



## Customer Story 6

# Modernizing Member Communication for a Leading Healthcare Services Provider with Salesforce Service Cloud: Enhanced Member Experience, Increased Efficiency, Preventative Care Messaging, and Strong Client Relationship

## Challenge

A leading healthcare services provider needed to modernize communication with close to 100K members, transitioning from call center phone calls to online communication. They needed to ensure compliance with Medicaid for bidirectional online communications and integrate with an existing non-Salesforce member portal.

## Solution

We implemented Salesforce Service Cloud as a secure messaging platform within the existing member portal. Capabilities were developed for the Performance Improvement team to send bulk health awareness messages. Knowledge-based articles (KBAs) were integrated within messages to provide additional information, reducing the need for further contact. Additional APIs improved interactions between the care management team and patients.

## Outcomes

Enhanced member experience, reducing phone call frequency and increasing online communication efficiency

Operational efficiency with digitally transformed communication, reducing non-digital interactions

Preventative care messaging increased awareness and member engagement

Strong client relationship through effective project scope management and clear communication