

Coperor Health Data Management Platform for Salesforce

COPEROR CONNECTOR FOR SALESFORCE

The Gaine Coperor™ Health Data Management Platform (HDMP) is widely used by healthcare payers, provider groups, and life sciences organizations to manage member, patient, provider, claims, and other enterprise information. Coperor delivers data interoperability between Salesforce and other business-critical systems in Marketing, Provider Network Management, Patient Services, and Analytics via a seamless connector.

You can now take the advantages of a sophisticated health data management hub, directly through your Salesforce CRM.

The Coperor technology stack redefines system interoperability, combining the best of master data management, operational data store, data governance, and harmonization technology into a single platform. The Coperor Connector for Salesforce connects these technologies for real-time mastering, enabling users to optimize patient, member, and provider management within Salesforce.

Using Salesforce, users can now analyze the quality of their organization's data and enforce data governance and synchronization settings. Managing your Salesforce data in this way enables additional solutions, such as consent tracking, house-holding, patient outreach, and many more.

FEATURES



- ✓ Experience real-time mastering and synchronization
- ✓ Synchronize patient and provider data across functional areas and disparate applications.
- ✓ Integrate third-party reference data sources into Salesforce Health Cloud with precision and control, including USPS, LexisNexis, NPPEL, IRS, CAQH, and more.
- ✓ Leverage pre-built Healthcare and Life Sciences frameworks against industry models and tools for consent management and compliance (HIPAA, GDPR, CCPA, and others).
- ✓ Leverage and augment the capabilities of HL7 and FHIR interoperability frameworks.
- ✓ Search the Coperor master data management hub from within Salesforce.



- ✓ Align Salesforce data to other enterprise systems through the Coperor Core Services API.
- ✓ Manually or automatically resolve data discrepancies with implicit autonomous workflows for a more streamlined process.
- ✓ Tap into Coperor Validation Services and receive notifications for data validation failures within Salesforce.
- ✓ Integrate data governance workflows into Salesforce and eliminate the need for a separate data stewarding interface.
- ✓ Quickly find and address data issues that would otherwise compromise essential business processes.

CORE TECHNOLOGY

The Coperor Connector for Salesforce enables the seamless routing of Salesforce data through a Master Data Management and Data Governance process and back into Salesforce along with any modifications or notifications related to data policy deficiencies.

This processing cycle is a background task that happens in real-time, as data changes can occur at virtually any time from multiple processes.

The Coperor Connector can integrate multiple inbound sources of patient, member, and provider data in different formats into a customer's IT systems – including Salesforce CRM.



Patients and providers are matched across operational systems and linked via Master ID's in a cross-reference. Matching takes place for all shared data types including demographic, clinical, claims, organizational, location types among others.



All operational data is mapped to a central provider or patient data model that supports the finest level of granularity existing within your enterprise.



Data governance processes are established that include the analysis of patient or provider data against a set of published data policies and data quality standards to identify any deficiencies or ambiguities.



Data governance measures are analyzed, and workflows are set up to resolve any deficiencies. Data governance events are packaged for Salesforce CRM, provider portals, and other existing workflow tools and/or consumed in a purpose-built data stewarding interface.



Coperor uses business rules to prepare data for consumption by connected systems. Business rules are established via pre-defined healthcare or life sciences templates and customized to allow systems to consume provider data based on the customer's unique requirements.



COPEROR CONNECTOR DATA LANDSCAPE

PATIENT DATA / APPS

- Patient / Member Outreach
- Patient / Member Enrollment
- Enterprise Master Patient Index (EMPI)
- De-identified ID Tracking
- Extended Patient Profile
- Consent Management
- Relationships / Householding
- Claims
- Population Health Management
- Patient Services
- Care Management

