

Business Transformation Salesforce

AHPRA needed to remediate existing system issues and migrate to Salesforce Public Sector Solutions to improve efficiency and data management. Mav3rik provided a compliant solution, addressed defects, and implemented a single-practitioner view with automated case management and reporting. This resulted in a transformed operational landscape and enhanced practitioner information access.

Relevant Project Experience

Australian Health Practitioner Regulation Agency



Business Transformation Salesforce - Work Package 1 & 2

Challenge:

- Ahpra is undergoing a significant business transformation to improve efficiency, user experience, and data management.
- The transformation aims to improve the registration process for health practitioners, making it easier to navigate. This transformation includes migrating all staff from the current Pivotal system to the new Salesforce Public Service Sector (PSS) platform.
- Dependent on the completion of remediation design work to address defects, security vulnerabilities, and technical debt from a previous build phase.

Solution:

- Mav3rik provided a fully compliant solution & detailed delivery milestone plan for each stage of the project. The plan includes specific milestones for delivering key documents like status reports, sprint reports, system test reports, and technical documentation. The solution was delivered on Salesforce Public Sector Solutions.
- Mav3rik also explains its processes for addressing bug fixes and managing Salesforce updates, demonstrating their commitment to ongoing maintenance and support.
- Mav3rik delivered a robust approach to data privacy and security. They highlight their compliance with relevant legislation and regulations, their use of Salesforce's data protection measures, their ISO 27001 certification, and their cyber security

Outcome:

- Adoption of Salesforce PSS Cloud transformed AHPRA's operational landscape.
- Comprehensive addressing and remediation of existing Issues: Before the new platform could be fully function, Ahpra needed to address a "material number of defects, security and technical debt remediation" left over from the initial build phase. Mav3rik was introduced as Ahpra lead salesforce consulting partner to enact the remediation
- Single-practitioner view: This will allow Ahpra staff to access all relevant information about a practitioner in one place
- Case management, workflow, form automation, and reporting dashboards: These features will automate tasks, streamline processes, and provide better insights into AHPRA's operations

Streamlining Renewal Communications for Ahpra with Salesforce Marketing Cloud

Ahpra needed to automate renewal reminders for 800,000+ practitioners. Mav3rik implemented Salesforce Marketing Cloud, integrating it with their CRM, to deliver personalised and automated email and SMS communications. This resulted in streamlined renewal processes and a scalable platform for future marketing initiatives.

Relevant Project Experience

Australian Health Practitioner Regulation Agency



Streamlining Renewal Communications for Ahpra with Salesforce Marketing Cloud - Work Package 3

Challenge:

- Ahpra needed to enhance the manual process of sending renewal reminders to over 800,000 registered healthcare practitioners annually. Managing large-scale, rule-driven communications required standardisation, personalisation, and automation to ensure efficiency and accuracy across various practitioner types and renewal timelines.

Solution:

Mav3rik implemented Salesforce Marketing Cloud to address Ahpra's needs, delivering:

- Enterprise account setup, including sender authentication and permissions.
- Integration with CRM through the Marketing Cloud Connector and user mapping.
- Customisable email templates, personalised communication tools, and data management via Marketing Customer View (MCV).
- Mobile Connect setup for SMS communications and keyword-driven journey integration.
- A structured delivery approach with a 10-week program, involving sprints for architecture, implementation, testing, training, and a 4-week hypercare period.

Outcome:

- Ahpra achieved a scalable, automated solution for renewal communications, ensuring efficient outreach to practitioners. The platform's flexibility supports future use cases, including targeted marketing campaigns and communication with non-practitioners at various governmental levels. This initiative has streamlined operations and prepared Ahpra for broader marketing strategies.