



# Salesforce Health Cloud

For health insurance payers



Member experience is no longer a service tier – it is the business. The payers winning market share have unified member, broker, and provider data on a single platform, automated the workflows that increase operational margin, and deployed intelligent agents across every routine interaction. Argano builds those activations on Salesforce Health Cloud – with the accelerators, payer-specific expertise, and Agentforce 360 capabilities to compress your time to value.

## The payer challenge

Health plans face compounding pressure: rising costs, narrowing margins, regulatory complexity across every line of business, and member expectations shaped by every other digital experience. Most payer environments were built one system at a time – the seams between them are where the cost lives.

- **Member friction** driving call volume instead of resolution
- **Broker drop-off** when quoting and enrollment require workarounds
- **Provider abrasion** from manual credentialing and fragmented data
- **Prior authorization, appeals & grievance latency** inviting CMS scrutiny
- **Line-of-business silos** blocking a unified member view
- **Administrative overhead** consuming margin that should fund care

## The Argano approach

Argano’s Health Cloud practice delivers the unified platform layer your operation requires: member services, broker management, sales and enrollment, provider network management, and care coordination – sharing one data model, one set of integrations, and one configurable presentation layer. That architecture is what makes AI agents, self-service portals, and automated workflows scale.

### Platform depth

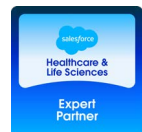
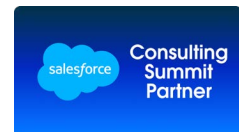
Salesforce Health Cloud and Agentforce 360 with OmniStudio and Experience Cloud – unified on a single data model with shared integrations across all stakeholder types.

### Amplifires™ accelerators

Pre-built, QA’d, native Salesforce frameworks addressing 60–80% of common payer use cases – reducing implementation time, cost, and risk from day one.

### LOB fluency

Medicare Advantage, Medicare Supplement, Medicaid, IFP (on & off Exchange), Small Group, Large Group, and self-funded – all lines, one platform.



## Capabilities & accelerators

### Member 360 & Member Services

Unified member dashboard via FlexCards and OmniScripts with pre-built task workflows, appeals and grievances, and clinical compliance actions for optimized agent and self-service experiences.

### Shop & Enroll

Single-platform enrollment across all LOBs – MA, MedSupp, Medicaid, IFP, Small Group, Large Group – with self-shop portals, internal agent consoles, and broker-driven workflows on one data model.

### Broker Management

Full broker lifecycle: recruiting, onboarding, book-of-business surfacing, leads, sales flows by LOB, education, attestations, commissions surfacing, and a unified broker support console and portal.

### Provider Network Management

Preconfigured workflows for credentialing, contracting, recruiting, adequacy monitoring, onboarding, and provider self-service. Five PNM deployments completed in the last two years.

### Experience Portals

Purpose-built member, broker, and provider portals sharing a common data model and integrations – reducing operational complexity while delivering personalized self-service to every stakeholder.

### Agentforce 360 Digital Agents

**Member Portal Agent** – overage, claims, and medication questions answered instantly with live handoff.  
**Broker Agent** – quoting and commissions on demand.  
**Provider Agent** – eligibility, claims, preauth responses that reduce inbound call volume.

## Proofpoints

**60–80%**

of common payer use cases addressed by AmpliFires out of the box

**5**

Provider Network Management deployments in the last two years

**60+**

long-serving healthcare SMEs with multi-cloud certifications and multi-LOB experience

## Why argano

### Payer-First, Platform-Deep

You get certified Salesforce consultants who have built and operated health plan systems – not a generalist team learning your business on your budget. LOB fluency across every plan type is the floor, not the ceiling.

### Accelerators That Ship

AmpliFires are operable workflows – pre-built LWCs, FlexCards, OmniScripts, QA'd configurations, data dictionaries, and integration patterns. A starting point that materially de-risks your delivery.

### Flexible Engagement Models

Primary deployments, project remediation, collaborative engagements alongside larger SIs or Salesforce Pro Services, managed services, IP licensing, and strategic consulting. You choose the model.

Learn more at [argano.com](https://argano.com)

Contact us at [salesforce@argano.com](mailto:salesforce@argano.com) to learn more

