

The Prescription for Patient-Centered Care

Integrating patient data, workflows and care team collaboration creates a more personal medical experience and improves patient outcomes.



It's not always easy. Physicians and care coordinators say these are the most significant gaps to deliver patient-centered care:*

*Percentage of respondents identifying the challenge

25%

Lack of communication between specialists, nurses and administrators

20%

Inconsistency of care coordination

15%

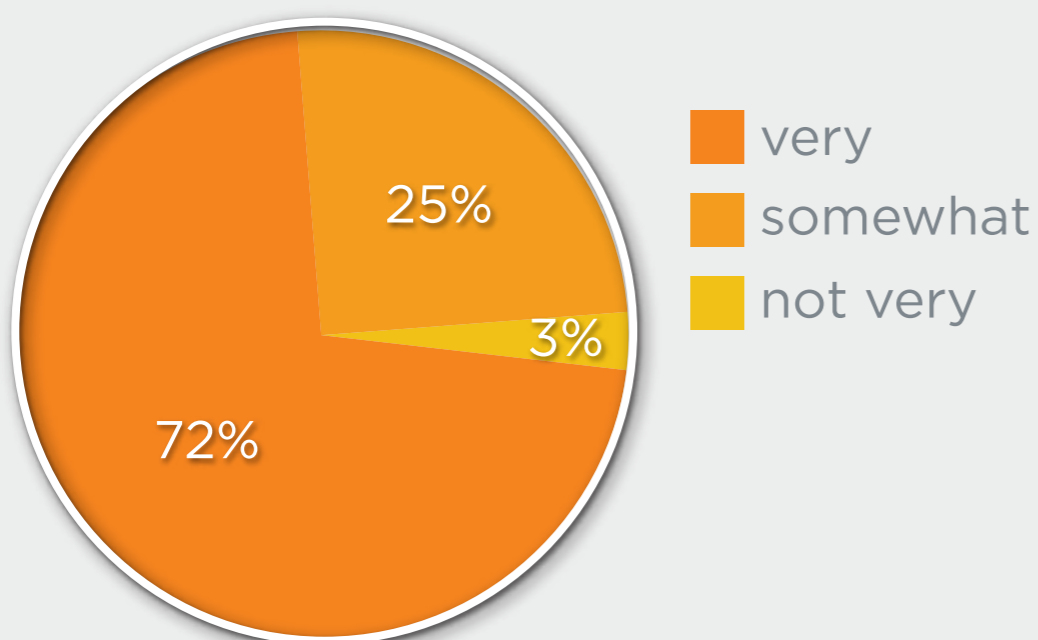
Poor discharge coordination with other facilities

12%

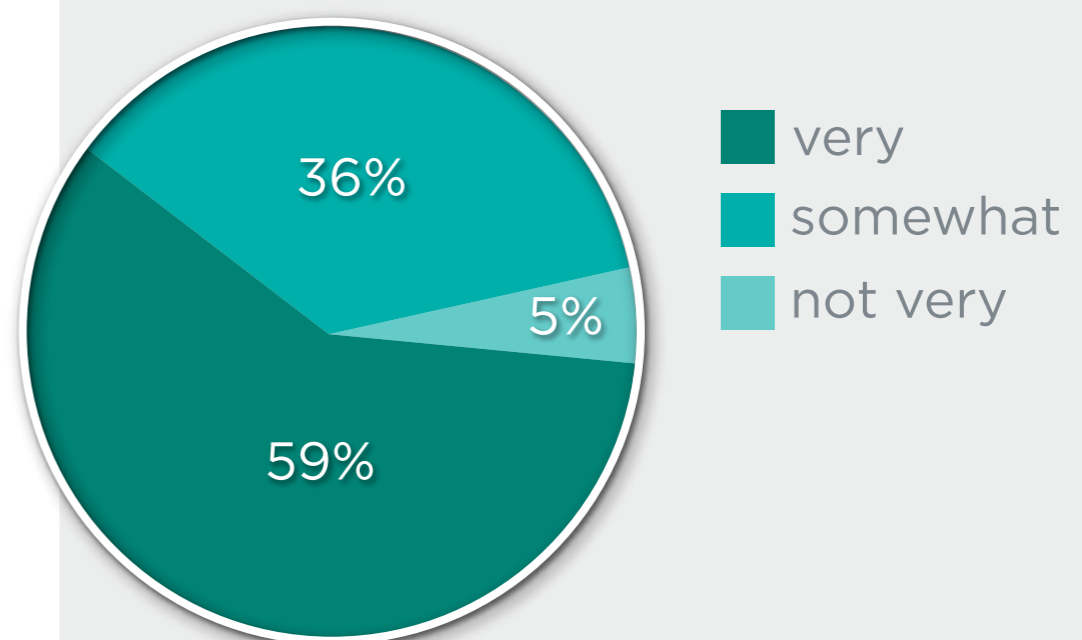
Missed patient hand-offs during shift changes

The antidote: A flexible platform with mobile and social applications extends the value of your EMR and bridges the gaps. Capture care team conversations and workflows to drive positive outcomes.

Mobile app importance



Social media importance



“By utilizing mobile apps and social media in the clinical setting, healthcare providers can connect with patients to help promote health, educate and help with transitions from hospital to home.”

Source: Data from Salesforce/SmartBrief Survey conducted March 27 - April 19, 2015



Salesforce is a platform built around the patient and focused on growing your business. We provide a comprehensive view of your patient data that can be used to market or acquire them, improve patient CSAT, build loyalty and make patient relations more efficient.