

Growing with Grand Rounds from Expert Medical Opinions to Navigation

OBJECTIVES

Drive higher engagement and better outcomes

Salesforce partnered with Grand Rounds to achieve its top benefits priorities, including:

- Reducing costs and improving member outcomes by connecting members with high-quality providers
- Optimizing access to benefits and other resources
- Improving the member experience and increasing member satisfaction

SOLUTION

Enhanced Navigation

Salesforce first implemented Core Expert Medical Opinions in 2017. After seeing strong results, they decided to expand their partnership with Grand Rounds to provide support for the whole population through Enhanced Navigation. Salesforce implemented Grand Rounds' quality match platform, benefits routing tool, advocacy services, and financial toolkit to provide a single place to go for all healthcare needs.

AT A GLANCE

Customer
Salesforce

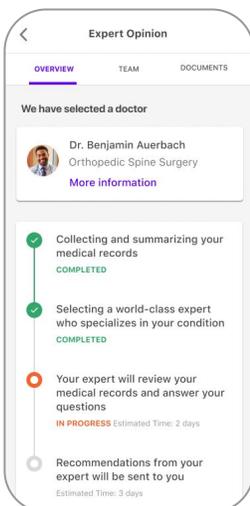
Members
70,000

Customer Since
May 2017

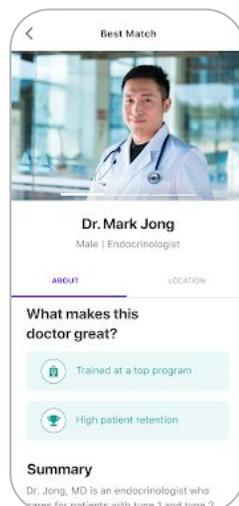
Solution
Enhanced Navigation

Opportunities

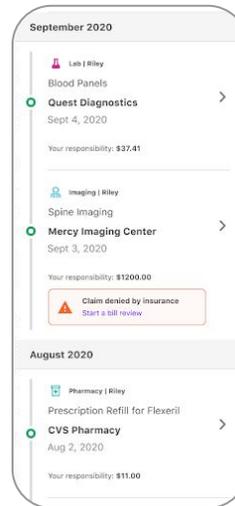
- Driving to quality care
- Optimizing benefits ecosystem
- Improving the member experience



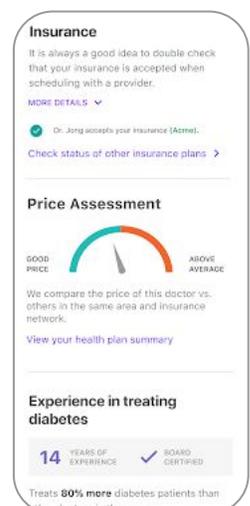
Complex case opinion review with world-class experts



Matching to high-quality doctors and appointment scheduling



Ability to track claims and care spend



Guidance on costs associated with receiving care

RESULTS

We measure the success of our navigation program through three important results: superior **clinical outcomes** driven by connecting our members to clinical guidance and quality care; improved **member satisfaction** enabled by our seamless experience; and reduced **costs of care** as a result of connecting members to high-value, appropriate care.

Clinical Outcomes

20ppt

Quality improvement among members who see recommended physicians

60%

Of expert medical opinions resulted in a medication change recommendation

Member Satisfaction

82%

Member Satisfaction

~33%

Of new clinical cases were converted from a previous non-clinical case

Costs of Care

2:1

Return-on-investment

30%

Of surgeries recommended for cancellation or delay after an expert medical opinion

Note: Results for 1/1/2020-9/30/2020

Real Member Story: Tyler, 33, difficulty breathing



What Grand Rounds did: Tyler was looking for a specialist to help with a deviated septum and sinus issues. Grand Rounds helped Tyler find a reputable surgeon in his network, better understand his out-of-pocket expenses, and provide detailed estimates on his financial responsibility prior to surgery. Tyler felt relieved under Grand Rounds' guidance and caring support.

"Thank you for finding my doctor, scheduling appointments, and reviewing my billing – I can now breathe easier thanks to Grand Rounds!"

ABOUT GRAND ROUNDS

Our mission is to raise the standard of healthcare for everyone, everywhere. Founded in 2011, we partner with over 130 employers to provide personalized, empathetic care guidance to over 6 million members, resulting in better health outcomes, lower costs, happier members, and equitable care.

CONTACT US

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