



Connecting communities with healthcare resources

A community health portal from KPMG and Salesforce

February 2021



KPMG: A patient-first perspective

The KPMG healthcare practice consists of more than 30,000 industry-leading advisers committed to delivering connected healthcare experiences for patients and communities. With the following capabilities, KPMG can enable a platform that can extend, connect, and integrate all 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 personas, journeys and processes. KPMG brings leading practices in customer experiences to healthcare with our Connected Patient and Salesforce Powered Enterprise solutions, frameworks, methodologies, tools and assets.
- **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 return on investment.

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.



The Impact of COVID-19

Public health institutions and organizations have been responding to COVID-19 challenges longer than other health systems. As COVID-19 continues to spread globally, patients, providers, and businesses have been impacted in unprecedented ways. Our current infrastructure and regulatory requirements create additional complexity in how we can respond.

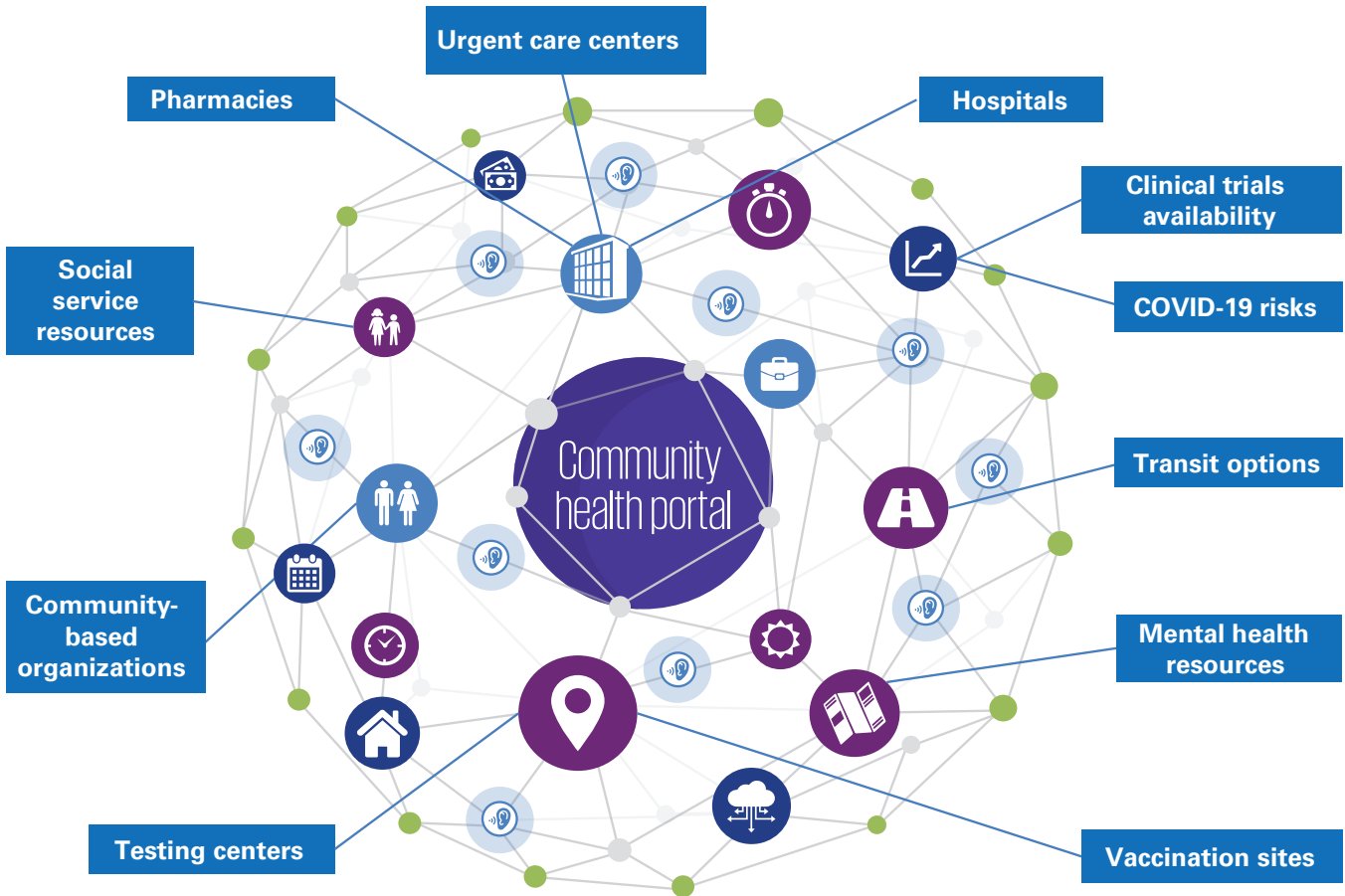
Public health institutions and organizations face:

- Siloed workforce members due to return to work restrictions
- Complex health needs of the communities characterized by mental health challenges, comorbidities, and other Social Determinants of Health (SDH) have presented unique challenges
- Disparities in SDH and healthcare access that pose unique challenges to disseminating an effective mitigation strategy.



Leveraging the signals repository

- The KPMG Signals Repository is an active listening platform that continuously harvests various data from public and private sources. Structured and unstructured data is transformed into complex expressions, creating tens of thousands of signals when used by machine learning and other artificial intelligence systems, and helps the NCRN significantly improve the accuracy in predictions.
- Existing KPMG signals and infrastructure can already enable localized understanding of where people are most likely to be effected by COVID-19—from both health and financial perspectives—and the location of services and assistance potentially available to them; this can be used to proactively reach out to members.



Connected. Powered. Trusted.

