



salesforce

Connected health for family engagement



Waves of change are cresting across the healthcare landscape, driven by demographic shifts that dramatically impact which services are needed and how they are delivered. Propelling the change is the movement to put the consumer at the center of the patient experience.

Consumers want their healthcare to be convenient, cost effective, and better managed. That's why we're seeing the rise of new capabilities such as walk-in clinics and telemedicine—used by twice as many millennials as baby boomers. Regardless of age, consumers want an elevated patient experience—a radical change in how care is delivered, as well as widespread adoption of digital health tools.

Unique needs of pediatric hospitals

In a pediatric hospital, a family-centric healthcare system is even more essential because the patient's family is the key decision maker. In modern times, family dynamics and childcare are complex and continually changing, so many people can be involved.

Pediatric hospitals must be able to map relationships and gain a full view of the family to ensure a differentiated experience. Mapping can unify family data and facilitate communication across channels and devices. When hospital systems are out of date, however, information is not centralized and coordinated among providers. Fragmented data makes it impossible to see all the dimensions of care. Consequently, pediatric hospitals can't provide a user-friendly family experience.

Enter the Salesforce Health Cloud

The flexible digital platform connects care teams, clinicians, patients, and family members to:¹

- Elevate family engagement across the care and wellness journey
- Improve access and operational efficiencies
- Use insights to improve outcomes for individuals and across populations.

The new solution provides value in three ways:



Improved sharing of data across departments, including with the marketing and provider relationship management teams. This arrangement allows better visibility to family and provider interactions and improves family engagement.



Early identification of new referring providers for engagement with marketing and provider relationship management teams



Increased opportunity to develop deeper relationships with families through enhanced visibility to internal and external interactions across providers. Data sharing enables better coordination across departments for more complex cases.

Case in point: One of the pre-eminent children's hospitals in the United States rebuilt its outdated contact center to reduce administrative costs, improve the quality of engagement, and deflect calls to other digital channels. The new agent desktop platform is powered by Salesforce Health Cloud, while MuleSoft connects the desktop to the contact center.

¹ Salesforce.com Provider: 360 degrees of Healthcare

Connected health with KPMG

KPMG LLP leverages its deep healthcare and digital transformation experience to provide pediatric hospitals with a streamlined experience built on Salesforce Health Cloud. The platform provides families with a differentiated experience that is:



Connected to providers across the healthcare continuum



Accessible around the clock



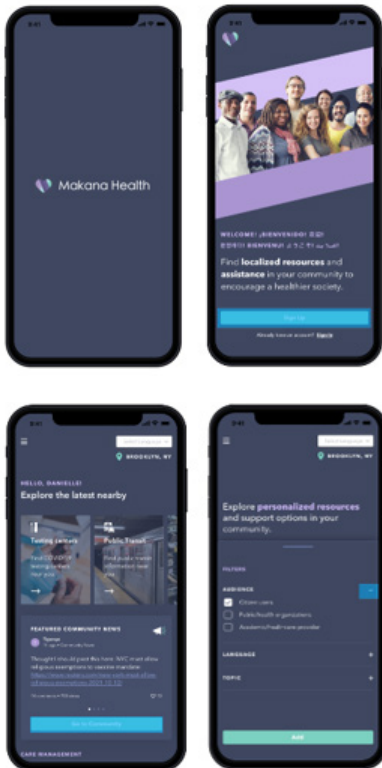
Personalized with all their relevant healthcare information



Covered through integration with hospital billing and insurance coverage.

Importantly, the platform reflects our skills in user-friendly, human-centered design. The technology serves the family and providers, not vice versa. As a result, we are able to drive significant business value, including:

- Enhanced data sharing across departments and early identification of new referring providers for hospital outreach and marketing teams
- Tracking and attribution of marketing campaign activities to incoming referrals by practice and provider
- Improved reporting of referring providers to support relationship building.



KPMG solutions help accelerate family experience

KPMG has developed prebuilt, customizable Salesforce solutions to help accelerate results and help transform family engagement:

- **Capability and business-oriented frameworks** drive and support functional design with business definition iterations, ideation, and business architecture.
- **Configurable pre-built Salesforce components** register patient personalization so hospitals can better understand family relationships. We have developed patient registration workflow and patient search to synchronize and structure data with electronic medical records.
- **MuleSoft QuickStart and Healthcare Integration** accelerates development with the MuleSoft environment setup, templates, error handling framework, architectural principles, and supporting predefined Application Programming Interface (APIs) for patient and provider.

