Delivering a Virtual Health Solution in Eight Days for Clover Health
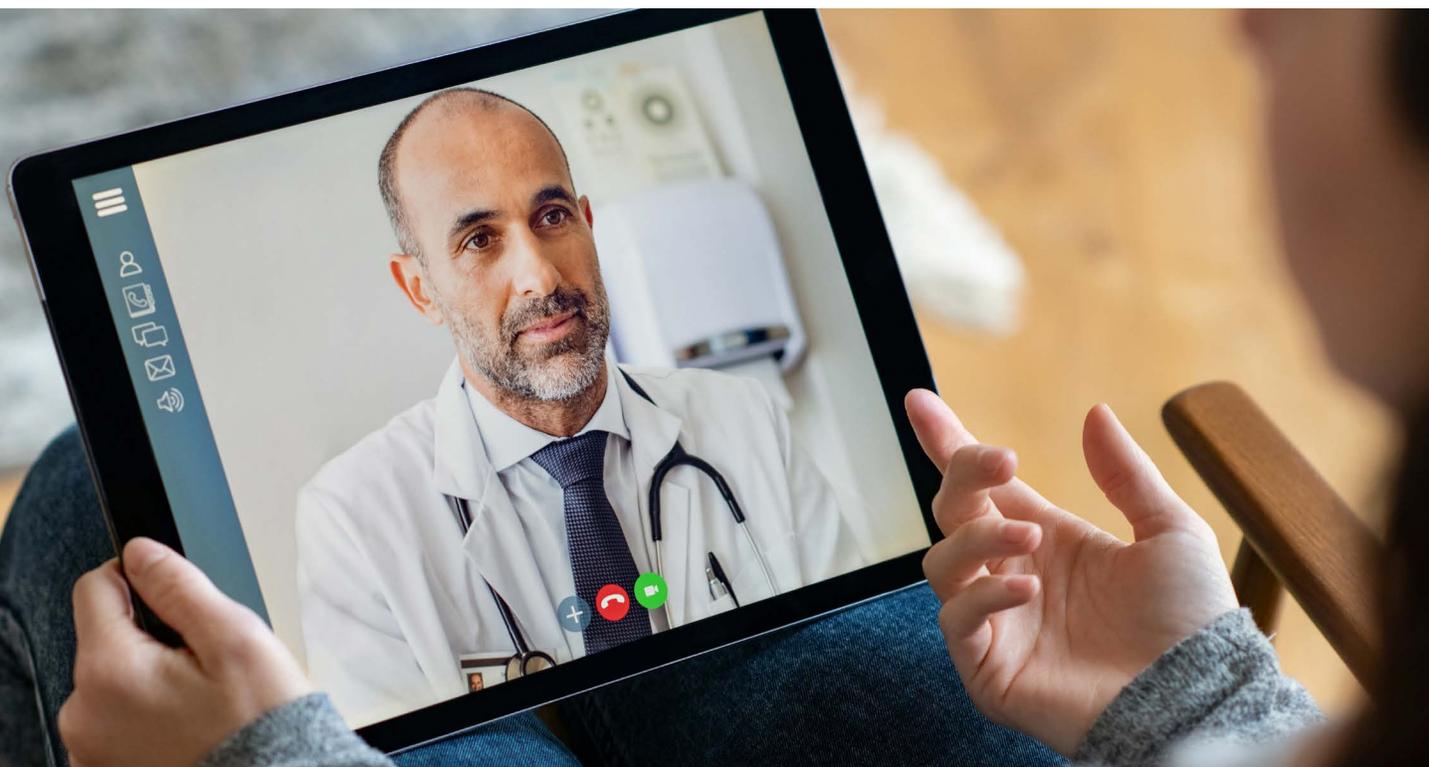
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The COVID-19 pandemic upended the entire healthcare industry, and payors and providers are still determining how to move forward in the new normal. Clover Health, a leading American health plan operator and technology company, needed to quickly adjust their processes to adapt to a remote care model and build new communication channels to stay connected with patients and providers as cases of COVID-19 surged in their key markets.

