

Implementing Salesforce Care Response: How Truman Medical Centers Address Covid-19 Needs

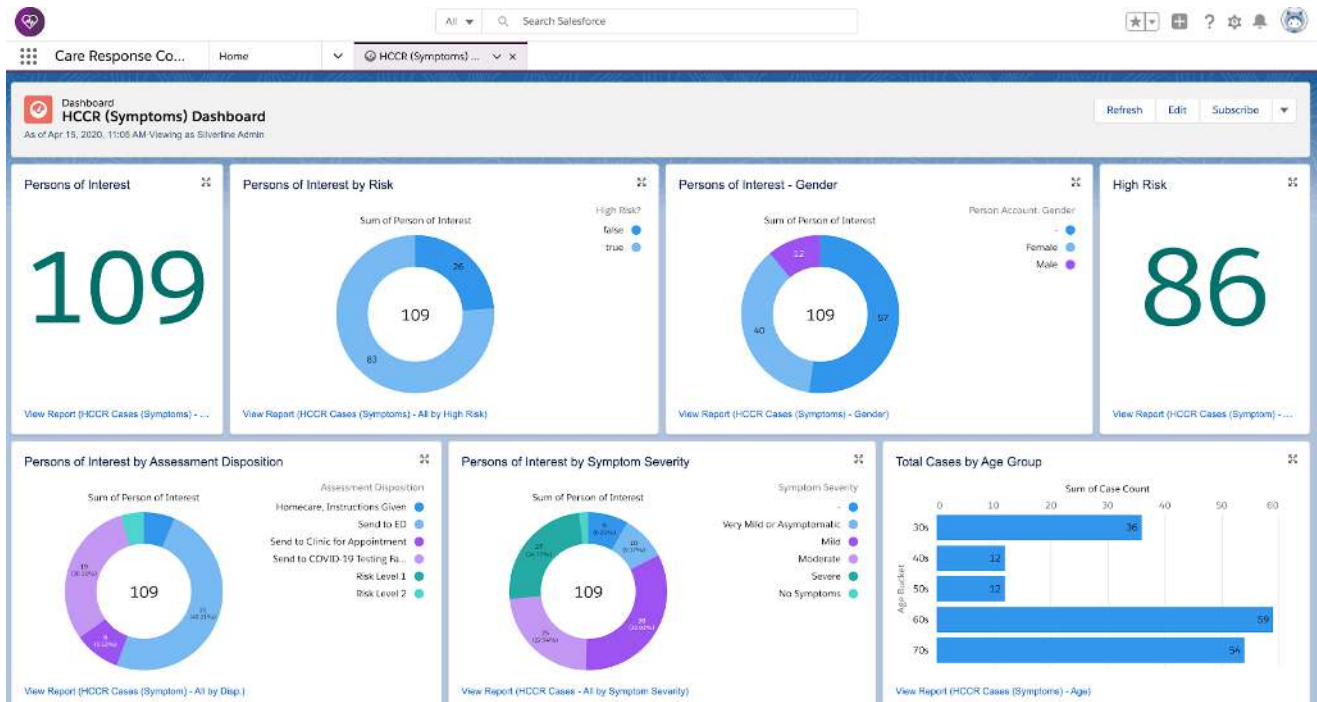
In March of 2020, Salesforce announced that they would be giving away Health Cloud for free with a Care Response trial to help Healthcare organizations rapidly adapt to Covid-19.



Here at Silverline, we quickly developed a solution to help out those in the healthcare industry being inundated with patient and employee questions. We mobilized a team of professionals and were immediately engaged in multiple conversations with customers. The first organization we were immediately asked to engage with was Truman Medical Centers in Kansas City, MO, to rapidly deploy the solution. Within three weeks of Salesforce's announcement, Truman Medical Centers was actively leveraging the solution to manage inbound inquiries from patients and employees about Covid-19.

