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Salesforce case Study

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Prana Health

Ad Vitam - For Life

Prana Health builds empathetic patient journeys with Salesforce



Here we will guide on how Prana health engages with patients in a compassionate and speedy manner using salesforce. We are going to cover following under this case study:

- Prana Health Pain Areas.
- Our Team collaboration.
- How Salesforce Transformed the entire execution process



The Challenge

Faced by Prana Health.

Disparate systems and manual processes hampered the creation of unified patient experiences.

Mission Statement

"Our vision is to provide compassionate care that extends beyond treating illness. We are looking for a solution that would help us build a replicable digital model, empowering patients to navigate through a digital journey and a comfort on everything," says Rahul Kakkar, Founder & Managing director, Prana Health.

The ideal solution would automate service and marketing processes, and integrate patient data from multiple systems to empower employees with a 360-degree view.

How our Team take this and move forward?

- Our team get connected with the Prana team and analyzed the pain points from root level.
- After analyzing the pain Area, our team went through different solutions that can resolve all the issues.
- Looking at the diverse need and multiple issues from different departments, our team formulated the solution around salesforce to solve the issues and produce a stand alone solution which can cater CRM, Process optimization and automation.

■ How Salesforce Helps?

Data consolidation and automation help build patient-centered service efficiency, cutting call AHT by 7%

Earlier, patient information was scattered across numerous internal systems. This meant that when a patient called Prana Health, they often had to repeat information since it wasn't available to the agent in one place. Today, the team consolidates all data on Service Cloud for a unified view of each patient. Integrations between telephony systems, the call centre solution, and appointment management systems guarantee seamless capture of patient information across interactions. Patient information is enriched with details like relevant treatment packages and doctor availability. So, agents are better equipped to engage patients sensitively and contextually.

Agents access well-defined workflows and conversation guides to handle diverse interactions appropriately. They prioritise emergency calls and onboard patients faster. They can also have more informed conversations about complex requirements like Urgent care or primary/pulmonary care and the need for different medical specialties. This has resulted in a 5% increase in appointment conversion rates from calls.

Call centre teams are also able to focus more on patient interactions since manual tasks such as call routing and form-filling are now automated. All this has driven down average call handling time by 7%.

However, the team at Prana Health knows that genuine, patient-centric healthcare isn't just about improving these metrics. The 360-degree view of the patient's information allows agents to take the time to empathetically enquire and learn what the patient needs and guide them accordingly. Sometimes, this also means longer calls.



“ For us, dedicated patient care is more about the human touch than efficiency. Access to comprehensive patient views on Service Cloud empowers our agents to engage with our patients with greater empathy and attention, and ensure they get the care they deserve.

Mr. Suvid Kakkar
Head, Customer Support





Marketing automation helps make patient communication sensitive and timely for deeper relationships

Along with improving the service experience, the Prana Health team also focuses on communicating sensitively to support patients through their journeys. This could be in the form of reminders, suggestions, and useful information such as new treatments that become available. Once a patient is onboarded, the team uses Marketing Cloud to deliver such communication appropriately, sensitively, and non-intrusively.

The data from these communications and interactions is used to continually improve the service experience, and vice versa. For example, if a patient cancels an appointment in response to a reminder, an agent is alerted. The patient receives a call asking for the reason, and issues are addressed where possible. Importantly, the reasons are recorded, to inform all future interactions with the patient.

REAL TIME VISIBILITY

Real-time visibility of data also allows the team to accurately gauge the effectiveness and ROI of marketing campaigns and formulate future strategies

STRONG COMMUNICATION

The team plans to build sophisticated, hyperpersonalised patient journeys that span channels, and specialisations, and also offer guidance for wellbeing and preventive care, beyond transactional communications.



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“We use Marketing Cloud to craft and deliver sensitive, timely and personalized communication to help our patients deal better with illness and enjoy health. This is helping us increase patient trust as we evolve into a dependable healthcare partner.”

**DR. ASHWINI ROY
CHIEF MARKETING OFFICER
PRANA HEALTH**



Process automation strengthens the security and privacy of patient data



With access to large volumes of patient data and insights, Prana Health is focused on ensuring that privacy and security norms aren't compromised. The use of automation to capture patient information eliminates manual handling of data, protecting patient privacy.

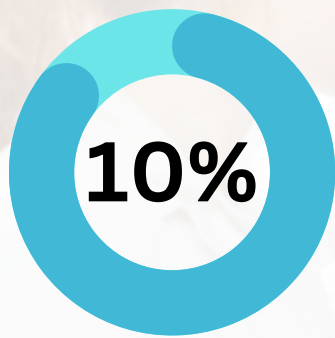
The Salesforce ecosystem helps Prana Health to optimise and speed up solution implementation

The Prana Health team's transformation journey was ably supported by Persistent Systems and the Salesforce Professional Services team at Depex. "From formulating user stories in the discovery phase to supporting us as we add new features and capabilities, Persistent Systems has played a critical role in our journey," says Kumar.

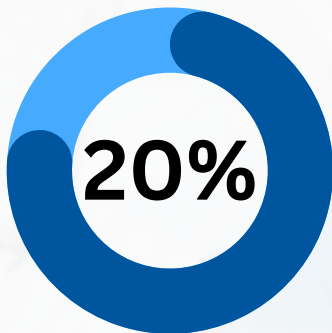
"The Salesforce Team at Depex, has helped us architect a robust foundational platform and ensured timely implementation and sign-offs.

"Our technology vision will serve as an enabler, as the group continues to mature as a healthcare partner whose purpose is its patients' long-term wellbeing," he concludes.

The RESULT



Drop in call AHT



Jump in appointment conversions

About Depex.

Depex Technologies Pvt. Ltd is a globally recognized IT firm with a decade-long expertise in SAP, Salesforce, Odoo, Microsoft Dynamics, Power BI, and various other cutting-edge technologies. With a robust presence in the global market, the company boasts a team of over 200+ engineers strategically located around the globe. Known for its proficiency in diverse tech stacks, Depex Technologies is committed to delivering innovative solutions and services in the ever-evolving landscape of enterprise software development.

For more information visit us at: www.depextechnologies.com or Email us at: info@depextechnologies.com