

Health 360 Transformation

Redefining Patient Engagement &
Intelligent Care Management

Platform: Salesforce Health Cloud, Salesforce Experience Cloud

Business Impact

60%

reduction in call volume
through digital-first
scheduling

70%

Increase in portal adoption
driven by intuitive user
experience

3X

increase in scheduling
efficiency with real-time
availability

50%

reduction in administrative
effort through automation

Client Overview

The client is a mid-sized healthcare organization operating across multiple US states, delivering care through a growing network of facilities.

As the organization expanded, patient engagement relied heavily on fragmented systems and phone-based workflows, limiting efficiency, access, and patient satisfaction.

Challenges

The existing patient engagement model created significant operational and care delivery gaps:

Fragmented Patient Experience

Patients navigated disconnected systems for appointments, prescriptions, and care updates, reducing engagement and trust.

Phone-Dependent Scheduling

No digital booking options resulted in long wait times, call abandonment, and overloaded front desk staff.

Limited Access to Care

Only in-person visits were supported, restricting access for remote or mobility-constrained patients.

Manual and Inefficient Workflows

Reminder processes were handled manually, leading to inconsistent outreach and higher no-show rates.

Lack of Data Transparency

Patients had no real-time access to health records, prescriptions, or care plans, impacting adherence and engagement.

Inefficient Provider Matching

Patients relied on directories or staff referrals, often resulting in misaligned appointments and repeat visits.

The Solution

Health 360 introduces a **unified, AI-informed patient engagement platform**, consolidating scheduling, care delivery, patient data, and communication into a single scalable ecosystem.

Core Capabilities



Smart Appointment Booking

Real-time availability, intelligent filtering, and instant confirmations eliminate dependency on call centres and improve schedule utilization.

Hybrid Care Delivery

A unified interface supports both in-person and virtual consultations, expanding care access and optimizing clinician utilization.



Personalized Health Dashboard

Appointments, prescriptions, visit summaries, and care plans are centralized into a single patient view, improving self-management.

Intelligent Reminder Automation

Context-aware alerts delivered through preferred channels reduce no-shows and eliminate manual outreach.





Provider Discovery Engine

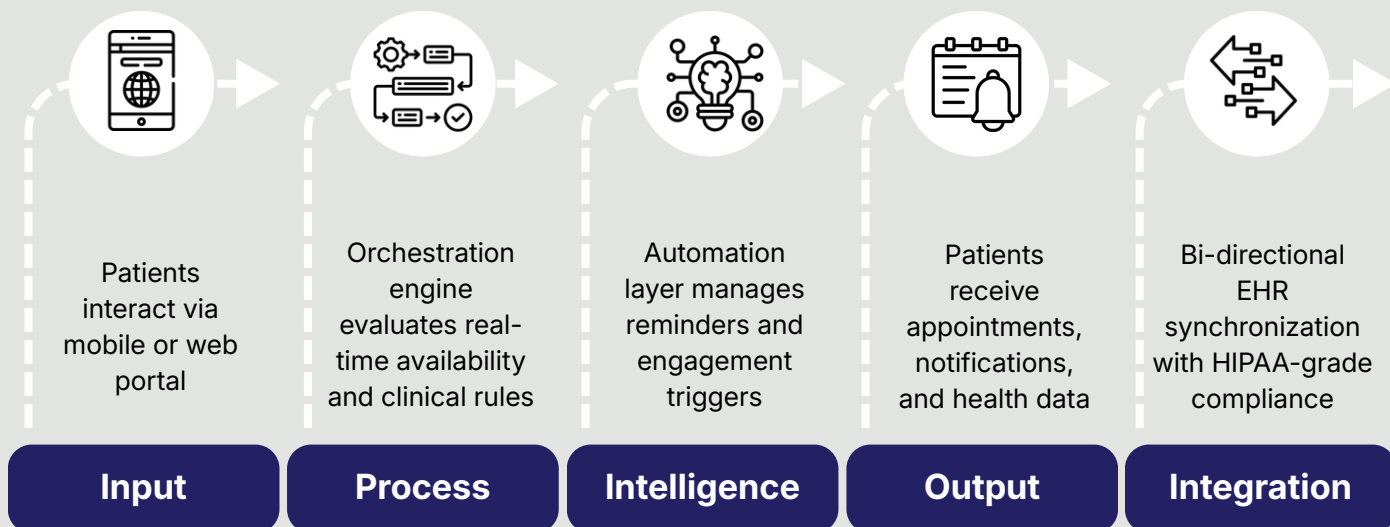
Advanced search capabilities match patients with the right providers based on specialty, location, and affiliation.

Accessible Cross-Platform Experience

Designed for all age groups and digital literacy levels across mobile and desktop, driving adoption at scale.



How It Works



Outcomes

The solution delivers a scalable and connected patient engagement foundation:

- 24/7 digital self-scheduling with instant confirmation
- Unified platform with bi-directional EHR integration
- Personalized dashboards with care plans, prescriptions, and visit history
- Increased access to care through hybrid delivery
- Reduced administrative burden through automation
- Improved patient engagement and adherence
- Enhanced coordination across clinical and operational teams
- Scalable platform supporting multi-site expansion

Business Value Realized

The organization achieved measurable transformation across operations:

Reduced dependency on call centres

Improved scheduling efficiency and resource utilization

Lower no-show rates and optimized clinical capacity

Increased digital adoption among patients

Streamlined workflows through automation

Stronger alignment between patient experience and care delivery

Future Roadmap



AI-Augmented Insights

Predictive no-show risk scoring, AI-driven care gap identification, and natural-language patient intake through conversational scheduling.



Expanded Automation

Dynamic care pathway automation, post-visit follow-up workflows, and population health segmentation for targeted outreach.



Preventive Intelligence

Longitudinal health trend analysis, wearable device integration, and predictive resource planning for institutional capacity optimization.

Client Testimonials

"Health 360 transformed the patient relationship. Our patients are no longer waiting on hold or missing appointments - they are engaged, informed and proactive."

- Chief Patient
Experience Officer

"Within three months, no-show rates dropped and call centre volume fell sharply. We went from phone trees to a platform that essentially runs itself."

- VP of Operations,
Multi-Specialty Group

"We expanded from two sites to twelve without any changes to core architecture. Health 360 scales exactly as the organisation scales."

- Chief Digital Officer,
Healthcare Network

Conclusion

Health 360 replaces fragmented, reactive workflows with a connected, intelligent, and patient-first engagement platform.

By combining digital access, automation, and real-time intelligence, the organization can:

- Deliver seamless patient experiences
- Improve operational efficiency
- Scale care delivery without architectural constraints

The result is a future-ready system where engagement is proactive, care is accessible, and operations are optimized at scale.