



Make every patient touchpoint matter

**A connected healthcare experience
from KPMG and Salesforce**

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Accelerated by safety responses to COVID-19, customer expectations for healthcare are changing—creating growth opportunities for healthcare systems.

Even before COVID-19, patients' needs and expectations were changing dramatically, driven largely by consumer experiences in other industries. Today, they want healthcare to be

- **Accessible**, with short wait times, consumer-friendly hours, easy communication with doctors, and the ability to schedule, pay, and access results online.
- **Connected**, with virtual care, digital tools and smart devices, up-to-date records, and visibility across multiple doctors.
- **Hassle-free**, with easy navigation to specialists, rapid scheduling, and seamless refill processing.
- **Covered**, with cost transparency prior to appointments, multiple payment options and portals, and financial counseling services.

COVID-19 accelerated these changing expectations, as patients moved away from traditional care sites and now seek virtual telehealth appointments to connect with caregivers. Patients are also more receptive to preventative care through wearable devices that monitor ongoing health and connect to virtual assistants.

In a landscape of discerning customers and rising costs, elevating patient satisfaction is imperative. Differentiated care and long-term, loyal relationships are the keys to financial growth and market expansion.

A Digital front door

Some healthcare organizations have implemented digital transformation technologies. But best-of-breed or point solutions won't meet customer expectations or drive growth.

You need a platform intuitive enough to welcome customers at all touchpoints, yet robust enough to integrate with critical back office systems while handling privacy, compliance, and regulatory concerns. It must provide patient services across the entire care continuum and support new capabilities over time. You need a digital front door.

A digital front door provides personalization and engagement, self-service and community, and patient support. It can help you attract new customers and retain current ones, increasing market share and boosting top line revenue.

To build a digital front door, you must define the vision, processes, and technology to support more seamless, intuitive interactions with patients across the entire care continuum. KPMG and Salesforce can help. They have the experience, strategy, tools, and architecture to help you reimagine patient care.

Offer Consumer-Grade Experiences for Your Patients

A digital front door that rivals the best experiences your patients have as consumers would include

- Intuitive interactions facilitated by passing data between systems to eliminate repetition
- Integration with virtual visits and wearable devices
- Integration with electronic health records
- Mobile-first apps and portals
- Multifunction support
- Integrated analytics

KPMG: A Patient-First perspective

The KPMG healthcare practice consists of more than 30,000 industry-leading advisors committed to delivering connected experiences for your patients. With the following capabilities, KPMG can enable a digital front door as well as a broader platform that can extend, connect, and integrate with many aspects of your healthcare business:

- **Industry insight.** KPMG brings a care-centric perspective to healthcare challenges and trends such as digitization and consumerization.
- **Functional experience.** Deep experience in marketing, service, and organizational processes enables KPMG to bring leading practices in customer experiences to healthcare.
- **Salesforce know-how.** KPMG has experience leading and delivering large, complex transformations with the Salesforce platform.
- **Risk and compliance leader.** By keeping governance, risk, and compliance processes at the forefront, KPMG helps ensure customer interactions align with regulations and privacy requirements.
- **Value realization.** You need to improve customer experiences while driving down costs. KPMG helps your organization adopt and use technology for measurable ROI.

KPMG professionals focus on understanding your business and care objectives before designing, deploying, and enabling adoption of solutions. They are empowered with proprietary assets and accelerators including diagnostics, roadmaps, workflows, data mappings, integration architectures, and governance and risk management frameworks—all to help you achieve digital transformation and accelerate growth.



Salesforce: Flexible, Innovative tools for putting the customer at the center

Every touchpoint on the care continuum—enrolling, onboarding, exams, treatment, interventions, and billing—provides the opportunity to build personalized service that makes your patients feel known.

Salesforce provides a set of engagement tools to put your patients at the center of all these touchpoints.

Salesforce can help you accelerate patient acquisition, enrollment, service, and innovation through:

- **Marketing Cloud.** Allows care to be more virtual and efficient and enables unified messaging across multiple channels and personalized journeys based on unique needs or diagnoses.
- **Experience Cloud.** Features tools such as mobile-first portals and apps facilitate intuitive patient interactions, enabling patients, and their care givers, to access records, information, and providers. This cloud also facilitates specialist collaboration to improve patient journeys and quality of care.
- **Health Cloud.** Provides tools to solve the need for virtual integration, multifunctional support, and integrated analytics. They support care plan tracking, care gap tracking, care team collaboration, and cross specialty interactions.

Underlying these clouds is the MuleSoft integration platform for connecting the digital front door to electronic health records (EHR), data models, analytics, and legacy systems. With this integration platform, Salesforce provides the technology to connect patient-facing services with back-office systems and processes, enabling high-quality touchpoints throughout the care continuum.

The Offering: Connected capabilities for enhancing patient experiences

KPMG and Salesforce's integrated and patient-centric offering is built on tested reference architecture that facilitates personalization and engagement, self-service and community, and patient support. It is supported by tools from Salesforce's Marketing, Experience and Health clouds. It can be implemented in a phased approach based on prioritized areas or capabilities.

- **Personalization and engagement** capabilities include campaign management, journey management, and unified messaging. These are supported by automation, journey builders, cross-channel communication templates, campaign analytics, and analytics for mobile, web, and social touchpoints.
- **Self-service and community** capabilities include provider directories, chatbots, and open self-scheduling. Mobile apps and portals offer guided navigation, secure messaging, knowledge articles, and event registration.
- **Patient support** capabilities include integrated patient care management and patient support services. These services include patient health journeys, care coordination, patient webchat, an integrated access center, transportation support, and patient bill pay.

The MuleSoft integration platform facilitates connections between the digital front door and core systems of record such as guided scheduling, virtual care, referral management, digital check-in, and pre-and post-appointment communication. By pulling information from EHRs and external data sources, the connected patient experience from KPMG and Salesforce can provide the information and access patients want.

Teaming up to provide care to vulnerable populations

While many aspects of COVID-19 continue to puzzle scientists and researchers, one element of the pandemic is clear: It is having an outsized impact on racial and ethnic minorities. In an effort to address this staggering inequality, KPMG and Morehouse School of Medicine (MSM), a historically black college in Atlanta, teamed up to fight COVID-19 in racial and ethnic minority, rural, and socially vulnerable communities with a grant from The U.S. Department of Health and Human Services Office of Minority Health.

Working with Salesforce and other partners, KPMG will help build and manage a platform that hosts targeted messaging and supports local response to COVID-19. The platform's main function will be to communicate and disseminate information that links the country's most vulnerable populations to the right care at the right time, aiming to decrease overall infection and death rates.



Cohesive, personalized experiences fuel growth

New entrants to the industry and established competitors eyeing your market share make it imperative to meet—or exceed—patient expectations now. Healthcare systems that cannot digitize and personalize will lose patients, talent, and revenue.

The digital front door offering and connected patient experience from KPMG and Salesforce can help you provide patients with exceptional service throughout the care continuum. When you can build the strong, sticky relationships that make patients feel known, you can fuel long-term growth, market expansion, and differentiation.

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