

# Q & A

## Future-Proofing Health & Human Services



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State and local HHS agencies are being asked to become more efficient, focus on outcomes and provide better, faster service to citizens — yet many still rely on complex and costly legacy systems. In the Governing Institute's 2017 HHS survey of 191 state and local leaders, 65 percent of respondents said their agency's systems need to be modernized. In this Q&A, Bojan Cubela, director of state & local government and HHS at Salesforce, and Dan Israel, vice president and general manager of VLOCITY Public Sector — which provides industry-specific cloud applications running on Salesforce — explain how a trusted cloud platform extended through an HHS-specific application can help lead agency transformation.

### **Q: SALESFORCE MAY NOT BE THE FIRST NAME THAT COMES TO MIND IN GOVERNMENT AND HHS. CAN YOU GIVE US SOME EXAMPLES OF YOUR WORK?**

**CUBELA:** Salesforce has been serving the public sector for at least a dozen years and has over 1,000 government customers, including all 15 federal U.S. agencies and presence in 45 of 50 state agencies. We've deployed HHS apps in multiple states and across many county and city governments. For example, the State of Colorado has more than 90 applications built on top of the Salesforce platform. The most recent is an HHS and cloud-first integrated eligibility system. The migration to the new case management system — along with a multichannel call center and customer portal — has doubled the number of Medicaid benefits applications the state can process each month (from 30,000 to 60,000), with the same budget.

### **Q: WHY DO AGENCIES ADOPT SALESFORCE?**

**CUBELA:** First, we provide agencies with a secure, pre-built infrastructure and a core set of functions available on day one. This gives them a foundation that reduces risk and speeds deployment measured as time to value. Second, agencies can control the project complexity and cost through configuration of the platform, which gives them a level of customization without having to write code. We call this "clicks, no code" deployment, where all customers are on the same version and receive three updates a year. Third is that we provide a modular approach. Most states want to build reusable components, connect with other systems without breaking the code, and achieve mobility and performance at scale. We make that possible by managing 100 percent of hardware and software on our metadata-driven architecture.

### **Q: HOW DO THE VLOCITY APPLICATION AND THE SALESFORCE PLATFORM WORK TOGETHER? WHAT BENEFITS DO THEY PROVIDE?**

**ISRAEL:** Salesforce is the foundation — an out-of-the-box, cloud-based platform with a proven set of core functions. VLOCITY is an application that runs on Salesforce, with pre-built capabilities specifically designed to

address HHS agency needs. Together, they offer agencies a working application to start from, which can then be rapidly configured to meet a specific agency's requirements.

The combination of Salesforce and VLOCITY can be deployed quickly so agencies can transform HHS services rapidly, generating value without replacing entire systems. Agencies can start small and build out in a modular fashion. Colorado, for example, started with small projects and saw how the platform improved efficiency and service. Once leaders there experienced these benefits, they implemented bigger, more complex projects spanning almost 100 applications today and growing.

### **Q: HOW DOES THE SYSTEM LAY A FOUNDATION FOR GENERATING VALUE IN THE FUTURE?**

**CUBELA:** We provide three upgrades per year as well as mobile, social and artificial intelligence (AI) capabilities without writing code. This helps future-proof an agency's investment and enables it to continually improve services without spending new money. Salesforce is investing in future technologies — including AI and machine learning — and will continuously incorporate these capabilities into products. These technologies are meant to free up government employees to spend less time on paperwork and administrative functions, and more time working with citizens to drive measurable outcomes.

### **Q: WHAT ADVICE WOULD YOU GIVE AGENCIES THAT WANT TO IMPROVE OPERATIONS THROUGH DIGITAL TRANSFORMATION?**

**ISRAEL:** Our most innovative customers are shifting their focus toward the "art of the possible." Sometimes RFPs are too prescriptive and vendors can only satisfy them with custom code solutions that don't scale and are costly to maintain. Innovative agencies are being less prescriptive — they are focusing more on the desired outcome than a precise itemization of features. Pre-built applications running on a cloud platform empower agencies to move faster than ever and open the door to new possibilities to generate value. They can truly be transformative and we are excited to share more details at this year's ISM conference.

TO LEARN MORE ABOUT SALESFORCE'S CASE MANAGEMENT, INNOVATIVE ANALYTICS AND AI, CRM SOLUTIONS, AND CONSULTATION FOR HHS AGENCIES, VISIT SALESFORCE FOR GOVERNMENT: [WWW.SALESFORCE.COM/GOVERNMENT](http://WWW.SALESFORCE.COM/GOVERNMENT)