Because Clover already relied on Salesforce technology to support key parts of their clinical and customer service functions, leveraging Salesforce Health Cloud tools to rapidly respond to the changing healthcare market was a natural choice. Clover engaged EPAM, due to its deep Salesforce and healthcare expertise, to develop a Salesforce Health Cloud solution. Within about a week, Clover was able to effectively transition to a virtual model and share COVID-19 updates and valuable resources with members.
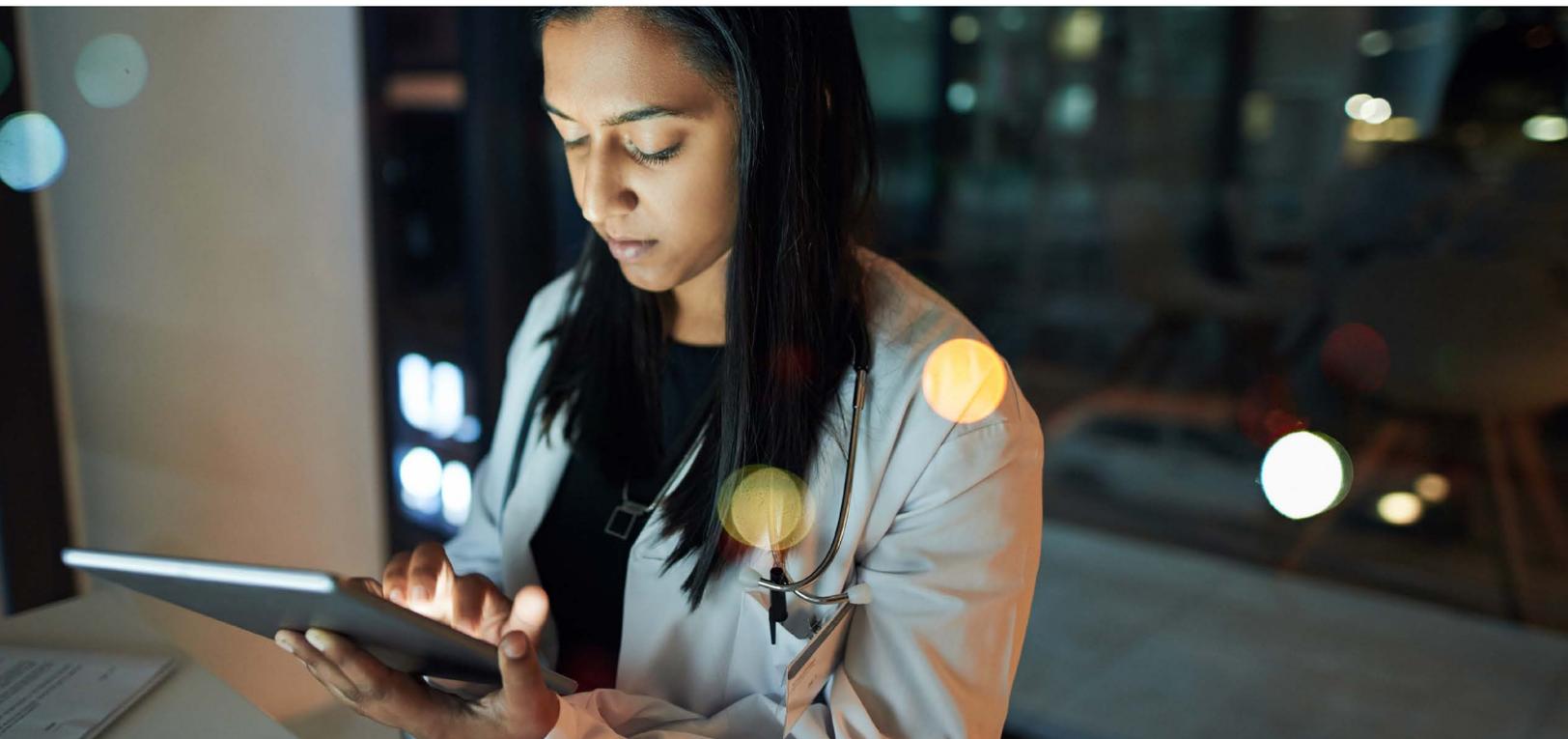
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SHIFTING FROM IN-PERSON HEALTH VISITS TO A VIRTUAL CARE MODEL WITH IMPROVED COMMUNICATION

