

Data Cloud is all about enhancing the information your organization already has for optimal analysis and engagement with those who matter most: patients and health plan members.

Create **UNIFIED**
Customer Profile



Calculate & Stream
INSIGHTS



Orchestrate
ACTION



With a Data Cloud implementation, healthcare organizations can elevate their patient and member experience for the digital economy as well as improve operational efficiency with greater speed to insights and actions. Data Cloud enhances and personalizes customer data for a unified view of all relevant information in a central location. This leads to better managed privacy and compliance within the technical landscape, more efficient marketing and advertising campaigns always on the pulse of target audiences, real-time decisioning, and a sure foundation to utilize generative AI use cases for patient interactions that impress and delight.

DATA CLOUD BENEFITS BY PERSONA



Patients

Receive personalized care through predictive analytics with a unified view of health records, improved health outcomes, and overall satisfaction from a seamless experience.



Care Managers

Leverage proactive health management with real-time data to identify and support at-risk patients early, ensuring efficient coordination within care teams for timely care delivery.



Sales Agents

Enjoy enhance engagement with members through data-driven insights, streamlined operations with automated tasks and integrated data, and more time to concentrate on relationship building for sales.



Brokers

Make data-driven decisions with access to analytics, market trends, etc. This enables brokers to give tailored advice to clients with elevated market insights to strategically position themselves to seize new opportunities.

HOW TO GET STARTED

Simplus can perform a strategic assessment within two weeks to craft a tailored pathway toward Data Cloud for your organization. This encompasses identifying use cases and architectural design as well as preparing a pragmatic project plan to lay the foundation for a data-driven revolution.

DELIVERABLES

- **Use Cases and Business Value:** A curated list of practical use cases paired with an analysis of potential value and benefits
- **System and Data Architecture:** A detailed depiction of the proposed system and data architecture for a clear vision of how Data Cloud will integrate with and enhance your existing ecosystem.
- **Initial Project Plan and Budget Proposal:** Outline of initial steps, milestones, timelines, and a comprehensive estimation of the resources and investment required for successful Data Cloud implementation.

Informed Decision-Making

Risk Mitigation

Value Optimization

ARE YOU DATA CLOUD READY? OFFERINGS TO SUPPORT DATA READINESS



Advisory Offerings

- Data Cloud Prestudy & Value Discovery Framework
- Data Cloud Adoption Strategy
- Data Cloud Readiness Assessment
- Use Case Repository



Consulting & Data Offerings

- Proof of Concept for Fitment Analysis
- Build Data Dictionary of all Data Sources & Data Quality Assessment
- C360/Salesforce CDP to Data Cloud Migration Roadmap
- Data Mapping Accelerator



Insights & Analytics

- Handbook of Industry Standard KPIs



Implementation & Support

- Data Migration & Consolidation
- Maintenance, Enhancements & Production Support
- Multi-Org CDP and Marketing Cloud Consolidation
- Fixed Scope - Fixed Price Offering Packages



Change Enablement and Sustainability Offerings

- OCM/Data Strategy and Analysis
- AI Change Readiness and Adoption
- Communication and Engagement
- Data integrity and Training & Enablement

WHY BTS?

Business Transformation Services (BTS) is part of the Infosys Salesforce practice, dedicated to strategic advisory, consulting, and architecture capabilities to deliver accelerated value from technology, process, and people investments. BTS drives transformational programs forward by leveraging the power of the Salesforce platform and supporting ecosystem into real-world scalable solutions while providing an end-to-end vision and journey of the technology and process change landscapes needed to support front-to-back office program success. BTS boasts expertise across Salesforce enterprise products, works in all major industries, and extracts key objectives to deliver customer-specific value for enterprise transformation programs.