud provides a rich set of standard and custom objects to store patient information as well as to access the specialized health information.

VI.   SALESFORCE HEALTH CLOUD OBJECTS

Objects used by Salesforce Health Cloud to manage patient data:

Account

In Health Cloud, the Account object represents a patient (person) rather than a business or an organization and it is also linked to contact object records. Account object also plays a major role for the transactions that occur related to the patient.

Contact

In Health Cloud, the Contact object represents the people who are associated with the patients like family members and specialists who are outside, and it must be related to Account object. The Contact object supports communication within the private patient community. Care team members will

be added as external contacts; these external contacts won't get an access to the community as well as to community users and contacts.

User

In Health Cloud, there are internal salesforce users as well as community users. Internal users have some set of access to the records and they will have access to patient records. Community users don't have access to patient records.

Case Team Member

In Health Cloud, it represents a Patient Care Team Member. Case team members can only be contacts and they cannot log into salesforce but can communicate via Chatter.

Problems

Each Care Plan has a list of clinical or non-clinical health issues that must be addressed. The treatment for the patients based on their conditions are managed and represented in the care plan problem custom object.

Tasks

In Health Cloud, it represents an activity like phone call, a medical appointment, etc.

VII.   FUTURE SCOPE

1. Salesforce will empower the Healthcare Team and provide Build personalized connections that lead to more positive experiences for patients while improving their health simultaneously.

2. Provide quality to Healthcare Journey - Health Cloud provides a smooth experience to the patients in their complete journey, from acquisition and onboarding, By engagement and retention. It provides a personalized service that fabricates patient relations forever and extra care throughout their healthcare journey.

3. Enhance the quality of care with a unified digital platform - Enhance the quality of care by gaining commercial excellence by linking sales, business operations, and patient services units with critical data and actionable insights. Health Cloud assists in managing commercial processes, building provider connections, and also connecting with patients more efficiently and personally.

VIII. CONCLUSIONS

Via this paper we can conclude that Salesforce Healthcare Cloud is a connected business platform. It enables health and life sciences enterprises to achieve customer-centricity at every stage of the wellness experience. Health Cloud, built on the #1 CRM, inherits the strength of the Salesforce Platform, including all of the capabilities of Service Cloud, Salesforce Marketing Cloud Healthcare, and much more. Health cloud platform offers the tools to engage more with healthcare communities and offers several other benefits.

ACKNOWLEDGMENT

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