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Digital



ConvergeHEALTH™

Connect *for* HEALTH CARE

A New Customer Driven Era in Health Care

Innovative product targeting Health Care, Provider, and Health Plan organizations to deliver personalized patient experiences at scale

Organizations in the health care ecosystem are challenged to serve their patients to support long-term health and wellness. Market forces are pushing these organizations to improve the way they interact with their customers and perform these functions in ways they never have before – requiring new tools, technologies and approaches.

Drawing from Deloitte’s deep sector experience, ConvergeHEALTH™ Connect for Health Care targets health care, provider, and health plan organizations, providing efficient and personalized care to individuals in the health care ecosystem, including members and patients, by improving coordination, engagement, outreach, and access. The solution enables health care organizations to create inclusive care models focused on member and patient engagement, improve service delivery, and meet demand with scalable, personalized, and convenient access.

ConvergeHEALTH™ Connect for Health Care can help:

-  Consolidate systems and workflows to enhance care coordination and patient experience
-  Measure and improve the health care experience through assessments and care plans to tailor outreach and communications, which are evaluated using key performance indicators such as medical cost reduction and outcome improvement
-  Provide a 360-degree view of patients, members, and providers to empower the efforts of clinical staff, agents, and end-users
-  Drive patient acquisition and retention using a high-touch engagement layer infrastructure for medical contact centers
-  Implement medical cost mitigation through increased member engagement and enhanced care plans



For Health Care Organizations:

The Connect Solution addresses health plan challenges through the deployment of an inclusive Care Engagement Platform, built on Salesforce. Through capabilities spanning the entire care lifecycle, ConvergeHEALTH™ Connect can significantly accelerate efforts to elevate the care experience by providing leading practice and innovation.

- 1 Identification of patient needs:** understanding at-risk population with defined rules and configuration to address needs with member rostering
- 2 Ease of enrollment:** applying outreach models and tactics for optimizing enrollment of members into care programs
- 3 Accelerating engagement:** defining processes that drive engagement and support with the member at the right time and place
- 4 Build meaningful relationships:** engender trust in members by demonstrating a commitment to understanding them and their health in a proactive manner

For Provider Organizations and Health Systems:

The Connect Solution is designed to deliver consistent high-touch digital patient engagement across multiple channels, enabling efficient patient access operations, communications, and patient servicing. By helping providers meet increasing patient customer servicing demands, ConvergeHEALTH™ Connect addresses the challenges patients face in accessing convenient and efficient health care.

- 1 Transformed patient relationships:** extends the base Health Cloud platform with an omni-channel engagement layer that builds powerful workflows that understands the patient journey, allowing for improvements in patient access, acquisition and outreach.
- 2 Scalable personalization:** leverages information gathered about specific patients to provide contact centers with recommended next-best actions, guided scripting, and dynamic knowledge support to help automatically personalize each interaction, every time.
- 3 Flexible, powerful workflows:** create, modify, and scale changes to each interaction to automatically meet your ever-changing business needs with user-configurable flexible workflows powered by an adaptive workflow engine.
- 4 Lasting patient engagement:** create a patient-focused experience with automated, consistent engagement around appointments, refills, inquiries, as well as targeted health and wellness related content.
- 5 Accelerated impact:** rapidly integrate analytics, pre-built integrations, and standardized capabilities to realize value more rapidly and benefit from a low cost of ownership, while retaining control and customization needs with over 75+ targeted capabilities and a long-term roadmap.

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