Brite

Modernizing Healthcare Delivery for Polk County with Salesforce Health Cloud

The Problem.

Polk County's existing healthcare management system created significant operational and administrative challenges:

Operational Challenges.

- Limited integration between multiple systems, creating data silos.

- Time-consuming case and contract management workflows.

- Security and data accuracy concerns due to outdated tools.

- High administrative burden on staff managing manual processes.

Service Delivery Impact.

- Difficulty tracking cases, contracts, and provider data in real-time.

- Limited visibility into program performance and outcomes.

- Fragmented communication with clients, providers, and community partners.

Client Overview.

Polk County Health Services provides essential healthcare programs, including the Polk HealthCare Plan and community outreach initiatives for underserved residents in Florida. Their mission is to ensure accessible, equitable care across the county. Previously reliant on legacy FAMCare systems and manual processes, the organization faced challenges in managing cases, contracts, and provider data, which limited operational efficiency and transparency.

The Strategy & Implementation.

Brite Systems implemented Salesforce Health Cloud to modernize Polk County Health Services' case and contract management operations. The solution focused on efficiency, security, and connected care.

Key solution features included:

- Data Migration from FAMCare: Seamless migration of historical records to Salesforce Health Cloud.
- Integrations with Key Systems: Connected Zendesk, LexisNexis, Meritain, Citizen RX, LabCorp, and other critical platforms for a unified data ecosystem.
- Self-Service Portals: Launched portals for clients, providers, agencies, and community partners to improve accessibility and engagement.
- Scheduling & Case Management: Streamlined case tracking, appointment scheduling, and contract management workflows.
- Reports & Dashboards: Real-time reporting and dashboards enabled leadership to monitor outcomes and make data-driven decisions.

The Results.

The Salesforce Health Cloud implementation delivered measurable improvements to Polk County Health Services:

Streamlined Operations

- Automated workflows reduced administrative workload and improved efficiency.
- Centralized case and contract management increased staff productivity.

Enhanced Data Visibility & Security

- Real-time dashboards and reporting provided leadership with transparent insights.
- Secure, cloud-based system improved data accuracy and compliance.

Improved Service Delivery

- Self-service portals and integrated systems enabled faster, more responsive care.
- Stronger collaboration between staff, providers, and community partners.

Future-Ready Foundation

- Modernized Health Cloud platform provides scalability for future innovations and program expansion.

Business Benefits.

Brite's Salesforce Health Cloud solution delivered transformative business advantages to Polk County Health Services:

Increased operational efficiency and reduced manual workloads.

Greater transparency into program performance and service delivery.

Strengthened collaboration with clients, providers, and community partners.