One of Clover's key differentiators is the Clover Care Visit (CCV), an offering that helps staff build deep relationships with patients and identify non-clinical needs or barriers to health. Prior to the spread of COVID-19, Clover conducted CCVs in-person with their members, either in the patient's home or in a Clover office. These visits were scheduled manually and tracked with a spreadsheet. However, once the pandemic's severity was evident, Clover transitioned to a virtual visit model, creating the need for a new scheduling and tracking tool.

In addition to significant operational changes, Clover was receiving abnormally-high call volume from members asking if upcoming appointments were cancelled, where they could access COVID-19 resources and how they could receive medications without leaving their homes. To ease the strain on the call center, it became apparent that Clover needed additional communication channels to push information to their members, instead of requiring them to call.

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LEVERAGING SALESFORCE HEALTH CLOUD TO ADDRESS THE CHALLENGES OF COVID-19

Clover turned to EPAM for help in developing a solution to address their immediate operational needs related to COVID-19. Clover worked with EPAM to leverage Salesforce's capabilities to quickly adapt to the changing healthcare landscape in the following areas:

COVID-19 RESOURCE PAGE

Within hours, a digital resource page was developed on Clover's website using Salesforce Community Cloud, which addressed frequently asked questions, provided COVID-19-related updates to patients and offered user-friendly articles to educate members on the pandemic. Clover was able to reduce call volume and unnecessary wait time by directing members to this page for the most up-to-date information.

CLINICAL SERVICE CONSOLE

Within eight days, Clover and EPAM launched a clinical service console through Salesforce Field Service Lightning that provided a 360-degree view of each member. This functionality enabled Clover to continue CCVs through virtual visits for members with chronic conditions and to support patients who tested positive for COVID-19 and who could not access their primary care physician. The clinical service console automatically identified a specific nurse practitioner (NP) to schedule appointments, based on specialty, language, location and time zone and availability. By integrating Clover's computer telephone service Five9 with Salesforce Health Cloud, the NPs could seamlessly access a member's case materials and call them directly without leaving the platform.

