SymphonyRM became Actium Health a few years ago and did not carry over my published work to the new site, hence the final draft version below.

SymphonyRM and Salesforce Launch Innovative Healthcare Artificial Intelligence Partnership

June 11, 2020

Palo Alto, CA – <u>SymphonyRM</u> and <u>Salesforce</u> have joined forces to unlock patient lifetime value for health systems through personalized, AI-driven consumer engagement.

Due to inadequate visibility into the full patient journey, many health systems focus on customer acquisition at the expense of developing and managing patient relationships. The companies are solving this challenge by injecting SymphonyRM's AI-powered HealthOS platform into the Salesforce Health and Marketing Clouds.

Now, healthcare marketing, population health, and patient engagement teams can access SymphonyRM's HealthOS Insight Platform — which aggregates clinical, claims, consumer engagement data, and more — directly in the Salesforce Health Cloud. This enables health systems to provide AI-Driven Next Best Actions for all patients, providers, and members, boosting patient lifetime value and ROI.

"SymphonyRM brings together the industry's largest portfolio of dynamic, healthcare-specific, AI-Driven Next Best Actions. We couldn't be more excited to partner with Salesforce to provide this capability to their existing and new customers," said Michael Linnert, CEO of SymphonyRM. "We believe healthcare organizations must fundamentally rethink the basics on patient, provider, and member engagement. To do this at scale, organizations must employ AI into their consumer relationship and engagement strategy."

"Together, we are delivering out-of-the box AI models that leverage customer-specific data to drive immediate return on investment," said Rohit Madhavarapu, VP of Product at SymphonyRM and former Senior Director of Product for Salesforce Health Cloud.

SymphonyRM AI-Driven Next Best Actions can be accessed on the Salesforce Health Cloud AppExchange. To learn more about the solution, visit symphonyrm.com.

About SymphonyRM

SymphonyRM's HealthOS Platform helps health systems transform how they acquire, engage, and retain patients by creating an engagement model rivaling the capabilities of world class, consumer-centered organizations. By generating data-driven, prioritized next best actions for every patient, prospect, and provider in the health system, SymphonyRM helps organizations anticipate customer needs and automate outreach across every channel to build meaningful relationships and drive health system growth, loyalty, and quality. To learn more, visit symphonyrm.com, or connect with us on Twitter and LinkedIn.