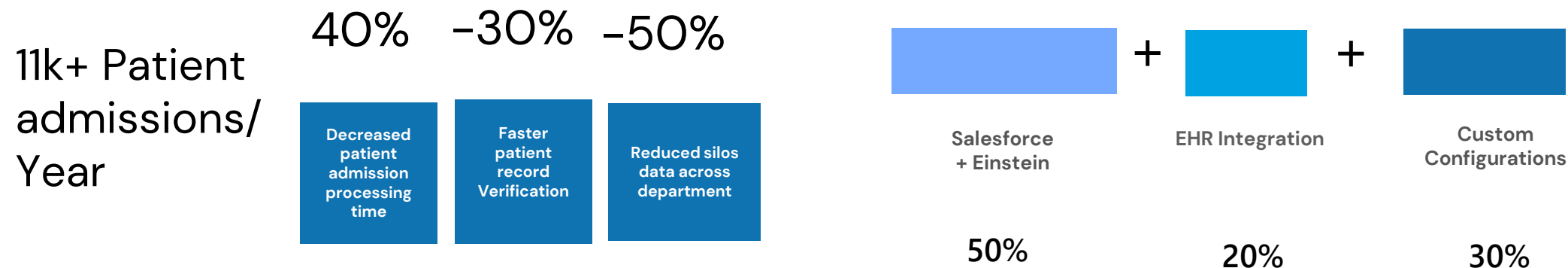# Seamless Integration for **Smarter Healthcare**

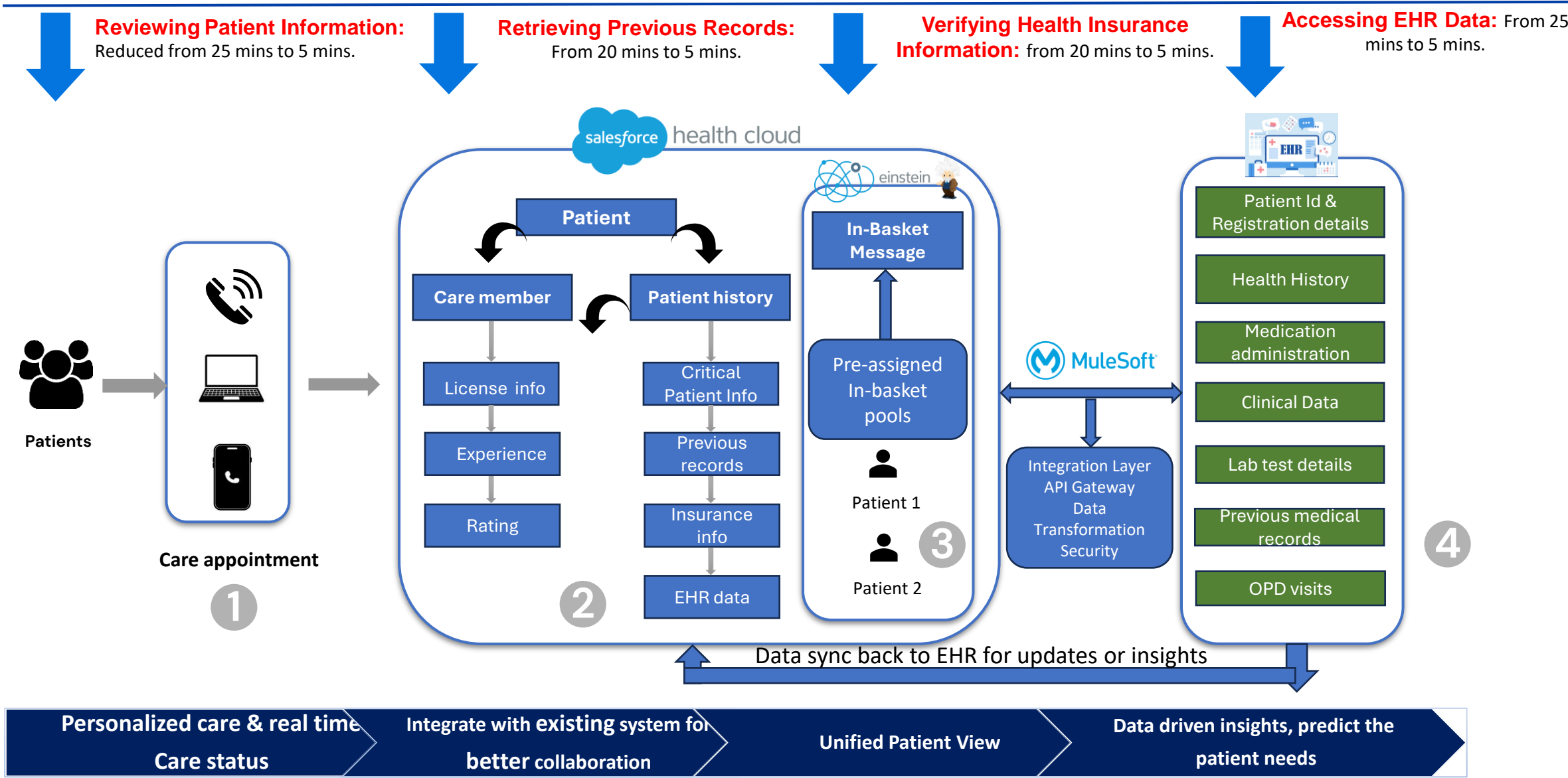Connecting EHR with Salesforce Health Cloud

