Salesforce Driven Healthcare Transformation

Patient and Member Experience

salesforce **PARTNER**

gslab | **GƏVS**

Welcome to the World of Salesforce in Healthcare!

GS Lab | GAVS is a Salesforce Consulting Partner and trusted leader in designing, implementing, and driving transformational experiences with Salesforce solutions. Salesforce provides healthcare companies such as Providers, Payers, Medical Device Manufacturers, and Life Sciences Organizations, solutions that enable workflow optimizations, enhanced quality of patient services, and development of innovative products that meet the ever-evolving needs of patients, members, and healthcare professionals.

Our solutions and services are based on a 'Digital First' strategy, empowering providers, payers, and Healthcare Technology Companies to reduce costs while enhancing patient and member experiences through digital transformation solutions.

4.5/5 AppExchange Rating	**19+ Years** of Development and Maintenance of IT Solutions and Services	**3 Certified** Connectors Published on MuleSoft Anypoint Exchange
60+ Salesforce Platform Certifications	**Experienced** Developers with Salesforce and MuleSoft Expertise	

LEVERAGING SALESFORCE TO BUILD TRANSFORMATIVE HEALTHCARE SOLUTIONS FOR PROVIDERS AND PAYERS

Strengthening Healthcare Provider and Patient Relationships

Outreach & Marketing

Enabled by Marketing Cloud

Segmentation
- Define and create target segments for campaigns

Event & Brand Management
- Omni channel campaign design and execution
- Patient relevant education events

Marketing
- Patient acquisition
- Physician referral promotions
- Market services

Patient Experience & Care Management

Enabled by Health Cloud, Service Cloud, Experience Cloud & MuleSoft

Digital Front Door
- Digital patient engagement and journey management
- Intelligent appointment management
- Omni-channel patient experience

Connected Care
- Co-ordinated care and collaborative care plans through seamless EHR integration
- Telehealth and Remote monitoring

Call & Inquiry Management
- Omni-channel inquiry management from patients & physician offices

Network Management
- Provider relationship management
- Referral management

Improving Member Experience for Payors

Marketing & Sales

Enabled by Marketing Cloud, Sales Cloud

Lead Generation

- Generating consumer interest/ inquiry into products/services

Sales/ Renewals

- Individual & Group sales and renewals

Brokers Relations

- Broker registration and onboarding

Member & Network Management

Enabled by Health Cloud, Service Cloud, Experience Cloud & MuleSoft

Network Management

- Provider onboarding and contracts management
- Provider relationship management
- Network optimization

Member Enrollment & Administration

- Member enrollment & onboarding
- Group member enrollment & onboarding
- Group employer services

Member Services

- Member enquiries and grievance management
- Member engagement

Our Salesforce Expertise - A 360° View

Salesforce Experts

Our Salesforce expertise across Health Cloud , Sales Cloud, Service Cloud, Experience Cloud and Salesforce Platform coupled with our product development DNA makes us an ideal partner.

MuleSoft Experts

Our MuleSoft expertise helps in transforming customer experience through seamless process and data integration across disparate systems.
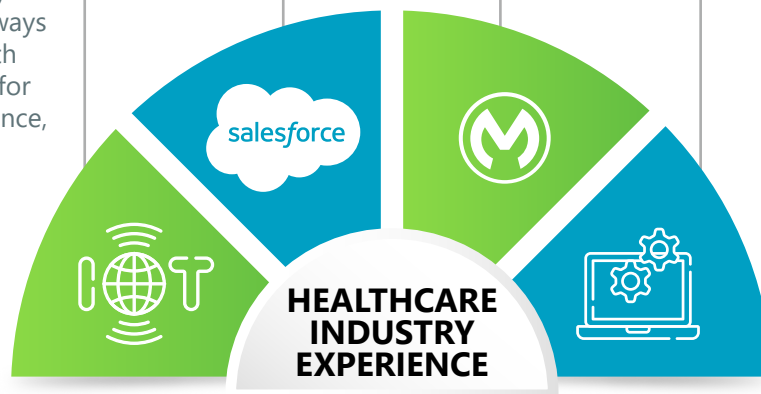
IoT Experts

Our IoT expertise helps in data collection all the way from sensors to IoT gateways and finally integrate it with Salesforce Health Cloud for enhanced patient experience, remote monitoring.

Technology Expertise

Our strong expertise across artificial intelligence, machine learning, data science, communication, cloud, and networking technologies have helped to develop & deliver over 300 products for our clients.

HEALTHCARE INDUSTRY EXPERIENCE

Cyber security Services | Product Engineering & Development | Business Process Automation
Data Modernization | Operations Management | Health Cloud Enablement

GS LAB | GAVS SALESFORCE SERVICES

At the Core of Salesforce Driven CX Transformation and ROI

Implementation Services

- Salesforce Health Cloud, Salesforce Experience Cloud sites for Health Cloud, Sales Cloud, Service Cloud Experience Cloud and Commerce Cloud
- Business process mapping & requirements gathering
- Setup, Configuration, Customization, and Data Migration
- Health Cloud Business APIs for healthcare industry use cases
- MuleSoft Accelerator for Healthcare

- HL7 based integration with EHR systems
- Communication Channels Integration (Unified communication, email, chats)
- Business Apps integration using Web Services/APIs
- User training
- UAT
- Deployment and Post Go Live support

Maintenance & Support Services

- Support for user issues
- Enhancements
- Support for Managed Package

SUCCESS STORIES

Health Cloud

- Seamless order management with provider network
- Integration with manufacturing partners
- Provider engagement through self service portal

Automated the ordering & manufacturing of the custom medical devices from the hospitals/providers to the device manufacturing partners. Automated the device validation workflows at the hospitals/provider site. Improved hospital/provider engagement through a self service portal

Salesforce platform elements used for the solution : Health Cloud, Experience Cloud, Lightning, Salesforce APIs

Experience Cloud sites for Health Cloud

- Intelligent appointment scheduling for patients across channels.

Appointment scheduling across network based on HCP availability

Bot assisted automation to simplify appointment scheduling

Notification across all care givers

Salesforce platform elements used for the solution : Health Cloud, Experience Cloud, Lightning, Einstein Chatbot, WhatsApp API

MuleSoft API based orchestration for Healthcare provider in Australia

- Created API based orchestration layer using MuleSoft AnyPoint to connect all applications which includes legacy systems as well as cloud based CRM solution

Enabled an integrated front desk application for the healthcare providers associates. Single API operation to access and update data across Appointment Scheduling, Billing, CRM and MedStore applications

Salesforce platform elements used for the solution : Service Cloud, MuleSoft, Anypoint connectors

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GS Lab | GAVS is a global technology company focused on creating business impact for its 200+ customers across the USA, Europe, the Middle East, and APAC. It offers digital product engineering, AI-led managed services, and digital transformation services to customers across BFSI, healthcare, communications, and high-tech segments. With 4000+ technologists and a strong talent grooming engine, it is a trusted growth partner to its customers.

The company focuses on deep tech engineering skills, innovative win-win business models, and customer success. Its IPs, such as ZIF™, zIrrus, Rhodium, and zDesk, help accelerate technology adoption and reduce inefficiencies in operations.

For more information on how GS Lab | GAVS can help solve your business problems, write to inquiry@gavstech.com or visit us at www.gavstech.com