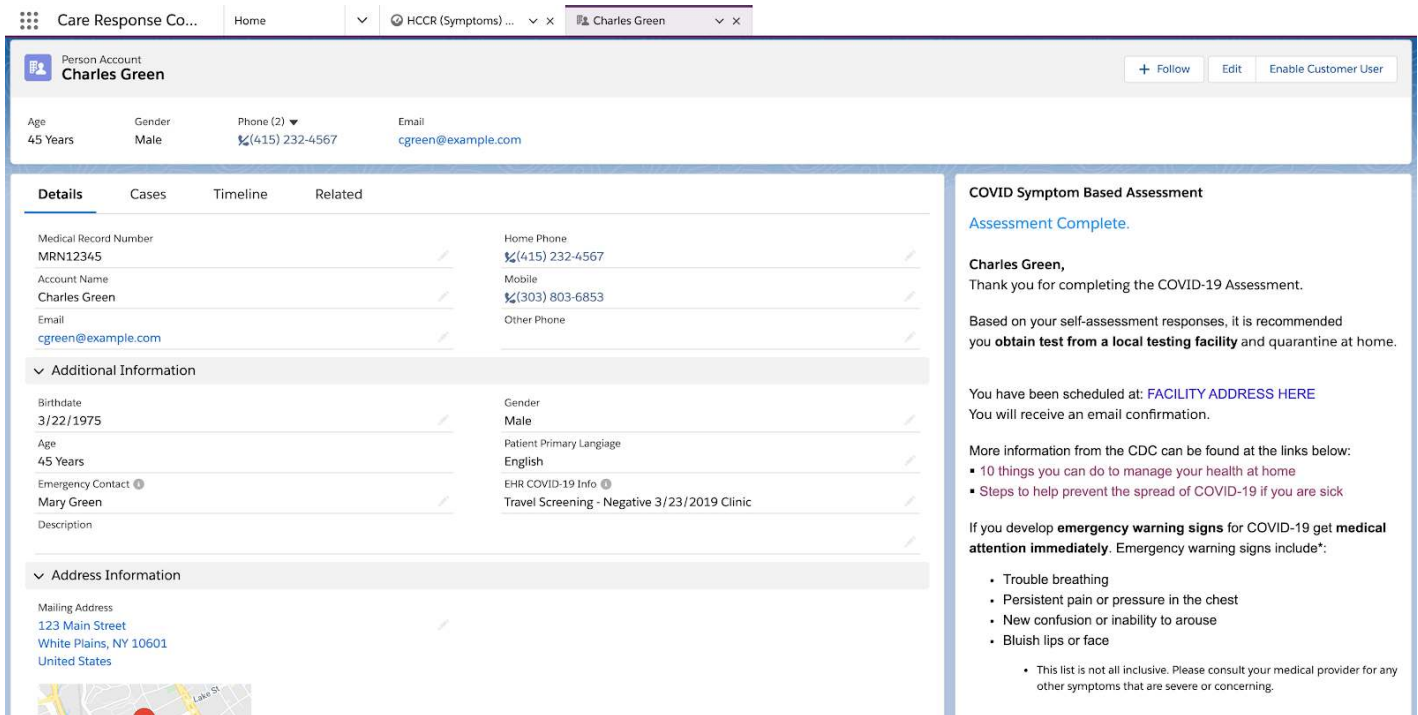
Meeting urgent medical center needs during a global pandemic

The solution, which was completely implemented in two weeks, required more than a few iterations to stay current. Protocol for managing potential Covid-19 patients was changing on a daily basis, so the Silverline team had to build and rebuild scripts four different times to accommodate changes in protocol and priorities. Once completed, the solution featured patient demographics, separate symptom assessment pathways for patients, and employees with multiple assessment dispositions and unique email follow-up messaging — all of which complied with CDC standards and mandates. Within one week, the Truman Medical Centers team logged nearly 275 calls.



Triage dashboard allows Healthcare Organizations to aggregate and report on data elements such as gender, age group, symptom severity, and disposition.

Truman Medical Centers is now equipped to handle the influx of patient calls and questions relating to Covid-19. They are pre-screening patients for Covid-19 before they arrive at the medical center. According to their website: “When calling with appointment reminders, staff ask patients if they are running a fever, experiencing a cough and experiencing shortness of breath. Patients also are being asked if they have had contact with anyone with Covid-19 or experiencing symptoms.”



The screenshot shows a Salesforce interface for a patient named Charles Green. The top navigation bar includes 'Care Response Co...', 'Home', and a search bar with 'HCCR (Symptoms) ...' and 'Charles Green'. The patient's account information is displayed, including age (45 Years), gender (Male), phone number ((415) 232-4567), and email (cgreen@example.com). The main content area is divided into 'Details', 'Cases', 'Timeline', and 'Related' tabs. The 'Details' tab is active, showing fields for Medical Record Number (MRN12345), Account Name (Charles Green), Email (cgreen@example.com), Birthdate (3/22/1975), Gender (Male), Patient Primary Language (English), EHR COVID-19 Info (EHR COVID-19 Info), and Travel Screening (Negative 3/23/2019 Clinic). There is also a section for 'Additional Information' and 'Address Information'. On the right side, there is a 'COVID Symptom Based Assessment' section with the text: 'Assessment Complete. Charles Green, Thank you for completing the COVID-19 Assessment. Based on your self-assessment responses, it is recommended you obtain test from a local testing facility and quarantine at home. You have been scheduled at: FACILITY ADDRESS HERE. You will receive an email confirmation. More information from the CDC can be found at the links below: 10 things you can do to manage your health at home, Steps to help prevent the spread of COVID-19 if you are sick. If you develop emergency warning signs for COVID-19 get medical attention immediately. Emergency warning signs include: Trouble breathing, Persistent pain or pressure in the chest, New confusion or inability to arouse, Bluish lips or face. This list is not all inclusive. Please consult your medical provider for any other symptoms that are severe or concerning.'

Once assessments are completed, patients automatically receive an email summarizing their assessment along with follow-up instructions.

Silverline is ready to help your healthcare organization get through this crisis

As the Coronavirus pandemic continues to shake our country and demolish our status quo, our team of Salesforce and healthcare industry experts are here to help medical centers like Truman Medical Centers continue to rise to the occasion. With a fully capable, remote workforce, we can get your Salesforce trial instance up and running quickly, while adhering to social distancing best practices.

Jim Rogers, Silverline's Senior Director of Healthcare and a registered nurse with a Bachelor of Science in Nursing, said, "My first priority is being a patient advocate. Having implemented and managed a 24/7 healthcare contact center, built on Salesforce, during the Ebola outbreak, I can share my experience and learnings with other healthcare organizations like Truman Medical Centers. I am grateful to be able to support our healthcare heroes who are on the frontlines of this fight."

About Silverline

Silverline has real-world expertise in the Healthcare industry, including industry sub-segments such as Provider, Payer, Medical Device, and Life Sciences. We combine strategic planning, implementation, and ongoing support to help clients realize continuous value with the Salesforce platform. To find out more, contact us at healthcare@silverlinecrm.com.

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