Case study – Achieving Efficiency and Personalization with Salesforce Health Cloud and EHR Integration

Problem Statement: Healthcare providers aim to reduce pre-admission processing time from 1.5 hours to 20 minutes, achieving a 75% decrease by addressing administrative inefficiencies and streamlining access to critical patient data.

Solution: The healthcare provider transformed pre-admission workflows by integrating Salesforce Health Cloud with EHR systems, enabling seamless data exchange and process automation. The addition of the Return Call Guided Action feature improved team coordination by streamlining message routing to clinical staff. This innovative approach addressed administrative inefficiencies, enhanced communication, and delivered a more personalized and patient-centric experience.

11k+ Patient admissions/ Year

40%   -30%   -50%

| Decreased patient admission processing time | Faster patient record Verification | Reduced silos data across department |

Salesforce + Einstein   +   EHR Integration   +   Custom Configurations

50%   20%   30%

PRAVAL

Business Process Flow - "Accelerating Pre-Admission Workflows with Salesforce Health Cloud & EHR Integration"

Reviewing Patient Information: Reduced from 25 mins to 5 mins.

Retrieving Previous Records: From 20 mins to 5 mins.

Verifying Health Insurance Information: from 20 mins to 5 mins.

Accessing EHR Data: From 25 mins to 5 mins.

Patients

Care appointment ①

salesforce health cloud

einstein

Patient

Care member
- License info
- Experience
- Rating

Patient history
- Critical Patient Info
- Previous records
- Insurance info
- EHR data

②

In-Basket Message

Pre-assigned In-basket pools

Patient 1

Patient 2 ③

MuleSoft

Integration Layer API Gateway Data Transformation Security

EHR
- Patient Id & Registration details
- Health History
- Medication administration
- Clinical Data
- Lab test details
- Previous medical records
- OPD visits

④

Data sync back to EHR for updates or insights

Personalized care & real time Care status → **Integrate with existing system for better collaboration** → **Unified Patient View** → **Data driven insights, predict the patient needs**

PRAVAL

Praval Tech Value:

Business Benefit	Out of the box	Praval value add
• Better Patient Outcomes: We reduced pre-admission processing time from 1.5 hours to 20 minutes. ①	• Enhanced patient engagement and personalized care. • Delivered real-time data insights to enable effective care decisions.	• Improved patient engagement by 40% through AI-driven personalized care. • Provided predictive insights to prevent risks and boost adherence. • Sent proactive health alerts to support timely interventions.
• Increased Staff Productivity: Reduced clinical team phone time with patients by 72%.	• Automates routine tasks to free up time for patient care. • Optimized team workflows with centralized tools. ②	• Increased efficiency by using smart prioritization and automated responses. • Saved 20% of time on routine tasks through Einstein- driven recommendations.
• Loyalty Management: Strengthened care coordination, with 69% of users rating it good or very good.	• Enabled real-time collaboration and shared care plans among multidisciplinary teams. • Provided clear, consistent patient information across all departments.	• Eliminated care gaps, accelerated response times, and ensured consistent, high-quality care at every patient touchpoint. • Boosted coordination by 15% through consistent patient data.
• Data-Driven Insights : Optimized resources by 25% with predictive analytics. ③	• Used advanced AI and analytics to identify trends and anticipate patient needs. • Improved decision-making by delivering actionable data insights.	• Increased decision-making speed by 30% with Einstein-powered dashboards. • Boosted care optimization by 20% through AI-driven pattern recognition. ④

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Thank You!