

Salesforce for Healthcare



Maximizing Salesforce Value for Healthcare

CitiusTech's acquisition of Wilco Source, one of the world's leading providers of Salesforce consulting and implementation services, strengthens our patient-centric digital offerings.

We've combined CitiusTech's deep healthcare domain and digital innovation expertise with Wilco Source's strong capabilities in Salesforce implementation, integration, and product engineering.

CitiusTech: Core Salesforce Capabilities

Salesforce for Healthcare



- Pharmaceutical Manufacturers
- Specialty Pharmacies
- HUB Service Providers
- REMS Providers
- Medical Device

General Consulting Services



- Domain & Technology Consulting
- Strategic Consulting
- Project/Program Management
- Data Analytics Consulting
- Technology Staffing Enablement

Design Lab Services



- Visioning & Architecture
- Platform Development
- Healthcare Solution Design & Process Design

Wilco Platforms



- Wilco Docx – AI-enabled OCR Platform
- Wilco HUB Platform
- Wilco REMS Platform

Key Offerings

Leveraging Salesforce for provider organizations translates disparate capabilities into better health, wellness and experience outcomes for patients.

Digital Front Door

- ▶ Unified digital solution for omnichannel, personalized patient and provider experiences

Patient Access Services

- ▶ Digital call center solution for patient access services like scheduling and medication management

Community Marketing and Outreach

- ▶ Patient identity resolution, patient and community outreach for personalized treatment planning, follow-ups, social risk, educational classes

Digital Care Management

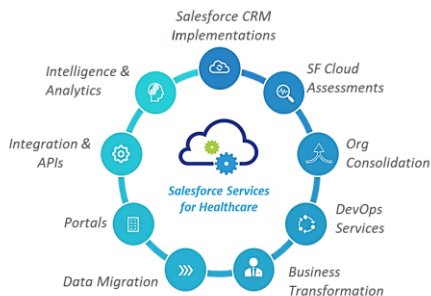
- ▶ More effective discharge and chronic care management and streamlined clinical histories

SF Assessment and Recommendation

- ▶ Maximize ROI from Salesforce health cloud, service cloud, community cloud and marketing cloud

Provider and Network Management

- ▶ Solution for provider management, onboarding, credentialing, referral management



400+ Implementation Consultants	175+ Certified Salesforce Experts	450+ Salesforce Certifications
Salesforce Domains		
Health Cloud, Sales Cloud, Service Cloud, Tableau CRM, Experience Cloud, Revenue Cloud/CPQ, Manufacturing Cloud, MuleSoft, Field Service, Marketing Cloud, Slack		

Key Points & Experience

ISRM / HIPAA & PHI Certified	Fully Conversant in 21 CFR Part 11	EHR, EMR, LIMS, Pharmacy Systems	Security, Compliance & Governance	Multiple Middleware (MuleSoft, Dell Boomi, Informatica)
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CitiusTech: Salesforce Practice Overview

Customer Value

- Patient Relationship Management:** Managing patient interactions and communication between patients and healthcare providers
- Population Health Management:** Tracking patient outcomes, including disease management, preventive care and wellness programs
- Provider Relationship Management:** Orchestrate relationships among providers
- Marketing and Communications:** Raise awareness of healthcare services by communicate with patients and providers through email, social media, and other digital channels

About CitiusTech

With 8,000+ healthcare technology professionals worldwide, CitiusTech helps leading healthcare and life sciences organizations reinvent themselves by accelerating digital innovation, leveraging next-gen technologies and driving data convergence across the healthcare ecosystem. We provide strategic consulting, digital engineering, data, analytics & AI, specialized platforms and end-to-end solutions to over 130 organizations across the payer, provider, medtech and life sciences industries. Our key focus areas include healthcare interoperability data management, quality performance analytics, value-based care, omni channel member experience, connected health, virtual care delivery, real-world data solutions, clinical development, personalized medicine and population health management.

Our cutting-edge technology expertise, deep healthcare domain expertise and a strong focus on digital transformation enables healthcare and life sciences organizations to deliver better outcomes, accelerate growth, drive efficiencies, and ultimately make a meaningful impact to patients.

Princeton | Rochester | Philadelphia | Pittsburgh | Clarksville | Dallas | Boston | Mumbai | Airoli | Bengaluru | Hyderabad | Pune | Gurugram | Chennai | Ontario | Vancouver | London | Dubai | Singapore