3RD-PARTY PROVIDER DATA

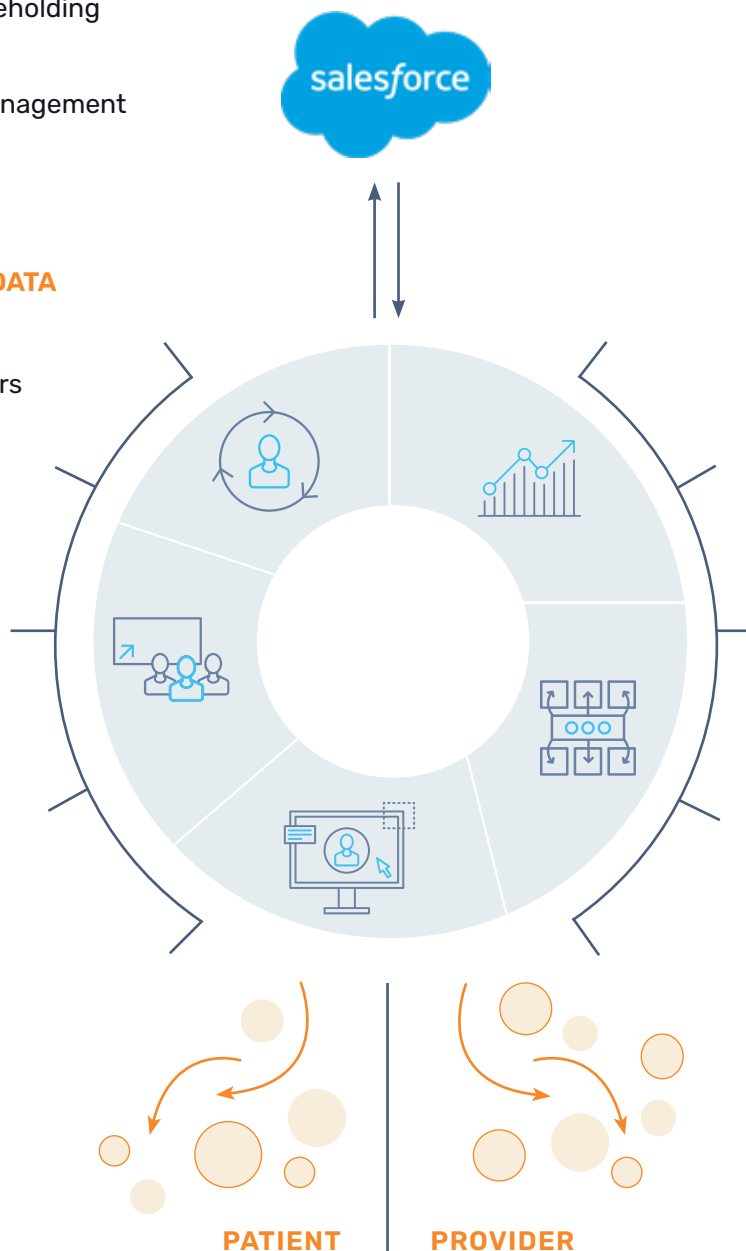
- Medical Boards
- Provider Group Rosters
- CAQH
- NPPES
- LexisNexis
- DEA

PATIENT DATA / APPS

- Provider Recruitment
- Employment / Contracting
- Provider Search
- Market Analysis
- Credentialing / Privileging
- Provider Data Gateway
- Attestation / Profile Maintenance
- Care Coordination
- Core Administration
- Network Utilization
- Value-based Performance
- Regulatory Reporting

3RD-PARTY PATIENT DATA

- Consumer Profiles
- National Death Registry
- De-Identified Patient Data



HOW IT WORKS

SETUP

The Coperor Connector is built right into Salesforce. Administrators may configure settings and mappings to any contributor, entity/object, and attribute within the Coperor industry model. Administrators may also configure specific policies and rules according to the organization’s own data management policies.

to a common model. It is analyzed for discrepancies and retuned to Salesforce as the best possible version of that record along with any data policy flags that need to be addressed

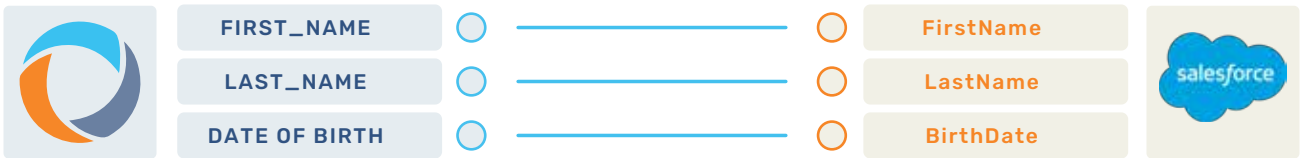
Multiple systems can be connected to Coperor, including data warehouses and lakehouses, channel aggregate partners, reference data, marketing, and legacy systems.

IMPLEMENTATION

The Coperor Connector pulls patient, member, or provider data from your Salesforce records into your Coperor Health Data Management Platform. The data is cleansed, de-duplicated, and conformed

360 X 1 VIEW OF PATIENT

Now within Salesforce, you are working with a true single view of a patient’s data, avoiding duplicate “360 views” of the same patient with inconsistent information from multiple disparate systems.



1	John R. Appleseed	104 Poppy Ln. #B	Los Angeles	CA	90210	john.appleseed@gmail.com
2	John Apple Seed	104 Poppy St.	Los Angeles	CA	90310	theappleguy@yahoo.com
3	Jon Ryan Appleseed	104 Poppie Ln. #B	Hollywood	CA	90210	john.appleseed@gmail.com
▼	▼	▼	▼	▼	▼	▼
M	John Ryan Appleseed	104 Poppy Ln. #B	Los Angeles	CA	90210	john.appleseed@gmail.com



Pharmacy
& Supply



Payer Benefits
Verification



Copay
Registration



Marketing
& Websites



Marketing
Registration

Real-time MDM and Synchronization

Extended Patient Profile

Enterprise Master Patient Index (EMPI)

Consent Management

Householding / Relationships

3rd-party Reference Data Integration

A LOOK INSIDE

SEARCH

Search your enterprise databases from within Salesforce to gain deeper insight on each record. Use the Coperor Connector data security model to control access to enterprise data.

