DynPro ©

Health Cloud **CRM Analytics** **Data Cloud/AI**

Agentforce **Experience Cloud** **Service Cloud**

- Implement Health Cloud
- Implement Experience Cloud
- Implement Data Cloud/AI
- Implement Sales/Service Cloud
- Implement CRM Analytics

- Sales, Service & Experience Clouds
- Health Cloud
- CPQ, Revenue Cloud, Tableau

- Agentforce Data Cloud/AI
- Marketing Cloud & Customer 360
- MuleSoft & CRM Analytics

Otsuka

Otsuka Pharmaceuticals Partners with Cloudalyze to Keep Salesforce at the Center of Operations

CUSTOMER SIZE
Enterprise, MID-CMCRL

INDUSTRY VERTICAL
Healthcare

SALESFORCE PRODUCTS
Health Cloud
Experience Cloud
Sales/Service Cloud
CRM Analytics

SERVICES
SF Admin Support
Custom Development
Strategic Advisory

SALESFORCE LICENSES
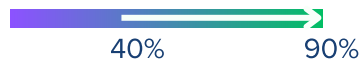200

ENGAGEMENT LENGTH
Ongoing- 4 Yrs +

Original Challenges
- **Patient communication scattered across multiple systems and channels.**
- **Direct patient communication was challenging.**
- **EHR records not synced in Salesforce CRM.**

Patient 360
Data quality Increase

40%   90%

Patient Chats
Patient Chats Increase

~ 200   ~ 3200

EHR Data #

EHR Transactions Increase

40%   90%

- **Consolidated data from multiple source systems and channels to enable patient 360.**
  - **Veeva Healthcare CRM**
  - **Genesys Contact Center Management**
  - **DrFirst Prescription Management**

- **Leveraged Service Cloud (Case Interactions).**
- **Leveraged Service Cloud (embedded chat) to simplify direct patient communication**

- **Integrated EHR data from Veeva CRM into Salesforce Health Cloud.**
- **Leveraged CRM Analytics data pipeline tool to integrate EHR records from Snowflake data warehouse.**