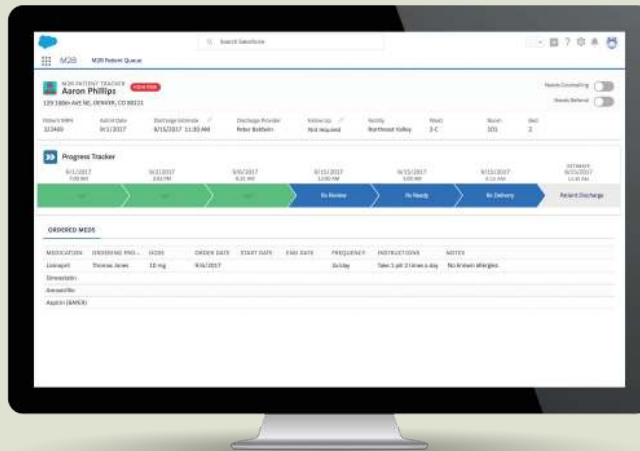




# Salesforce® Consultants Who Understand the Healthcare Payer Business

J2 Interactive is an award-winning Salesforce Silver Consulting Partner with more than 15 years of experience delivering innovative technology solutions in the healthcare and life sciences industry. Our exclusive focus on healthcare means we know how to help our clients streamline, optimize, and expand their business processes for the benefit of employees, customers, partners, members, and their own bottom line.



*J2 will maximize the return on your Salesforce investment by applying industry-proven best practices to meet your unique business needs.*

Consistently at the top of the annual KLAS rankings for Technical Services, J2's expertise runs the gamut from technology strategy and best-practices consulting to systems integration and application development. Our long track record of success with large-scale technology projects includes over 1,000 solutions built on Health Cloud, Service Cloud, and other components of the Salesforce platform. With more than 150 consultants, architects, and developers in the US and UK, J2 has delivered high-impact Salesforce solutions for a broad range of healthcare payer organizations:

- Health Insurers
- Health Plans
- MCOs
- Health Information Exchanges



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**"J2 provided a huge boost to our Salesforce deployment. They have a great understanding of the healthcare space, and they offered solid expertise and best practices all along the way."**

—Michael Simon  
Chief Executive Officer  
PRIA Healthcare

**"J2 has been a collaborative partner in our Salesforce development efforts. They are always willing to explore the unknown, and design thoughtful and clinically integrated technologies that help us deliver innovative solutions to complex healthcare problems."**

—Terri Casterton  
System Director,  
Innovation & Virtual Health  
SCL Health

J2 is a recognized leader in healthcare integration and interoperability solutions for customers of all sizes.



## Solutions You'll Grow Into, Not Out Of

J2's world-class services team makes sure your organization takes full advantage of everything the industry-leading Salesforce platform has to offer. We enable payer organizations to simplify and scale the workflows of everyday users while providing a single source of truth for leadership to manage and motivate their teams. And every solution we build is designed to grow with you as your needs expand and evolve.

We have helped our customers achieve success with:



### Workflow Processes

- Claims Management
- Benefits Authorization
- Call Center Case Management
- Escalations and Approvals



### Engagement Models

- Member Journeys
- Provider Outreach
- Member Health and Wellness
- Mobile, SMS and Video



### Systems Integrations

- Claims Management
- Electronic Health Records
- Lab Intake Management Systems
- Pharmacy Management Systems

*These are just some of the use cases J2 has addressed for our Salesforce customers in payer organizations.*

### Salesforce Platform Solutions

J2 has worked extensively with offerings from across the Salesforce platform to enhance the user and customer experience, including:

- **Sales Cloud®** - Drive revenue by taking complete ownership of your sales pipeline
- **Revenue Cloud®** - Automate and accelerate the quote-to-sale cycle
- **Marketing Cloud®** - Promote your brand, nurture your audience, and generate qualified leads
- **Service Cloud®** - Provide customers with a consistently high level of service and support
- **Health Cloud®** - Increase patient engagement to create better health outcomes
- **Provider & Member Communities** - Provide patient access and provider visibility
- **Salesforce Shield®** - Protect your data with enhanced platform security



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**"J2 understands our needs, and they build technology solutions that anticipate how those needs are going to grow and change over time. J2's effective time management and implementation expertise have enabled MHC not only to increase our footprint in the state, but also to expand the range of services we provide to our stakeholders. Bringing J2 on board was a great decision for us"**

—*Jaki Porter*  
Chief Operating Officer and  
Chief Financial Officer  
Missouri Health Connection

**If you need a partner who understands how to help you get the most out of your investment in Salesforce – now and for the long term – give J2 a call.**

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