



Digital Engagement Platform for Healthcare

PwC's Digital Engagement Platform (DEP) for healthcare providers is a set of business and technology capabilities that provide personalized, timely, and seamless engagement to a health system's consumers (e.g., patients, caregivers, employers) to deliver measurably improved care experience, enable growth and drive better health outcomes.

Addressing your biggest challenges and questions

The current model that health systems have for engaging consumers is antiquated, fragmented and not tailored to individual needs. Caregivers lack a holistic view of their consumer needs, often 'swivel-chairing' between multiple systems to manage basic interactions such as scheduling appointments and engaging in outreach.

What if you had a digital engagement platform that provided a 360 degree view of your consumer needs and enabled seamless interactions in real time? What if the platform could engage with patients and clinicians on their channel of choice? With personalized interventions that improved care experience and outcomes?

Optimize and modernize your consumer engagement solutions

PwC's solution enables healthcare systems to integrate key patient demographic and care information on a single digital platform. Customer service agents, care managers, caregivers, marketers, and executive leadership can have access to the right data at the right time along with automated digital engagement tools to provide a world class patient experience.

Solution Pillars

1. **Consumer Acquisition and Activation:** Personalized and targeted consumer activation and engagement to acquire new patients and increase lifetime retention through, marketing automation, and digital experience systems
2. **Consumer Service Management:** Consistent and seamless omnichannel service experience across all consumer (Patient and Caregiver) touch points, including in-person interactions, self-service and contact center enabled by real time insights
3. **Care Management Outreach and Engagement:** Improved care outcomes through proactive omni channel wellness and care management outreach and engagement to patients across their care journey (for chronic condition management, wellness and social collaboration)
4. **Physician Relationship Management:** Enhanced provider experience from acquisition, relationship management, and support for onboarding, education, credentialing, referral management and network management

Technical Capabilities

- Built on Salesforce Health and Marketing Clouds
- Integrated with key systems including telephony solutions (CTI), EMRs, and provider credentialing solutions
- Prebuilt to manage standard healthcare call center services, workflows, and patient outreach journeys
- Secured with Salesforce Shield to protect PHI and PII

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Benefits



Reduced operating costs



Best in class digital customer experience



Better patient outcomes



Increased CMS Star ratings