KPMG consulting teams bring an industry-led, customer-centric approach to enterprise-wide transformation aligns the front, middle, and back offices for efficiency, agility, and profitable growth. The solutions, frameworks, accelerators, and tools in our “Connected. Powered. Trusted.” portfolio are designed and engineered to support continuing innovation and sustainable high performance in a fast-moving digital world.

- **Connected Enterprise.** Connected Enterprise is a customer-centric, enterprise-wide approach to digital transformation that focuses all enterprise functions, processes, and relationships on a single purpose, harnessing the power and potential of customers to fuel profitable and sustainable growth.
- **Powered Enterprise.** Powered Enterprise is the KPMG outcome-driven functional transformation approach that combines deep functional knowledge, tested delivery capability, and leading technologies to drive sustainable change, rising performance and lasting value.
- **Trusted Enterprise.** KPMG enterprise-wide risk solutions deliver on the customer promise of safe, secure, and consistent interactions, enabling our clients to inspire stakeholder trust.



The offering: Community health portal enabled by Salesforce

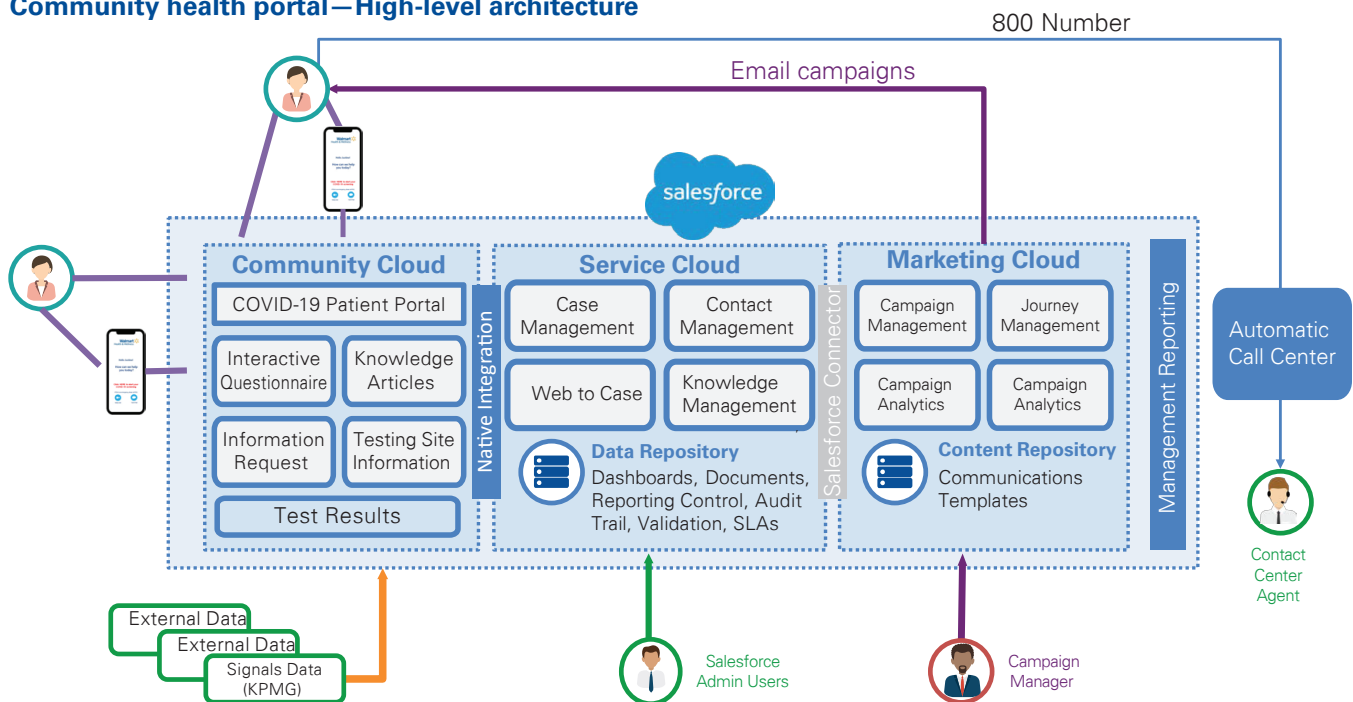
Built on the Salesforce platform, a community health portal facilitates a modern solution to the unprecedented engagement challenges presented by COVID-19. Through delivery of a captivating user experience, powered by Salesforce Community, Marketing, and Service clouds, connecting communities with vital COVID-19 resources has been simplified.

Forming a solid foundation for accessibility, response, and resiliency, the community health portal on the Salesforce platform provides tangible assets to individuals and organizations nationwide.

- Community cloud provides location-based resource identification, local COVID-19 risk evaluation, and a leading practice symptom checker. It also features and directs to a wide range of COVID-19 information from trusted external sources.
- Marketing and Service clouds provide the infrastructure necessary for enablement of case/inquiry management, knowledge, contact, and awareness campaign management.

As the technology suite underlying the community health portal, Salesforce empowers the critical work of distributing health information and clinical surveillance services.

Community health portal—High-level architecture



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.



Salesforce and KPMG

The KPMG alliance with Salesforce, a market leader in integrated customer relationship management platforms, helps organizations align all operations across the enterprise and enable an integrated customer journey.

KPMG and Salesforce share a common vision for building customer-centric organizations. With its connected cloud and Customer 360 solutions, Salesforce supports the complete customer journey across all major front-office functions.

Like Salesforce, KPMG helps enterprises embed customer awareness into all marketing, sales, service, and commerce touchpoints. But, KPMG goes beyond just the front office, leveraging Salesforce's MuleSoft integration platform to link front-, middle-, and back-office applications, data, and devices in the cloud. Its "Connected. Powered. Trusted." approach provides connected insights, automated hand-offs, and improved community engagement.

Contact us

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