

DIGITAL EXPERIENCE

# Salesforce Marketing Cloud for Medical Devices

## Enable Global CRM Campaigns

As patient expectations grow, medical device companies must focus on integrating user and device data to deliver personalized experiences and improved health outcomes. Perficient's Salesforce Marketing Cloud for Medical Devices solution allows you to enhance your acquisition, conversion, and nurture campaigns.

### Features

Our solution enables efficient data analysis and insight generation to support your marketing efforts. Deliverables include:

- Enhanced data insights
- Product awareness and education
- Improved channel sales and communication
- Digital health tools
- Global campaign deployment
- Just-in-time patient communication

### Key Benefits

- Increase medical device conversion and adoption through education, relationship building, and marketing/consumer insights.

- Boost product sales and device adoption with optimized buying and selling journeys, improved sales and marketing tools, and new educational tools for clinical audiences.
- Enable self-service activities that reduce call center volume and increase customer satisfaction.
- Inform patients on how to maximize their device usage, improving device adherence and outcomes.

## Why Perficient

We're an Enterprise Salesforce Partner excelling in CRM, data, AI, and personalization. For more than 15 years, we have built industry-specific Salesforce solutions that help Fortune 1000 organizations enable data-driven decisions and deliver personalization at scale.

- Expert Healthcare & Life Sciences and Marketing Cloud Partner
- 580+ projects
- 4.8/5.0 CSAT score
- 1400+ certifications



Click or scan to check out all of Perficient's thought leadership.

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