

# Navigating the Shift from Salesforce Health Cloud to Life Sciences Cloud



The healthcare and life sciences industries are standing at a pivotal crossroads. With rising demands for improved patient outcomes, growing volumes of real-world data, and the increasing complexity of regulatory frameworks, organizations across the spectrum, from hospitals to pharmaceutical giants, are rethinking how they operate. Traditional models are giving way to more agile, intelligent, and digitally powered approaches.

As the industry moves toward value-based care, decentralized clinical trials, and AI-driven personalization, the need for platforms that unify operations, support real-time data flows, and ensure compliance has become more pressing.

Salesforce, long recognized as a leader in healthcare CRM, has responded to this shift with two distinct yet complementary solutions: Health Cloud and Life Sciences Cloud.

## From Health Cloud to Life Sciences Cloud: A Shift in Focus

Salesforce Health Cloud, launched in 2016, was designed to meet the needs of care providers, helping them centralize patient data, streamline care coordination, and improve patient engagement. With its healthcare-specific data model and seamless integration with EHR systems, Health Cloud became the platform of choice for organizations focused on delivering care.

However, life sciences organizations – particularly those in pharma, biotech, and MedTech – face

different challenges. These range from orchestrating complex clinical trials to maintaining regulatory compliance, managing HCP and KOL relationships, and optimizing commercial operations. Recognizing these unique needs, Salesforce introduced Life Sciences Cloud in 2023.

Unlike Health Cloud, which is built around patient-centric care, Life Sciences Cloud is built around HCP and KOL engagement, regulatory rigor, and innovation across the product lifecycle.

Life Sciences Cloud extends the foundation of Health Cloud with purpose-built capabilities for the life sciences ecosystem. It provides tools to manage and analyze real-world data, optimize supply chains, streamline clinical trials, and drive personalized engagement using AI. While Health Cloud supports care, Life Sciences Cloud supports the science and strategy behind that care.

## Not a Migration – A Smart, Strategic Evolution

Organizations already invested in Salesforce Health Cloud do not need to start from scratch. Transitioning to Life Sciences Cloud is not a forced migration but a progressive evolution. Companies can continue to use Health Cloud as their operational backbone while layering in Life Sciences Cloud capabilities as needed.

This upgrade path is designed to be **gradual and strategic**. Salesforce is providing support for a phased adoption model that allows existing Health Cloud customers to embrace new LS Cloud

capabilities without undergoing a full-scale platform shift. For organizations that rely on custom clinical features or workflows, Brillio offers guidance on adapting or extending them as part of this evolution. And for companies beginning their Salesforce journey without Health Cloud in place, Life Sciences Cloud can serve as the modern foundation from day one.

Even licensing and SKU considerations are flexible – clients may need to acquire a new SKU for LS Cloud depending on the features they want to adopt, but Health Cloud continues to serve as a foundational platform. This hybrid approach allows organizations to advance at their own pace, adopt only the capabilities they need, and minimize disruption while maximizing value.

## Brillio's Framework: Making Transformation Frictionless

To help clients navigate this transition with clarity and confidence, Brillio offers a structured, customizable framework tailored to the organization's starting point and strategic goals. Whether the need is to upgrade from Health Cloud or implement Life Sciences Cloud from the ground up, Brillio delivers a blueprint for success.

For clients upgrading from Health Cloud, Brillio provides a **brownfield** strategy that begins with a comprehensive assessment of existing customizations and configurations. Using automated scripts, we help migrate data and workflows efficiently while ensuring compliance

with healthcare regulations such as GxP, HIPAA, and CFR Part 11. Our predefined integration templates accelerate connectivity with common pharma and MedTech systems, ensuring a smooth transition without losing mission-critical functionality.

For those starting fresh, our **greenfield** approach provides pre-configured templates specifically designed for patient engagement, clinical trials, and sales and marketing functions. These implementations are supported by accelerators that enable faster deployment, reduce risk, and offer a modular architecture for future scalability. Brillio ensures that whether you're upgrading or building from scratch, the result is a future-ready, compliant, and high-performing environment.

## Pre-Built Accelerators That Drive Results

Accelerating time-to-value is critical in today's fast-moving life sciences environment. Brillio empowers organizations with a robust library of pre-built integration assets that eliminate friction, reduce manual effort, and speed up implementation timelines.

Our Salesforce-managed packages are designed to plug seamlessly into existing environments. We provide integration modules for platforms such as Epic, Cerner, and Microsoft Dynamics, along with data mapping and transformation templates that ensure clean, validated data movement.

For real-time updates, our event-driven streaming architecture keeps systems in sync, while our SDKs – available in popular languages like Java and

Python, support streamlined development and customization.