When you connect additional systems to your Coperor Connector, you will continue to have the most accurate and robust version of a record available in Salesforce. This functionality provides essential information for your business analysts, administrators, and marketing professionals to improve customer management significantly. Coperor consent management reduces risk and promotes compliance with the latest data privacy regulations. Customer consent events from any channel are aggregated into a single view and can be made accessible directly in Salesforce.

OUT-OF-SYNC RECORDS

The connector provides a repository where Coperor HDMP places suspected duplicates, giving you the ability to scrutinize matches and make decisions with complete control and visibility.

REPORTS

Coperor reports provide key metrics and insight. These include how many records were updated and how they changed, as well as Data Governance conformance and enterprise synchronization.

Member

Filters

Q Search

MK

type here...

First Name

Dane

Last Name

Low

Q Search

Results

Dane Low

Master Key 2821

Dane Low

Master Key 2822

Dane Low

Master Key 2823

Dane Low

Master Key 2930

Master Record

Coperor Master

YouTube

Salesforce

First Name

Dane

Last Name

Low

Business Phone

(555) 555-5555

Found in: YouTube

Business Phone

(555) 555-5555

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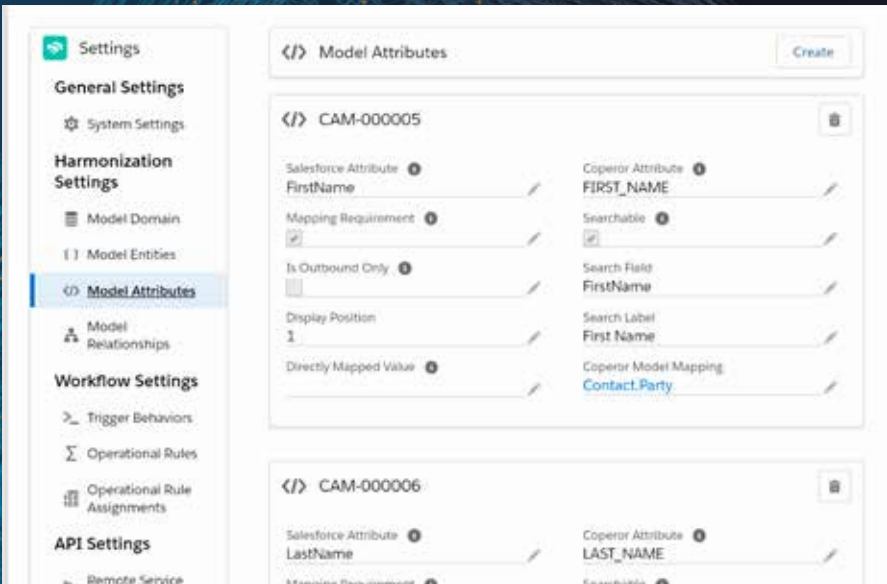
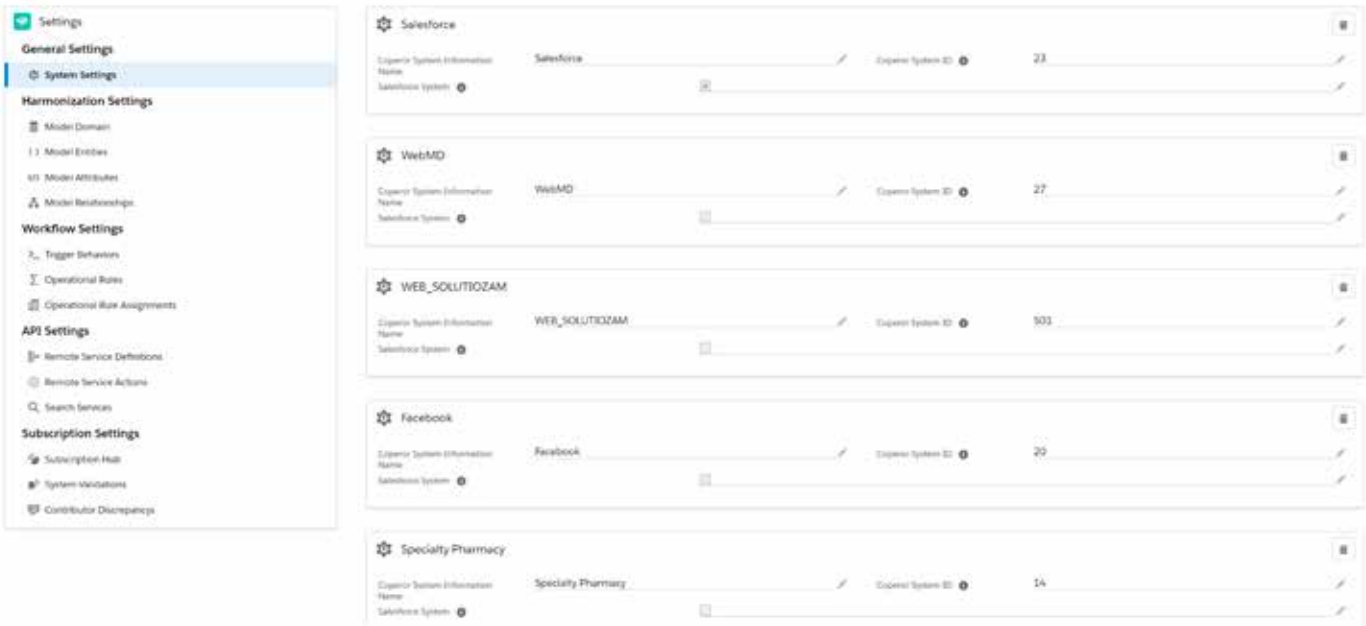
SETTINGS & CUSTOMIZATION