MULTIPLE COMMUNICATION CHANNELS

Through a multi-channel campaign of automated emails using Pardot, multi-language text messaging using Twilio and outbound phone calls using Five9, Clover ran proactive, outbound campaigns, such as providing information about its mail-order pharmacy so members can safely receive critical prescriptions. This allowed Clover to establish two new communication channels with their members—email and SMS—that were effective, as evidenced by a 40% open rate for email (double the industry standard).
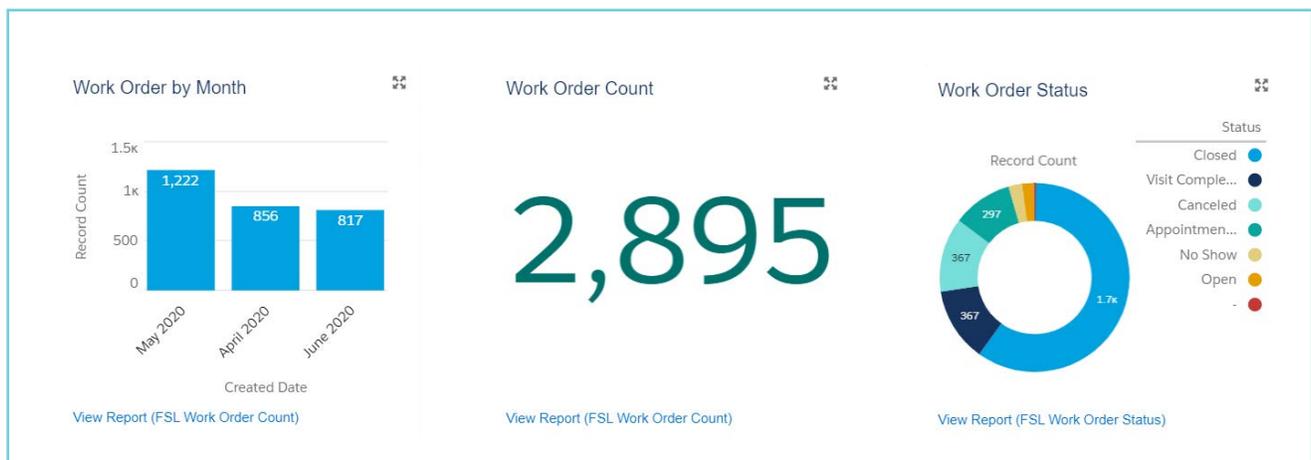
Clover's dashboard to track NP productivity and address member concerns

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TECH STACK AT A GLANCE

SALESFORCE HEALTH CLOUD	SALESFORCE FIELD SERVICE LIGHTNING	PARDOT
SALESFORCE COMMUNITY CLOUD	APEX	LIGHTNING CUSTOM COMPONENT

IMPLEMENTING A HOLISTIC SOLUTION, ENABLING CLOVER TO QUICKLY RESPOND TO MARKET CHANGES

By building relationships with Clover's team, gathering requirements and defining future-state criteria, and delivering change management support through training and communication, EPAM ensured Clover had a holistic and fully-integrated solution across their existing tech stack in accelerated time-to-market.

Clover estimates that these tools will allow for a 50% increase in NP productivity, an estimated $4M ROI. With this foundation in place, Clover is equipped to quickly respond to any market changes in the healthcare space by easily adapting to virtual appointments, standing up new resource pages within hours and reaching members through a variety of channels to focus further on specific clinical measures and value-based care initiatives.

"Clover serves members in a number of areas that have been hard hit by the COVID-19 pandemic. One of those areas included prescription services, so we needed to quickly roll out a medication delivery program to properly manage chronic diseases during shelter-in-place restrictions. EPAM was invaluable in helping us ramp up production speed and significantly reduce production time – we had the campaign running in days instead of weeks."

– Aaron Berry, Director of Product Management, Clover Health

ABOUT CLOVER HEALTH

Clover Health is a healthcare technology company with a deeply-rooted mission of helping its members live their healthiest lives. Clover uses its proprietary technology platform to collect, structure and analyze health and behavioral data to improve medical outcomes and lower costs for patients. As the only company whose business goals fully align with its members' health needs, Clover works with members and their doctors to become a valued partner. This trust is built by proactively identifying at-risk individuals and teaming up with providers to accelerate care coordination and simultaneously improve health outcomes and reduce avoidable costs. Clover has offices in San Francisco, Jersey City, Nashville and Hong Kong. For more information, visit **www.CloverHealth.com**.

ABOUT EPAM

From providers and hospital systems to payor organizations and healthcare ISVs, EPAM helps its healthcare customers navigate the changing healthcare landscape and deliver next-gen digital solutions that increase collaboration and empower patients to become more invested in their health. As a Salesforce Silver Partner, EPAM developed the Sitecore Salesforce Health Cloud accelerator, which helps healthcare organizations quickly develop a patient portal that reduces development costs, accelerates time-to-value and enables more personalized care experiences for patients. Learn more about EPAM's healthcare expertise at **www.epam.com/our-work/healthcare**.

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