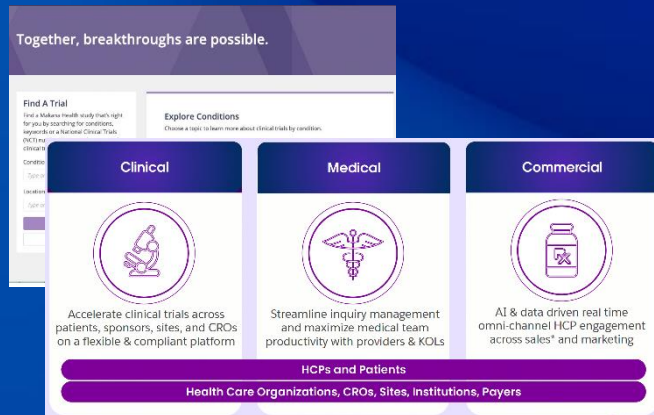


# KPMG in collaboration with Salesforce organizes a Coordinating Care Delivery showcase about improving customer engagement

## Data Driven Care & Engagement

Developing understanding & insights from the efforts supporting to drive customer engagement and maintaining focus on engagement is evolving is critical to driving the next generation of focus

Building a flexible engagement model to support organizational growth increasing both product and support footprint across business areas (including diagnostics, site / nurse coordinators)



## Speakers



**Hank Yang – Partner  
KPMG**  
Healthcare & Life Sciences Digital  
Customer and Salesforce Practice  
Leader



**Stephen Eustace**  
HLS Strategy Leader EMEA at  
Salesforce

## Description

Salesforce and KPMG have been working together in partnership to create the next generation of experiences, such as AI and regional data platforms, available to healthcare providers in order to improve patient information and care coordination & delivery.

Key areas of focus include commercialization, clinical operations, R&D, and patient services and care coordination focus on the evolving healthcare and life sciences industries from shifts to digitization to innovations in drug discovery that are leading to new ways needed to engage patients and HCPs

## Showcases:

- Patient Access & Access Analytics Tool
- Care Coordination & Health Equity
- Unified digital platform
- Home Health
- BD&L Solution
- Advancing Engagement for Precision Medicine
- Commercial Transformation
- Martech & Customer Data Platform Transform

