

Reinventing Healthcare & Life Sciences With Globant & Salesforce

For healthcare and life sciences organizations, technology and data analytics is both a source of complexity and the key to solving important challenges. As the industry faces mounting pressure to serve more people at a lower cost, as well as deliver better outcomes and experiences for patients, **Salesforce can help organizations accelerate their efforts to optimize the entire value chain.**



The power of Salesforce + Globant

Using the Salesforce platform, as well as its robust **ecosystem of tools and products like Health Cloud**, Marketing Cloud, Einstein, Mulesoft, Tableau, and Genie, provides the foundation for connecting and coordinating across the entire value chain – including patients, partners, healthcare professionals, health agencies, insurers, researchers – in a seamless way to improve the metrics that matter most:



While Salesforce represents a transformational opportunity, outcomes are not automatic. To realize the full Salesforce potential, healthcare and life sciences companies can benefit from a partner with the depth and knowledge of the Salesforce platform, as well as the software development and industry expertise required to maximize business value.

Globant is the end-to-end transformation partner that can help your business unlock the power of Salesforce and take your **strategy to the next level – from value recognized to value realized.**

Globant Salesforce Studio

Globant is a full-scale Salesforce partner and renowned global consulting firm that helps companies leverage the **Salesforce platform to achieve their business**, marketing and sales objectives.

We offer end-to-end services across the Salesforce platform and the extended ecosystem – meeting HLS clients' needs wherever they are in their **Salesforce journey and helping them advance their broad transformation agenda.**

Globant's HLS Reinvention Studio

Is the place where industry expertise, engineering, innovation, and design meet scale. We partner with healthcare and life sciences organizations to help conceptualize, design, build, & implement **digital journeys that touch millions of patients globally.**

Our teams of bioscientists, medical doctors, biologists, neuroscientists, biophysicists, healthcare informaticians, and biomedical engineers leverage the latest technologies and methodologies to help payers, providers, pharma, and medical-technology companies transform in every aspect.

What We Do

At Globant, we put the patient at the center of everything - working with providers, pharma & OTC, payers and MedTech companies to build agile, **integrated experiences that leverage Salesforce to address critical business challenges and create real impact for patients.**

Providers <ul style="list-style-type: none"> • Patient Care Management • Care Coordination • Care Delivery • Patient Contact Center 	MedTech <ul style="list-style-type: none"> • Commercial Operations • Field Inventory Management • Intelligent Sales
Pharma & OTC <ul style="list-style-type: none"> • Patient Support & Diagnostic Programs • Customer Engagement • AI 	Payers <ul style="list-style-type: none"> • Health Plan Sales and Administration



- Modernize business and care models
- Improve patient care and access
- Automate workflows and processes for speed and personalization
- Boost efficiency and drive adherence
- Strengthen patient and caregiver engagement
- Real-time data and analytics

Our Services

- Strategy & Advisory
- Solution Architecture & Implementation
- Data & Analytics
- Change Management
- Customer Engagement
- Digital Marketing
- E-Commerce
- Patient Services
- Sales & Customer Service
- Application & Data Integration

Tech Stack

