

# Salesforce Healthcare Service Provider Compendium 2021

December 2020: Complimentary Abstract / Table of Contents



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- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

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## Background of the research

Early adopters of Salesforce services were looking to effectively manage customer relationships, market targeted products, explore sales performance, and drive cost efficiencies riding on the cloud wave. As the Salesforce technology landscape broadened, enterprises' approach toward Salesforce has evolved from a "reactive" relationship management to a "proactive" approach toward Customer Experience (CX).

Healthcare enterprises are looking to leverage Salesforce for not just engaging with patients, but for their end-to-end business functions as well as addressing the broader healthcare trends, such as reducing technical debt, cost containment, driving patient centricity, and data interoperability. Healthcare enterprises seek to create a 360-degree patient/member view by leveraging advanced analytics to better engage and offer personalized experience to patients/members, improve care outcomes, and drive cost efficiencies. They are integrating customer data across Sales, Service, Marketing, and Commerce Cloud to provide a unified customer experience and achieve data interoperability mandates.

With these changing enterprise expectations and evolving Salesforce technology landscape, service providers are investing in building strong healthcare-specific solutions to expedite time-to-market for their clients and are taking a strong inorganic approach with tuck-in acquisitions to fill gaps across their Salesforce services portfolio and further enhance their geographic footprint.

In this research, we present an assessment of 18 service providers featured on the Salesforce healthcare services PEAK Matrix®.

The assessment is based on Everest Group's annual Request For Information (RFI) process for calendar year 2020, interactions with leading Salesforce service providers, client reference checks, and an ongoing analysis of the Salesforce services market.

**This report includes the profiles of the following 18 leading service providers featured on the Salesforce healthcare services PEAK Matrix®:**

- **Leaders:** Accenture, Cognizant, and Deloitte
- **Major Contenders:** Coastal Cloud, IBM, Infosys, NTT DATA, Penrod, Persistent Systems, PwC, Silverline CRM, TCS, Torrent Consulting, Virtusa, and Wipro
- **Aspirants:** Acumen Solutions, Customertimes, and Virsys12

### Scope of this report:



**Geography**  
Global



**Industry**  
Healthcare



**Services**  
Salesforce services



**Use cases**  
18 leading Salesforce service providers  
for healthcare

# The Salesforce healthcare service provider compendium report has profiles and buyer case studies for 18 leading service providers

Salesforce Healthcare Service Provider Compendium 2021

## Service provider | Salesforce healthcare services profile

### Provider overview

#### Vision for Salesforce healthcare services

Service provider' healthcare vision is to help clients with process and IT simplification, legacy modernization, cloud-based solutions, robotics, automation, and healthcare analytics to equip clients with actionable insights to engage consumers, improve health and quality of care, and reduce costs. Their belief is that healthcare will transform into four large platforms - digital front door, care continuum, integrated models and administrative. Digital capabilities offered through these platforms would be a key differentiator in the market and service provider will be at the forefront in providing Salesforce healthcare services.

#### Salesforce healthcare services revenue



<b>Current partnership status with Salesforce:</b>	Platinum
<b>Salesforce Customer Satisfaction Score (CSAT):</b>	9.8
<b># Salesforce-certified healthcare experts:</b>	70-75
<b>Current healthcare &amp; life sciences industry expertise status with Salesforce:</b>	Certified

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## Service provider | Salesforce healthcare services profile

### Case studies, offerings, and recent developments

#### Case study 1 Improving current Sales Cloud environment and integrating Salesforce with legacy systems

**Business challenge**  
To improve current Sales Cloud environment, integrate Salesforce with legacy system efficiently, improve user interface for clients, reduce number of steps required to create a new membership, reduce junk data, automate processes, provide distinction among products, and facilitate single-contact case resolution.

**Solution and impact**  
Service provider implemented Sales Cloud, Service Cloud, Marketing Cloud, and CarePlus, its proprietary Service Cloud solution for healthcare. It enabled a consolidated view for opportunity, refined quote functionality to update fields affecting quote calculation, provided a single-member view for better customer service, and made case-related information available at a single place.

#### Case study 1 Improving member and provider onboarding and case management application

**Business challenge**  
A large healthcare payer needed better reporting and real-time decision-making to improve efficiency with reduced clicks. It needed improved customer relationships and upsells with the improved customer path visibility.

**Solution and impact**  
Service provider implemented Sales cloud and Health Cloud. This insured effective onboarding and set up of members and providers as well as collaboration with other agents. Resolving cases was made easy with Salesforce Chatter, by enabling multiple call-handling capabilities for call types such as redetermination, claims processing, ID cards, and demographic changes.

#### Proprietary digital solutions (representative list)

Solution	Details
B2B Planner Sponsor	A disruptive payer B2B poly-cloud platform to engage employers and providers in a collaborative manner to facilitate buying, managing, and servicing healthcare for employees
Service provider CarePlus	A pre-configured multi-cloud-based solution, provides care as a service connecting payer, provider, and the members focusing on building relationships and enables smart care management decisions. It provides various care management functions – wellness management, opioid management, diabetes management, geriatric care management, and palliative care management
Service provider Problem Management Analytics (PMA)	A cloud-agnostic solution that results in 50-60% reduction in ticket volume, reduces business downtime, and reduces support cost

#### Key events (representative list)

Event name	Type of event	Details
Fluido	Acquisition	Acquired Fluido to strengthen its capabilities in cloud consulting, implementation, and training services in the Nordics
Simplus	Acquisition	Acquired Simplus, a leading Salesforce consulting and platinum partner and a global leader in Salesforce quote-to-cash
Cloud-agnostic investments	Investment	Service provider is making investments in R&D work. Currently 2.5% of service provider Salesforce services revenue is spent annually on R&D for developing vertical and horizontal IP including Fullforce/ISV-certified solutions

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# Research calendar

## Healthcare IT Services (ITS)

Published
  Planned
  Current release

### Flagship Healthcare ITS reports

	Release date
Healthcare Payer State of the Market – Key Trends, Service Provider Performance in 2019, and Outlook for 2020	February 2020
Healthcare Provider State of the Market – Key Trends, Service Provider Performance in 2019, and Outlook for 2020	March 2020
Healthcare Provider Digital Services PEAK Matrix® Assessment 2020	June 2020
Provider Digital Services – Service Provider Profile Compendium	July 2020
Salesforce Healthcare Services PEAK Matrix® Assessment 2021	December 2020
<b>Salesforce Healthcare Service Provider Compendium 2021</b>	<b>December 2020</b>
State of the Market – Salesforce Healthcare services	Q4 2020
Healthcare Specialists PEAK Matrix® Assessment 2021	Q4 2020
Healthcare Specialists – Service Provider Profile Compendium	Q4 2020

### Thematic Healthcare ITS reports

	Release date
Big Tech in Healthcare: What it Means for CIOs?	Nov 2019
Unpacking the Rise of Telehealth	July 2020
Data Monetization in Healthcare	July 2020
Platform-based Modernization of Healthcare Payer	September 2020

Note: For a list of all of our published Healthcare ITS reports, please refer to our [website page](#)



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