GENERAL SETTINGS

Create entries for all systems that contribute information within your enterprise that you wish to share with Salesforce.

HARMONIZATION SETTINGS

Harmonization Settings allow granular control in order to populate the correct Salesforce records and attributes from the Coperor model.



WORKFLOW SETTINGS

Create and assign behaviors for events triggered within the Salesforce ecosystem. Workflow Settings control when and where to send the Salesforce data.

Rules are assigned to behaviors that allow for advanced logical scenarios in which specific requirements must be met before sending data to Coperor.

API SETTINGS

API settings reflect the endpoints exposed via the business's instance of the Coperor API. The creation of custom endpoints allows for additional flexibility.

MANAGING PATIENT CONSENT

Working with the best possible version of a patient’s data, rather than multiple entries with varying information, becomes especially important when tracking consent. Coperor makes it possible to manage related information across all versions of the patient into a single view with different consent settings gathered from multiple channels. Customize dynamic business rules to survive the latest, most reliable version of consent within Salesforce.

Marketing consent from an individual may vary at each interaction. Often a person will provide conflicting consent across channels or over time. Coperor provides an organization with the tools to implement data privacy and consent policies across all systems to ensure that data privacy and use policies are enforced. The patient’s right to be forgotten can also be supported through this feature, along with complete visibility to all stakeholders using Salesforce.

Placing Coperor at the center of your patient data ecosystem allows consent decisions to be consolidated into a single view, along with varying versions of the patient. Having a health data

management solution in place makes consent information from multiple sources such as Salesforce, marketing websites, EHR software, and others possible to track and manage.

Business rules can be designed and customized to your specifications in order to determine the most reliable version of consent. Additionally, you’ll have the historical record of where the decision came from and even for which brand or product.

In the example below, in the third interaction with John Appleseed, we see his consent to email communications via the marketing website. However, later he opted out of marketing communications over the phone. Coperor ensures that the organization maintains visibility into all consent settings from John Appleseed. Every communication is informed by the most current information.

Brand Associations (4)			New
Brand Association Name	Association Type	Brand	
B-000004	Facebook Advertisement Interaction	Gainezomab	▼
B-000005	WebMD Disease Pamphlet Download	Gainezomab	▼
B-000006	YouTube Informational Channel Subscription	Solutiozam	▼
B-000007	Information Request	Gainezomab	▼
View All			

Consents (4)				New
Consent Name	Value	Brand	Channel	
C-000007	jsmith@test.com	Gainezomab	Email	▼
C-000008	jsmith@test.com	Gainezomab	Email	▼
C-000009	jsmith@test.com	Solutiozam	Email	▼
C-000010	8055414393	Gainezomab	Phone	▼
View All				



SCHEDULE A DEMO

Schedule a demo by visiting the AppExchange or contact Gaine via phone, email or web.

Visit **gaine.com** to learn more.

Existing clients may contact their Gaine representative for more information and to schedule a live demo.

GAINE TECHNOLOGY

Gaine Technology is a leading provider of health data management, master data management, and data integration solutions for healthcare providers, payers, and life sciences organizations. With a deep understanding of the complexities and challenges faced by healthcare organizations, Gaine Technology is committed to delivering innovative solutions that enable its clients to leverage their data assets effectively and drive operational excellence.

LET'S CONNECT

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