salesforce

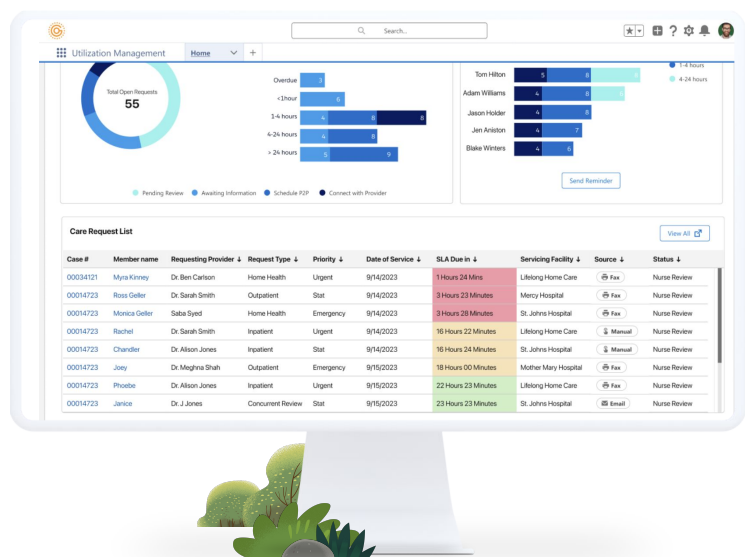# Build trusted member and provider relationships on the #1 AI CRM.

Built on the world's #1 AI CRM, Health Cloud helps curate trusted experiences for health insurers by connecting and automating business processes from quote to care. Collaborate across the enterprise on a member-first healthcare administration software solution.

Insurance, Claims, and Clinical Data Models

Employ out-of-the-box, customizable data models for payers to analyze and report on member data.

Interoperability

Extend the value of your internal and external health systems with a comprehensive set of FHIR-aligned APIs, and extensive MuleSoft Direct integrations with data sources like CMS, EHR, and more.

"We needed Health Cloud to automate as many processes as possible to standardize internal practices and give our nurses a 360-degree view of the customer."

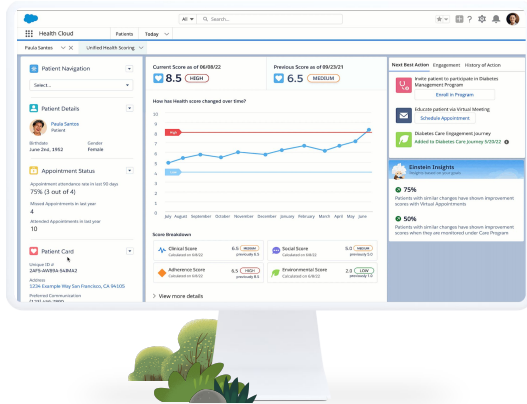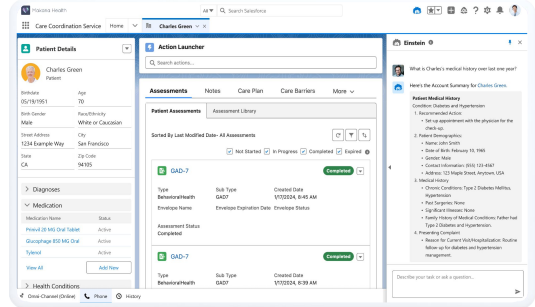**Dr. Victor Fernandez**
Medical Director,
Cigna Global Health

Take a closer look at the Health Cloud features for Payers.

Agentforce for Health*

Use assistive and autonomous AI agents to handle member and provider inquiries, verify benefits, and get a comprehensive view of claims, medications, diagnoses, and CSRs to inform more whole-person care.

Assessment Generation**

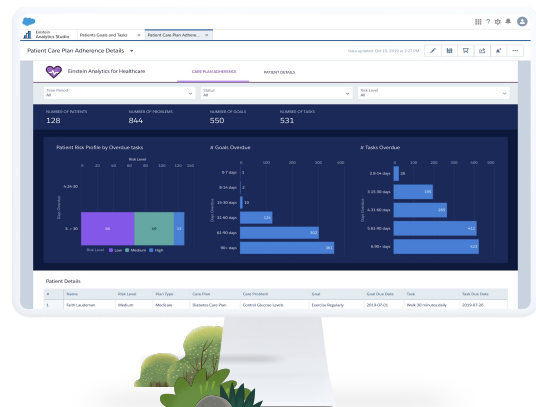Digitize standardized health assessments and automatically populate the responses directly into member records.

