



THE FUTURE OF THE HEALTHCARE AND LIFE SCIENCES INDUSTRY

Never before has the pace of new policy, regulations, and technology developments so rapidly changed the landscape of the healthcare industry. Keeping pace with the market is not for the faint of heart and simply maintaining the status quo is no longer an option. Beyond the functional foundations of healthcare organizations, the rising expectations of today's consumers have also forced a tipping point—digitally-enabled, patient-centered, value-based healthcare is the new normal. Organizations need to re-center their focus on engagement and satisfaction, or find themselves woefully outpaced by competitors.

Salesforce empowers you to go beyond the data to build meaningful relationships that patients expect. Patients expect 24/7 access to information and for their healthcare advocates to have detailed health profiles, yet bridging data silos remains a pervasive challenge in the industry. The Salesforce platform simplifies back-office complexity by enabling efficient and accurate record keeping and seamless integration of systems of records. Magnet360's healthcare and life sciences expertise is focused on helping you gain efficiencies, grow your business, and drive loyalty through engagement.

Magnet360 delivers innovative solutions that focus on the four anchors of healthcare and life sciences today:

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| <p>1 Connected Providers</p> <p>Leverage Salesforce to unlock the siloed data in your EMR, track health events and interactions, and collect information from third-party sources to create a real-time 360-degree view of patients that is accessible to everyone involved. Make the patient experience effortless by creating apps that allow them to schedule appointments and access health information.</p> | <p>2 Connected Payers</p> <p>Provide the convenient, personalized, cost-competitive, technology-enabled experiences that members expect, from enrolling to case support. By integrating legacy programs, Salesforce allows companies to gain a dynamic view of the member, collaborate with their other providers, and provide personalized support—driving 1:1 member engagement from call-to-care.</p> | <p>3 Connected Medical Devices</p> <p>Harvesting data collected from patients medical devices provides deeper insights into their everyday lives, allowing health professionals to provide personalized, real-time care and track vitals to predict medical events before they occur. Salesforce creates the data architecture needed to transform your the data collected from connected medical devices into actionable insights.</p> | <p>4 Connected Pharmaceuticals</p> <p>The connected consumer expects pharmaceutical companies to be able to provide informed and personalized information and service, 24/7. Salesforce provides companies with a holistic view of the patient, allowing them to instantly access in-depth drug information, customized content, alternative treatment recommendations, and real-time support—all based on the patient's biometric data.</p> |
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Healthcare and Life Sciences Customers



Solution Accelerator



Magnet360's Patient Engage equips healthcare providers with a scaleable, ready-to-go digital experience platform that enables them to more effectively service and meaningfully engage patients from pre-care to post-care, through features like self-service and 1:1 journeys.

WHY MAGNET360

At Magnet360, we live and breathe Salesforce. As a cutting-edge partner since 2004, we tap into the transformational potential of Salesforce to change the way you do business. We dedicate ourselves to understanding your business first, applying exceptional know-how to create a solution that fits your specific needs and delivers tangible results. As The Mindtree Salesforce Practice, we have access to a wealth of technological resources to push the platform even further—ensuring you get the most out of your investment. Plus, our Rockin culture attracts industry-leading top talent who are also fun to work with. It's time to Amplify Your Salesforce Possibilities.