



**You don't even need a *Sales Force* to use Salesforce.
That's how far the platform has evolved from its inception as a CRM.**

Salesforce is a cloud technology platform that helps Healthcare organizations drive engagement and automate business processes. Further, it serves as a framework to launch modular services, applications, and tools that operate in coordination at a process, technological, and clinical level to achieve their organizational goals while adapting to unprecedented change in the industry.

It is often used by a variety of end-users, including clinical staff (e.g. clinicians, care teams, etc.), patients, and internal business stakeholders, as well as penetrating key functions such as patient management, marketing, sales, operations, finance, and credentialing.

Salesforce is:

- A platform. Not Just A CRM.
- Secure. HIPAA Compliant
- Social
- Scalable
- A License Model
- Mobile
- Configurable and Customizable
- #1 Cloud Computing and CRM Platform
- An Open Ecosystem

Salesforce has:

- Native Security
- A Mobile Application
- Contextual Messaging
- Portal Offerings/Support Communities
- Case Management
- Knowledge Management
- Content Management
- Service Center Tools
- Workflow/Process Automation
- Marketing Automation

Salesforce can:

- Be An Integration Framework
- Connect With Wearables, and other IT Systems
- Replace Paper Processes With Automation
- Promote Care Team Coordination
- Be an Engagement Layer for EHRs/EMRs
- Facilitate Scheduling
- Drive Employee Collaboration, A Social Intranet
- Integrate with Connected Devices
- Facilitate Referral Management
- Streamline and Enhance Patient Lifecycles
- Coordinate Patient and Provider Acquisition
- Enhance Patient Engagement
- Promote Patient and Provider Customer Service
- Develop Adherence Applications

“The Silverline perspective is that Healthcare is now all about the patient. Salesforce has historically always been about the customer. Now that the patient is the customer, Salesforce is uniquely positioned as the platform to drive transformative change in Healthcare.”

All About Silverline for Healthcare

Silverline is a Platinum Salesforce Partner - what does that mean? We are a professional services organization that really knows the platform and we focus exclusively on it. We have unmatched customer satisfaction, have delivered 100s of deployments, and have highly certified resources that partner with our clients to ensure success.

Silverline is vertically focused - our expertise don't solely lie on the platform, but also the industries in which we operate. Silverline has a dedicated Healthcare Practice that not only sets the pace for solutions by delivering what clients want, but identifying those that are needed. We dedicate resources and time to becoming experts in the industry in which we operate, its intricacies, and the need to design solutions specific to the most relevant use cases.

Use Cases

Silverline has helped clients solve the following issues:

- Driving referral management and patient scheduling activities
- Assisting Medical Device companies transitioning from a distribution to B2C Model with an ERP integration
- Establishing a streamlined and coordinated patient lifecycle
- Providing large healthcare networks with a mechanism to improve customer service to their expanding employee base and patients
- Developing an omni-channel patient engagement platform
- Establishing a sales and service capability for a new health plan
- Creating a data model and infrastructure to support proactive care coordination between providers and patients for an entire state
- Supporting solution design for state and federal (CMS) initiatives to drive more proactive and coordinated care (e.g. DSRIP, Transforming Clinical Practices, etc.) along with partner management

Sample Healthcare Expertise



SCHEDULING AND EVENT MANAGEMENT



HEALTHCARE INSURANCE MEMBER PORTALS



CUSTOMER AND PATIENT ACQUISITION



PATIENT LIFECYCLE MANAGEMENT



HEALTH INFORMATION NETWORK



SOCIAL INTRANETS FOR HEALTHCARE



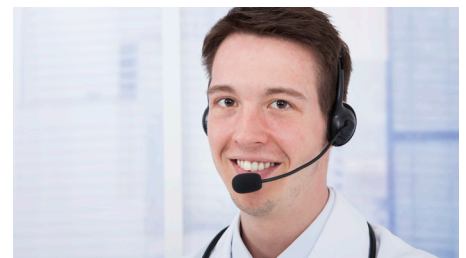
Customer Experience

We learn from experience. We refine and repurpose prior solutions to achieve faster deployment, while maintaining an agile approach to ensure alignment to client needs.



Training

We build solutions that are often complex, but our goal is to make clients self-sustainable. We do so by embedding training in every project to ensure the appropriate transfer of knowledge.



Support

We understand that some organizations do not have the Salesforce expertise they need. We provide ongoing support for their platform needs to eliminate near and long-term technical burden.

About Silverline

Silverline is a [salesforce.com](https://www.salesforce.com) Platinum Cloud Alliance Partner headquartered in New York City focused exclusively on the end-to-end deployment of [salesforce.com](https://www.salesforce.com) and associated third party applications. Silverline's results-driven methodology leverages best practices developed over 800 deployments within Financial Services and Healthcare. Silverline operates across various Healthcare industry sub-segments including: Providers, Health Plans, Medical Devices, Staffing & Recruiting Firms, Integrated Delivery Systems (and ACOS), and Care Management. If you would like more information, please contact matt.gretczko@silverlinecrm.com.

