

Connected healthcare for care anywhere

April 2023



Healthcare organizations face a multitude of challenges. They are navigating complex macroeconomic conditions including rising operating costs, supply chain and sourcing challenges, and labor shortages.

As a result, healthcare organizations continue to shift towards more holistic care models, focusing on early and ongoing interventions to improve long-term patient outcomes. This foundational shift has led to a pivot towards greater healthcare consumer engagement, more accurate compliance reporting, and operational efficiencies using integrated platforms.

With the rise of new capabilities, offering increased access and convenience through digital and local in-person channels has become table stakes. Healthcare organizations require better care coordination across stakeholders and enhanced care management to achieve a value-oriented care delivery model.

Enabling healthcare consumer engagement and care coordination

Organizations focused on proactive care management must leverage a suite of capabilities to stratify, assess and enroll members into care management programs. Once a member is enrolled in a program, clinicians, social workers, and providers actively manage their care plan to focus on healthier, long-term outcomes.

It is becoming increasingly difficult for healthcare organizations to manage the coordination of healthcare consumer care and engagement across digital channels, in-person visits, and various communications. Working across disparate systems and data creates challenges for a simplified experience. Requirements driven by operational and compliance reports for Centers for Medicare & Medicaid Services (CMS), or state-based entities with value-based incentives, are critical to design in coordination with the user experience.

In collaboration with Salesforce, KPMG has designed a care platform connecting care teams, clinicians, members, and family members. The platform built on Salesforce is focused on:

- Elevating healthcare engagement across the care and wellness journey.¹
- Improving communication and care coordination within a member's care team to manage their care plan more efficiently.²
- Using key healthcare consumer insights, such as clinical history and demographic information, to proactively identify risks and determine interventions.³
- Utilizing integrated operational and compliance reporting tools to align to current and future regulatory requirements and mandates.

¹Source: Salesforce. "How Digitally Enabled Healthcare Can Give Patients the Experiences They Expect." 10 Nov. 2021

²Source: Salesforce. "Connecting with Patients for More Customized Care." 2022

³Source: Salesforce. "Integration, Interoperability, and the Future of Healthcare."

KPMG has worked closely with clients to elevate healthcare consumer engagement, reduce the cost of healthcare, and meet ever-changing government mandates. By using Salesforce Health Cloud, we help clients innovate care coordination across multiple disciplines and across the continuum of care. Our solution is focused on automation and integrates various sources of health insights data to build an extensive view and optimized workflows.

The solution provides value to healthcare organizations:



Increases efficiency in communication

with healthcare consumers to support the process of entering members into care management programs.



Improves care coordination

by enhancing visibility across the member's care team and enabling a holistic view of the member's care plan and clinical history.



Increases adherence to federal and state regulatory requirements

by using automated workflows to trigger mandated communications. An integrated reporting platform builds compliance reports for CMS and other regulatory entities.

Importantly, the platform reflects our skills in creating user-friendly, human-centered design. The technology enables care team members to make decisions by displaying timely and relevant information.

With the power of digital transformation from KPMG and pacesetter solutions from Salesforce, payers can deliver lasting innovation.

Contact us to learn how to navigate the turbulent healthcare landscape and elevate the family experience.



Contact us

Hank Yang
Managing Director,
Salesforce Healthcare Leader,
KPMG LLP

949-885-5400
hankyang1@kpmg.com

Jonathan Baker
Principal, Healthcare Payer
Sector Leader, KPMG LLP

404-844-9689
jbaker@kpmg.com

Saurabh Goyal
Managing Director,
Care Innovation Leader,
KPMG LLP

857-284-3837
saurabhgoyal@kpmg.com

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

kpmg.com/socialmedia



This content outlines initial considerations meriting further consultation with life sciences organizations, healthcare organizations, clinicians and legal advisors to explore feasibility and risks.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

© 2023 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. NDP464721-1A