



# Connecting communities with healthcare resources

**A community health engagement platform from KPMG and Salesforce**



## **KPMG: A patient-first perspective**

The KPMG Healthcare practice consists of more than 30,000 industry-leading advisers committed to delivering connected healthcare experiences for patients and communities. With the following capabilities, KPMG can enable a platform that can extend, connect, and integrate all aspects of your healthcare business:

- **Industry insight.** KPMG brings a care-centric perspective to healthcare challenges and trends such as digitization and consumerization.
- **Functional experience.** KPMG has deep experience in marketing, service, and organizational personas, journeys, and processes and brings leading practices in customer experiences to healthcare with our connected patient and Powered Marketing, Sales, and Service solutions, frameworks, methodologies, tools, and assets.
- **Salesforce know-how.** KPMG has experience leading and delivering large, complex transformations with the Salesforce platform.
- **Risk and compliance leader.** By keeping governance, risk, and compliance processes at the forefront, KPMG helps ensure customer interactions align with regulations and privacy requirements.
- **Value realization.** You need to improve customer experiences while driving down costs. KPMG helps your organization adopt and use technology for measurable return on investment.

KPMG professionals focus on understanding your business and care objectives before designing, deploying, and enabling adoption of solutions. They are empowered with proprietary assets and accelerators including diagnostics, roadmaps, workflows, data mappings, integration architectures, and governance and risk management frameworks—all to help you achieve digital transformation and accelerate growth.



## **The challenge for public health institutions**

Healthcare groups have been responding to extraordinary challenges during the pandemic. These range from complex health needs of communities to disparities in healthcare access, particularly among traditionally underserved populations. Current infrastructure and regulatory requirements create additional complexity in how they can respond.

Public health institutions and organizations face:

- Siloed workforce members due to return-to-work restrictions
- Complex health needs of the communities characterized by mental health challenges, comorbidities, and other social determinants of health (SDH)
- Disparities in SDH and healthcare access that pose unique challenges to disseminating an effective mitigation strategy.





## The offering: A community health engagement platform enabled by Salesforce

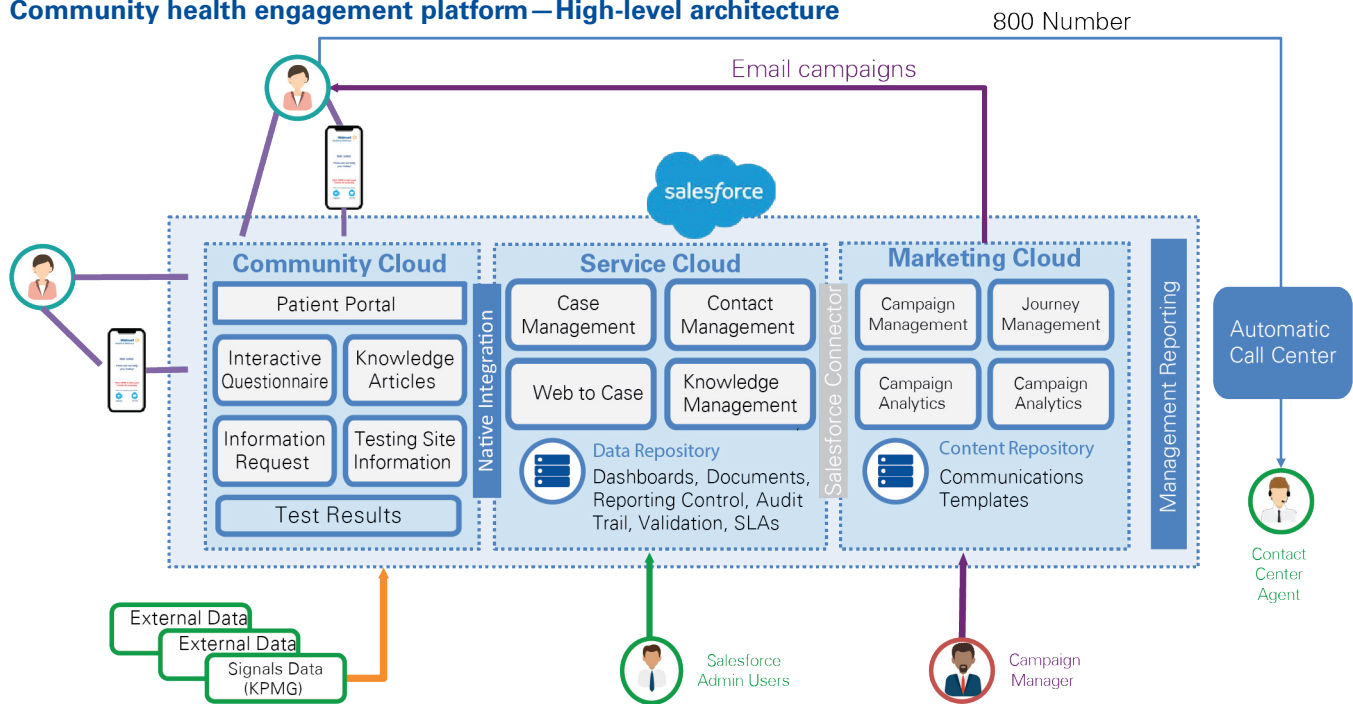
Built on Salesforce, the community health engagement platform facilitates a modern solution to deliver a captivating user experience, powered by Salesforce Community, Marketing, and Service clouds, and simplify connecting communities with vital resources.

Forming a solid foundation for accessibility, response, and resiliency, the community health engagement platform enabled by Salesforce provides tangible assets to individuals and organizations nationwide.

- For example, Community cloud provides location-based resource identification, local COVID-19 risk evaluation, and a leading practice symptom checker. It also features and directs to a wide range of COVID-19 information from trusted external sources.
- Marketing and Service clouds provide the infrastructure necessary for enablement of case/inquiry management, knowledge, contact, and awareness campaign management.

As the technology suite underlying the community health engagement platform, Salesforce empowers the critical work of distributing health information and clinical surveillance services.

### Community health engagement platform — High-level architecture



### Teaming up to provide care to vulnerable populations

While many aspects of COVID-19 continue to puzzle scientists and researchers, one element of the pandemic is clear: It is having an outsized impact on racial and ethnic minorities. In an effort to address this staggering inequality, KPMG and Morehouse School of Medicine, a historically black college in Atlanta, teamed up to fight COVID-19 in racial and ethnic minority, rural, and socially vulnerable communities with a grant from the U.S. Department of Health and Human Services Office of Minority Health.

Working with Salesforce and other partners, KPMG will help build and manage a platform that hosts targeted messaging and supports local response to COVID-19. The platform's main function will be to communicate and disseminate information that links the country's most vulnerable populations to the right care at the right time, aiming to decrease overall infection and death rates.



## Salesforce and KPMG

The KPMG alliance with Salesforce, a market leader in integrated customer relationship management platforms, helps organizations align all operations across the enterprise and enable an integrated customer journey.

KPMG and Salesforce share a common vision for building customer-centric organizations. With its connected cloud and Customer 360 solutions, Salesforce supports the complete customer journey across all major front-office functions.

Like Salesforce, KPMG helps enterprises embed customer awareness into all marketing, sales, service, and commerce touchpoints. But, KPMG goes beyond just the front office, leveraging Salesforce's MuleSoft integration platform to link front-, middle-, and back-office applications, data, and devices in the cloud. Its "Connected. Powered. Trusted." approach provides connected insights, automated hand-offs, and improved community engagement.

## Contact us

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