



How Tabdelta Solutions Solved Salesforce Data Quality Issues for a Healthcare Provider



Client Overview

❖ **Company Name:** Tabdelta Solutions
(Engaged as Salesforce Consulting Partner)

❖ **Industry:** Healthcare & Patient Services

❖ **Client:** Texas, USA

❖ **Location:** Ahmedabad, India

❖ **Company Team Size:** 27 employees
(Patient Care, Operations, Marketing, and Billing)

❖ **Technology (Before):** Salesforce Health Cloud, legacy EMR system,
Excel spreadsheets for patient follow-up tracking.

❖ **Project Team Size:** 3



The Salesforce Data Quality Challenge In Healthcare

The healthcare provider was facing data quality issues within Salesforce, which directly impacted patient care and compliance:

Duplicate Patient Records:

Multiple profiles for the same patient made it difficult to track medical history.

Incomplete Patient Information:

Missing insurance details, allergies, and contact info delayed treatments.

Outdated Medical Records:

Staff relied on stale or manually updated data, risking compliance violations.

Unreliable Reporting:

Healthcare administrators couldn't generate accurate patient outcome reports.

Reduced Efficiency:

Doctors and care coordinators spent more time verifying data instead of focusing on patient care.

In healthcare, poor Salesforce data quality not only reduces efficiency but also directly impacts patient safety, compliance, and trust.



The Salesforce Data Quality Solution

Our Salesforce healthcare consulting team implemented a tailored data management strategy:

1

Patient Data Cleansing & Deduplication

Automated detection of duplicate patient records.
Consolidated patient profiles for a unified medical history view.

2

Data Enrichment & Validation

Integrated Salesforce with the EMR system for real-time updates.
Enforced mandatory fields (insurance info, allergies, emergency contacts).

3

Compliance-Friendly Rules

Configured validation rules aligned with HIPAA & healthcare compliance.
Automated audit trails for patient data changes.

4

360° Patient View

Synced Salesforce Health Cloud with billing and appointment systems.
Allowed doctors, staff, and administrators to access accurate records in one place.

5

Staff Training & Governance

Educated staff on patient data hygiene.
Established governance rules for ongoing Salesforce data quality management.



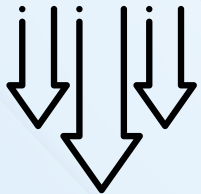


Results: Improving Patient Care with Salesforce

In just 3 months, the healthcare provider achieved:

90%

Reduction in
duplicate patient
records



45%

Improvement in
reporting accuracy
for treatment
outcomes



30%

Faster patient intake
process with
complete and
validated information



25%

Increase in staff
productivity less time
on admin work



Improved patient satisfaction due to faster, more accurate service.

FUTURE ROADMAP



Implementing Salesforce Einstein Analytics for predictive patient risk scoring.



Deeper integration with pharmacy management and insurance systems.



Setting up Salesforce Data Quality Scorecards for continuous monitoring.



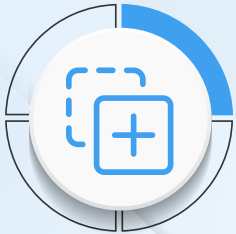
KEY TAKEAWAY

- ❖ For **healthcare organizations**, data accuracy is mission critical. Without clean and reliable **Salesforce data**, patient care suffers, compliance risks increase, and operational efficiency drops.
- ❖ By adopting **Salesforce data quality** solutions, **Tabdelta Solutions** enabled the healthcare provider to improve **patient experience**, reporting accuracy and compliance readiness.



Looking to Improve Salesforce Data Quality in Healthcare?

Is your healthcare organization struggling with:



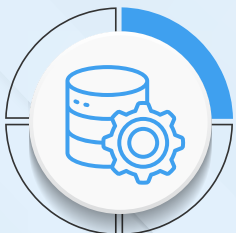
Duplicate or outdated patient records?



Inaccurate reporting in Salesforce Health Cloud?



Inefficient patient intake or billing processes?



Compliance challenges due to poor data management?



Tabdelta Solutions can help.

- ❖ Salesforce for Healthcare
(Health Cloud Implementation)
- ❖ Patient data cleansing & CRM deduplication
- ❖ End-to-end Salesforce healthcare consulting
- ❖ Proven expertise in improving patient experience
and compliance



Contact Tabdelta Solutions

• Today

To Unlock The Full Potential Of Salesforce In Healthcare.

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