CASE STUDY

Transforming healthcare through Health Cloud, Marketing Cloud, and MuleSoft

Turnberry Solutions partnered with a leading healthcare benefits provider to implement Salesforce Health Cloud and Marketing Cloud, seamlessly integrated with MuleSoft. This transformative initiative unified sales, marketing, and healthcare operations, enhancing member engagement and streamlining processes to support the client's mission of improving community health and well-being.

Client challenge

Our client relied on batch-and-blast emails and lacked the technology foundation for a cohesive digital member experience. Stakeholders tasked with automating sales and marketing workflows, centralizing data for KPI visibility, and creating personalized member journeys were misaligned on how to achieve these goals.

Our solution

Turnberry Solutions implemented Marketing Cloud Engagement to enhance personalization and increase member engagement. Nine journeys were reimagined and built to connect with members at key points in the lifecycle. The solution integrated with Health Cloud to utilize member, agent, and business contact data, the website to capture leads and event registrations, and a print vendor via MuleSoft. Additionally, dashboards were developed in Marketing Cloud Intelligence to unify data from various marketing sources.

Results

Upon go-live of the complete Salesforce solution, Turnberry partnered with the client to deliver customer engagement journeys focused on nurturing, experience, and acquisition. With real-time data accessibility, the client personalized content and ensured timely delivery. Our client also gained the ability to make data-driven decisions using dashboards that unified website, social, advertising, call, and member data into a single view.

"My priority is to lead the digital transformation journey that improves the lives of Quartz employees and members alike. With the help of our incredible implementation partner, Turnberry, we recently went live with a powerful, multi-product Salesforce implementation that will dramatically improve our business and drive efficiencies. We could not be happier with the solution delivered."

– Senior Director, Digital Transformation