Data Cloud for Health*

Gain a holistic member view with clinical and nonclinical factors - including medical, behavioral, and social data. With Unified Health Scoring, gain a greater understanding of a member's health with actionable health scores.

Health Intelligence*

Gain actionable, AI-powered member insights with prebuilt industry KPIs and best practices and built-in revenue intelligence.

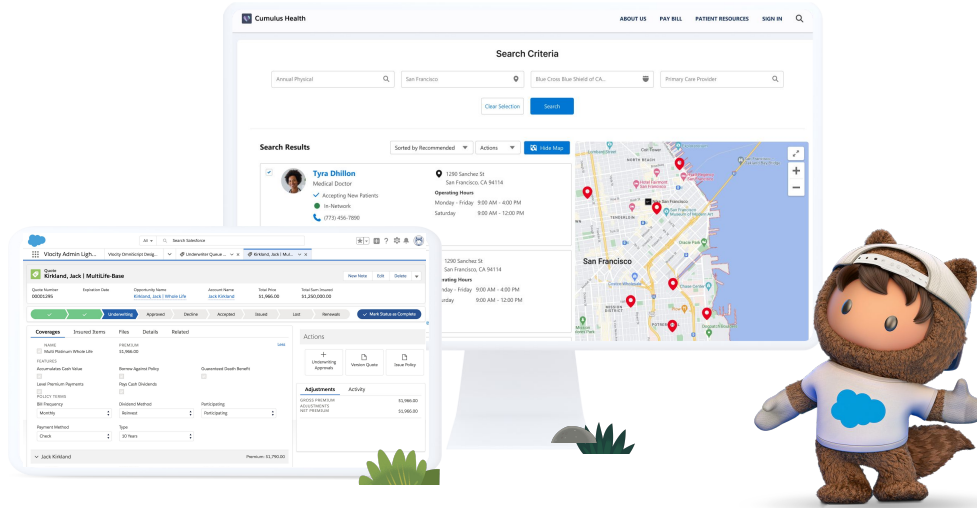*Requires additional license
**Assessment Generation with GenAI requires additional licenses.
**Creating & running assessments manually is available as standard with Health Cloud.

Learn how you can increase productivity by 32% at sfdc.co/payers

Payer Innovation for Health Cloud

Explore more Health Cloud features for Payers:

Provider Network Management*

Accelerate provider recruitment, credentialing, onboarding, and contracting to improve access to care.

Provider Access and Search

With advanced Provider Search, allow members and clinicians to view available providers with enhanced search and filter functions.

Integrated Care Management

Improve member care outcomes by assessing care needs and creating personalised care plans using internal or industry standard MCG care guidelines while driving population health at scale.

Medication Review & Management

Manage member medication lists and document recommendations to streamline transitions in care.

Contact Center for Health

Agents can quickly verify member's identity, capture interaction details, review member health plan information, and more.

Member Timeline View

Get a full and accurate timeline of a member's care journey including medications, care plans, and more.

Referral Management

Assist care coordinators and improve member health outcomes with timely and accurate referral processing.

Benefit Sales and Administration*

Utilize a single, intuitive digital portal for brokers and sales agents to quote, enroll, manage, and renew plans.

Distribution Management*

Boost broker-partner relations with reduced contract cycles and greater accuracy.

Utilization Management

Reduce delays and approve care with guided workflows for prior authorizations, admissions, and appeals.Get real time prior-authorization approvals with CDS hooks.

Virtual Care* and Appointment Management

With Intelligent Appointment Management and Virtual Care*, book remote visits and scale digital health engagement to address care disparities, from anywhere.

Experience Cloud for Health Cloud*

Create engaging, personalized, and secure self-service experiences for members.

Intelligent Document Automation

Manage all member forms, from intake through processing, from one HIPAA-compliant workspace.

Member Relationships Management

Agents and care managers can view a member's relationships and quickly take relevant actions and follow-up on critical next steps.

*Requires additional license

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