

FASTFORWARD™ FOR SALESFORCE

Salesforce accelerated for regional healthcare payers



What is FastForward™?

Deloitte Digital's **FastForward™ for Salesforce** is a pre-configured Salesforce solution, moving regional healthcare payers from fragmented point solutions to a modular, integrated platform—**lowering the cost and complexity of growth**.

01 | YOUR HEAD START—85% COMPLETE

FastForward™ is designed to deliver 90% of what regional healthcare payers require to unify and simplify their healthcare technology ecosystem on day one. Based on your organization's needs, capacity and budget, Deloitte Digital can guide you in implementing pre-built modules one at a time, or in parallel to unlock major value—fast.

MEMBER EXPERIENCE MODULE

- ▶ A centralized hub for help across the portal or app, phone or chat, and outreach, helping to **reduce friction and repeat contacts**

UTILIZATION MANAGEMENT (UM) AND PROVIDER MODULE

- ▶ Connects provider self-service with the UM workbench and shared case views, helping to **reduce handoffs, errors, and miscommunication**

CARE MANAGEMENT, SERVICE CRM AND MEMBER EXPERIENCE

- ▶ This module puts care managers and service reps on the same platform with shared context, **improving continuity and care-plan tracking**

02 | 15% LEFT—YOUR NEEDS, DIALED IN

In tandem, Deloitte Digital's managed services team collaborates with your organization to tailor the remaining 10% of the solution to your needs.

03 | ONGOING MANAGED SUPPORT

After go-live, Deloitte Digital can manage continued growth and transformation, ensuring your **investment remains future-ready** as your organization evolves.

ACCESSIBLE ACCELERATION

Regional payers face countless unique challenges in staying competitive and profitable in today's healthcare environment. FastForward™ is designed to specifically address these challenges, offering **accessible, time-tested solutions** for organizations navigating the need for technological improvement and reduced capital available for transformations.

Implementing FastForward™ for Salesforce allows organizations to:

PROTECT MEMBER EXPERIENCE AND PROFITABILITY

FastForward™ combines member and provider touchpoints into a single platform, **improving member satisfaction by up to 20%** and reducing the friction that damages satisfaction scores. Deloitte Digital's pre-built solution helps you **defend your CMS Star Ratings**, boost Net Promoter Score (NPS), and standardize workflows—offsetting flat reimbursement rates and rising clinical costs to help **keep your regional plan highly profitable**.

UNIFY UNDER ONE PLATFORM AND REDUCE OPERATING EXPENSES

The solution is designed to eliminate your organization's reliance on redundant tools and the specialized teams required to operate them, through a cohesive Health Cloud ecosystem. This helps to **reduce platform maintenance costs by as much as 30-40%**.

Replacing siloed lines of business with a unified member and provider journey can help reduce data duplication, reduce repeat call volumes, and **lower overall service costs by 25-50%** through fewer, shorter contacts—while delivering the consistent experience consumers expect.

SCALE SECURE AGENTIC AI

Experience AI at scale, and with confidence. FastForward™ for Salesforce has a built-in Agentic AI layer featuring **robust security and governance guardrails** and using full enterprise context combined with Salesforce user inputs to recommend next-best actions and execute tasks. Agentic AI capabilities can be implemented consistently, reducing incongruent workflows and further **reducing operating expenses**.

TRANSFORM IN SIX MONTHS

Achieve **enterprise-grade innovation** without a high-risk, multi-year capital drain. FastForward™ is a modular, accessible solution designed to help enable a full transformation **in as little as six months**. The solution supports a phased roadmap for flexible implementation and post-launch management, so regional healthcare payers can **prioritize high-impact modules first**, meet immediate needs and then expand over time.



Build from experience, trust and results

FastForward™ offers a pre-built, accessible head-start for regional healthcare payers looking to transition to a unified, more effective Health Cloud platform. The solution is grounded in Deloitte Digital's extensive experience delivering digital health transformation projects at scale for mid-size and enterprise-level organizations. With a modular approach to implementation, value is reached quickly and extensive benefits can be experienced from day one.

FASTFORWARD™ BENEFITS AND FEATURES — AT A GLANCE



Service costs
lowered by 25-50%



Operating expenses
Reduced by 30-40%



Member satisfaction
Improved by 10-20%



Improved NPS,
star ratings and trust



Fewer errors
and data loss



Greater automation
and AI support

A TRACK RECORD OF SUCCESS WITH REGIONAL PAYERS

Deloitte Digital enabled two regional healthcare payers to merge into a single organization. The new business **needed to use a single CRM** for Commercial and Medicare sales and marketing activities, quoting, and renewals.

Deloitte Digital built a full stack, **providing a seamless sales experience** with an intuitive set of prospective member, broker, and field sales facing tools and **robust self-service capabilities**. Project highlights include:



Increased sales
growth opportunities



Generated a
~5% increase in revenue*



Improved
broker engagement



Improved
administrative efficiencies

*Modernization and Transformation initiatives led by Deloitte contributed towards the increase

Experience FastForward™

THE TEAM IS READY



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