These solutions benefit hospitals and families by:



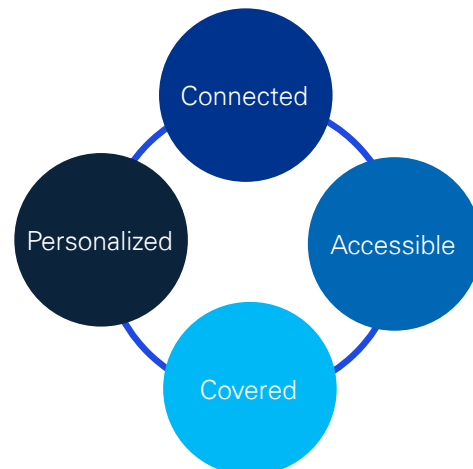
Delivering connected family experiences, coupling agent efficiency with family engagement.



Providing user-focused experience design that considers family and agent touchpoints to build a coordinated solution.



Aligning with the Salesforce Health Cloud roadmap and extending out-of-the-box capabilities.



Achieve success with KPMG and Salesforce

The Salesforce alliance is one of the fastest-growing global practices at KPMG. Our alliance drives strategic value and Return on Investment (ROI) as measured by our pediatric hospital clients, including:



Higher customer retention, loyalty, and advocacy based on family experience



Increased family focus on quality care and reputation as a leader in pediatric medicine, rather than price sensitivity



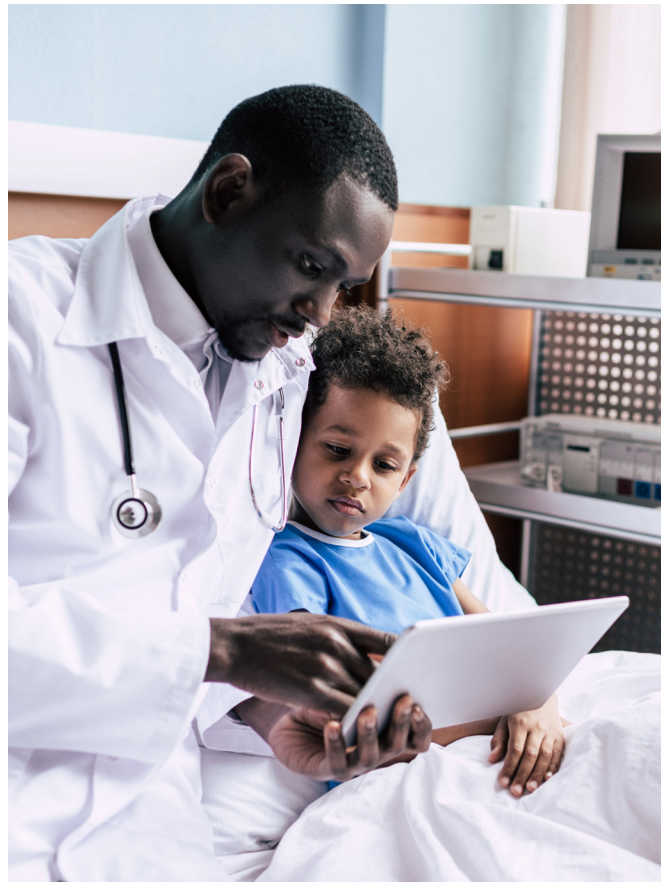
Direct impact from referrals and word of mouth based on family experience



Improved employee and provider retention, which drives productivity and growth.

With the power of digital transformation from KPMG and pacesetter solutions from Salesforce, pediatric hospitals can deliver lasting innovation.

Contact us to learn how to navigate the turbulent healthcare landscape and elevate the family experience.



KPMG Global Salesforce and MuleSoft Capability & Scale



480+
Practitioners



1,800+
Certifications



22
Countries

Contact us

Michael Beaty
Principal
Healthcare Solutions
KPMG LLP
T: 404-658-5063
E: mbeaty@kpmg.com

Hank Yang
Managing Director
Salesforce Healthcare Leader
KPMG LLP
T: 949-885-5400
E: hankyang1@kpmg.com

Ryan Dowling
Senior Director
Salesforce Solution Relations
KPMG LLP
T: 404-222-3000
E: rdowling@kpmg.com

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

kpmg.com/socialmedia



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

© 2022 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization. NDP356095-1A