

Customer Transformation

Practice Management Solution



PwC + Salesforce

PwC is recognized by the Analyst Community as a leader in digital transformation and since 2013, PwC won 40 Salesforce Awards, having been most awarded systems integrator at the level of innovation.



Leader
in digital transformation

40

Awards won by Salesforce

+5,000

Professionals in the dedicated to SF Ecosystem

+7,550

Salesforce certifications



Customer Transformation

PwC's Customer Transformation team combines profound knowledge and experience in companies and business transformation with innovative and customised solutions developed based on the best current technology, with the aim of helping customers obtain relevant competitive advantages.

Our solutions are developed according to the customer's needs and are accessible anytime, anywhere and on any device, being available for all sectors, namely, Financial Services, Health, Retail, Manufacturing, Mobility, Telecommunications, Media, Technology, Private Equity, Sovereign Funds, Government and Public Administration, Energy, Public Services and Natural Resources.

What we do

PwC's Customer Transformation team, through consulting services, presents you with a set of solutions in **Salesforce**.

- 1 Sales and Service Automation
- 2 Marketing Automation
- 3 E-Commerce
- 4 Big Data



Salesforce aims to help the organizations to sell more and better. This CRM is not just a tool; It is a recipe for success for organizations that aim to differentiate in the market."

Manuel Conde
Customer Transformation Partner,
PwC Portugal



Practice Management Solution

Objectives

1. Patient Centricity: redesign processes around patient experience
2. Acquire patient's 360° vision
3. Optimize and develop marketing strategies through automation
4. Create new ways of interacting with patients & employees
5. Foster new levels of patients loyalty and Share of Wallet
6. Seamless Multi-clinic Management
7. Legacy System replacement: lower IT costs & infuse new capabilities into your Practice
8. Enable your business & IT to support a bold growth and M&A strategy



Patient Engagement Transformation



Digital Operational Transformation

Key Challenges

- Reach and engage with their current and potential patients in a digital world
- **Increase market share and operating margins, and rationalize costs** in a competitive landscape
- Infuse innovation and capabilities to drive the business and optimize productivity
- Acquire insights and key information to make informed decisions
- Leverage Digital Transformation as a catalyst to improve in-clinic Patient Experience

Strategy

Is there a blueprint for a successful Digital Transformation Program? The PwC approach was based on 4 pillars:

Agile approach

Focused on delivering value periodically over a short term, aligned with business priorities

Process adoption

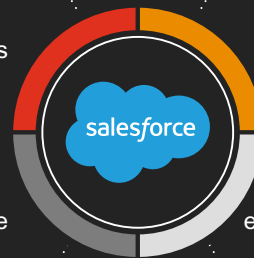
Market-tested Dental *out of the box* PMS with rich breath of capabilities

Process Redesign

Redesign and optimize processes focused on the patient experience, the service provided and improve staff productivity

Change management

Develop strategies to involve all stakeholders to enable and embrace the change and acquire the business and productivity benefits quicker



Benefits*

- Lower IT costs (sunsetting legacy and consolidating systems)
- Increase Patient Experience & Satisfaction
- Improve staff productivity and added-value activities

+25%

Treatment Completion Rate

+30%

New Patients

+50%

Revenue Generated (incl. cross-selling/up-selling)

*Based on client data, KPIs measured after a 12 month period. Particular conditions may apply.

Capabilities Overview

Choose a solution that was developed from scratch to deliver intelligence, innovation and integration to your entire dental organization.



Key features

- Patient Self-Service Portal
- Process Automation
- Centralized Database
- Staff Collaboration
- Multi-language & Multi-currency
- Role-based Approval & Authentication
- Email Alerts
- Roles & Profiles
- Permissions Management
- Data Access & Sharing
- Reports & Dashboards
- Global Search

Core Functionalities

Marketing Automation

- Campaign Management
- Email Campaign
- SMS Campaign
- Triggered Emails
- Marketing Plans

Digital Platforms

- Instagram
- Facebook
- Youtube
- Website

Pricing & Treatment Management

- Products
- Pricebooks
- Discounts
- Bundles
- Approvals

Multi-Clinic Management

- Clinical Staff Management
- Clinic Management
- Imagiology (Integration)
- Invoicing and Payment Management
- Stock Management

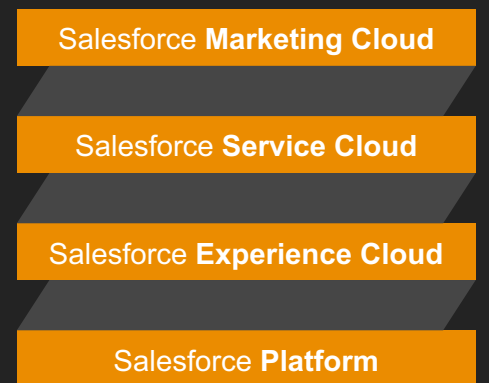
Patient Centricity

- Multi-Channel Cases Management
- Appointments Scheduler
- Patient Self-Service Portal
- CTI Integration



What's powering our Solution behind the scenes?

Marketing Automation, Digital Platform, Patient Centricity and Multi-Clinic Management



pwc.pt/en/customertransformation

**Want to know more about the services
that PwC has at its disposal?**

Contact us!

PwC helps you find
the solutions you need.

