Seamless & Compliant Care

Transforming Medical Communication with Salesforce Health Cloud

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Brillio enhances the power of Salesforce Health Cloud by seamlessly integrating it with internal systems, unlocking legacy data and EHRs to provide a 360-degree view of each patient, cull out deeper patient insights, and build personalized relationships throughout the care journey.

In the rapidly evolving healthcare and life sciences landscape, organizations are grappling with operational and technological challenges that drive up costs and strain member satisfaction. High operating expenses and low affordability in competitive health plans push costs onto members, impacting both consumer trust and financial stability. Complex consumer engagement processes, a lack of a unified touchpoint, and slow response times are hindering patient and member experiences. In this competitive environment, these inefficiencies not only stymie growth but also reduce operational effectiveness.

From a technology standpoint, legacy systems hamper agility, making it difficult to deploy modern development practices and delaying the time-to-market for new services. Disconnected systems create a fragmented view of members, degrading the user experience and resulting in missed SLAs. This fragmentation reduces the organization's ability to innovate quickly and leverage emerging technologies like mobility, IoT, and AI, which are essential to enhance patient care and operational efficiency.

These challenges underscore the need for a robust, flexible platform like Salesforce Health Cloud. By adopting this platform, HLS organizations can streamline operations, gain a comprehensive view of each member, and rapidly deploy innovative solutions, transforming consumer engagement and making healthcare more affordable and accessible. Brillio has the expertise to help organizations navigate this transformation, ensuring a smoother transition to modern, cloud-based solutions that enhance member experience, optimize operations, and drive competitive advantage.

Challenges:

- High operating expenses
- Complex consumer engagements
- High turn-around time
- Legacy application landscape with low speed to market
- Lack of 360-degree view of members
- Poor user experience

Integrated Regulatory Compliant Solution Map for Enhanced Healthcare Experience

Brillio leverages Daya and AI to helps healthcare providers with personalized patient communication and seamless customer experience for patients.

data security, and compliance are seamlessly managed, from initial trials through post-market stages.

CRM & Health Cloud

Brillio empowers healthcare providers, patients, and consumers by integrating Salesforce Health Cloud with core CRM functionalities. This integration supports key areas including product management, medical information management, adverse events management, and clinical trials support. Additionally, Brillio assists in managing regulatory approvals, ensuring streamlined workflows and compliance across healthcare operations.

Contact Center & Health Cloud

Brillio enhances patient engagement and support through comprehensive contact center services linked with Salesforce Health Cloud. Services include trial and site-level support, clinical trial referrals, screening, recruitment, medical information support, adverse events assistance, and product complaint handling—streamlining support at every touchpoint of the care journey.

Core Services

With a focus on optimizing clinical and post-approval processes, Brillio delivers services such as clinical trial support, post-approval support, and Risk Evaluation and Mitigation Strategies (REMS). These solutions ensure that patient care,

Brillio leverages AI, Data Cloud, and predictive analytics to provide actionable insights, along with cross-platform integrations, real-time reports, dashboards, and structured change management for a robust, data-driven healthcare solution.

CRM & Health Cloud	Core Services	Contact Center & Health Cloud
• Health Care Providers • Consumers • Patients • Product Mgmt. • Medical Information Mgmt. Adverse events Mgmt. • Clinical Trials Support Mgmt. • Regulatory Approvals	**Clinical Trial Support Services** **Post-Approval Services** **Risk Evaluation and Mitigation Strategies (REMS)**	• Trial Support • Site Level Support • Clinical Trial Referrals • Screening Support • Recruitment Support • Medical Information Support • Adverse Events Support • Product Complaints

AI, Data Cloud & Predictive Analytics

Integrations – Cross Platform, Upstream / Downstream systems and Portals

Reports and Dashboards

Change Management

Accelerate Time-to-market to Personalized Patient Care with Brillio

Brillio's implementation of Salesforce Health Cloud delivers a host of benefits that empower healthcare providers with a complete, cohesive view of patient data. Through streamlined access to patient profiles, care networks, detailed care plans, and health timelines, healthcare teams gain a 360-degree understanding of clinical data and patient interactions. Our AI-powered accelerators help faster deployment of patient management tools enabling care teams to prioritize effectively, focusing on patients and tasks that require the most attention, thus enhancing overall care quality. Additionally, Brillio facilitates a personalized, end-to-end patient experience by creating secure, interconnected patient communities with ease. This approach enables the entire care team to collaborate seamlessly across any device, ensuring that patient engagement remains consistent, responsive, and fully customized.

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ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.

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