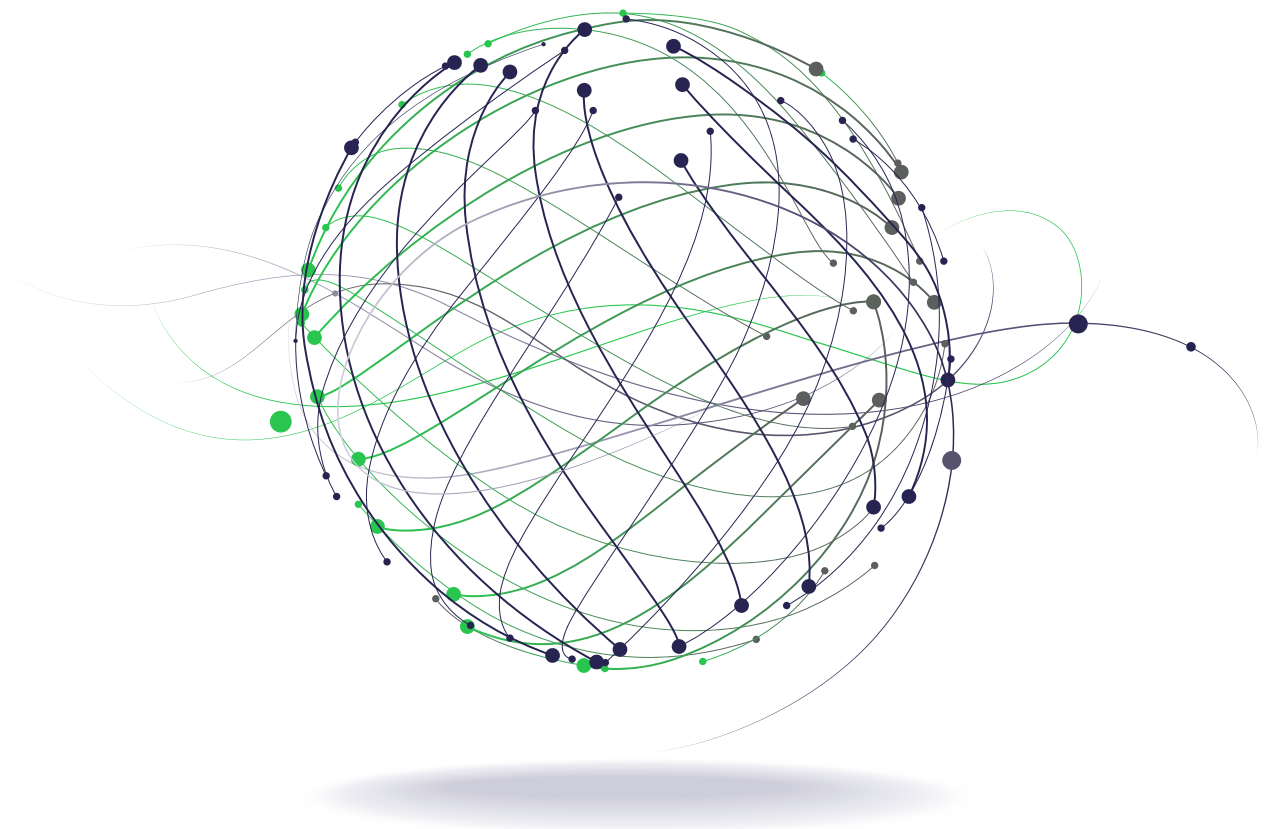
Security and compliance are built into the core of our tools, with pre-configured modules for authentication, SSO, and regulatory alignment with HIPAA and GDPR. We also offer no-code and low-code integration templates for business users, reference implementations for technical teams, interactive demos to accelerate buy-in, and comprehensive training materials to onboard stakeholders at every level.

This ecosystem of accelerators doesn't just reduce implementation timelines – it lays the groundwork for long-term success by enabling teams to move faster, with greater confidence and less technical debt.

## Scale for the Future

The shift from Health Cloud to Life Sciences Cloud represents more than a technical upgrade, it's a strategic evolution. As the boundaries between care delivery and life sciences continue to blur, organizations must adopt solutions that are not only interoperable but also intelligent, compliant, and adaptable.

Salesforce Life Sciences Cloud is designed for this future. And with Brillio as your transformation partner, you gain more than implementation expertise – you gain a roadmap to sustainable innovation. Whether you're looking to scale clinical trials, improve HCP engagement, or drive commercial excellence, we're here to help you move quickly, purposefully, and precisely.







## ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruptions into competitive advantages through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 14 locations across the US, the UK, Romania, Canada, Mexico, and India, our growing global workforce of 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio was certified by Great Place to Work® in 2021, 2022, 2023, and 2024.



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