

# Salesforce Practice

*Combines Global, Commercial and Federal Experience*

### ABOUT NEWWAVE

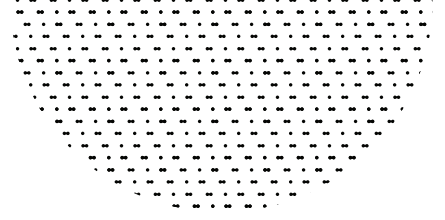
NewWave is a leading Healthcare IT Solutions Firm headquartered in Elkridge, Maryland, with locations across the United States and 290 employees nationwide. As a trusted partner of the Center for Medicare and Medicaid Services (CMS) for over a decade, NewWave is the only firm to modernize and optimize multiple cloud environments at that Agency with initiatives like Blue Button 2.0 API, on-premise migration to Azure, etc.

As an industry leader in the emergent healthcare field, NewWave has built a trusted reputation in health data through Fast Healthcare Interoperability Resources (FHIR) with our products, services, and forward-thinking approach. We are leaders in the CARIN Alliance, and the HL7 FHIR Accelerator (the Gravity Project). Beyond FHIR, NewWave has built a health data science practice with our partners (Databricks, Snowflake, and Looker), providing leading-edge health data application development and engineering.

### ABOUT THE SALESFORCE PRACTICE

At NewWave, we empower our clients with innovative technologies and solutions to solve business problems in the commercial and government sectors. NewWave has built a one-of-a-kind team that has worked together on global, commercial, and federal engagements creating solutions that transform our client environments into digital experiences that maximize investments in technology. We attract and retain some of the brightest certified Salesforce experts who lead the customer transformation. Each team member has 5-10 years of experience working directly with the Salesforce platform.





## SMART SOLUTIONS

### Good Solutions Enable Clients to Do More with Less

Our team is not afraid to point out cost-saving strategies or opportunities to empower teams to support more systems with fewer resources. When we do our job the right way, our clients get the best value out of their Salesforce investment. This may mean migrating capabilities or developing integrations with other systems. We take into consideration large data volume, Salesforce governor limits, architectural best practices, and UI/UX when designing solutions.

## MODERN METHODOLOGIES AND DESIGN

### Good Solutions Enable Clients to Do More with Less

Our team brings expertise in delivering Agile projects at scale and keeps Human-Centric Design (HCD) at the forefront of our solutions. We envision the lifecycle of our client experience to ensure the big picture (across client systems) is dictating the Salesforce roadmap. While consistently delivering new solutions that prioritize based on high value, we monitor and reduce technical debt to keep a healthy Salesforce environment.

## CUSTOMER SUCCESS

### A Partner Ensures the Client has a Sustainable Application

Developing a great product is only half the solution. Ensuring that our clients have the tools (videos, training, etc.) to roll out the features to their audience is a key focus for our company. We empower our clients with a complete transition package so that they are confident using and supporting the solution delivered. We have established a reputation where our clients call us to solve their problems with a Salesforce solution. The chart below represents NewWave's Salesforce experience, with implementations of over 15,000 users. This experience includes providing implementation and support to both internal and external audiences. We have experience in full-lifecycle implementations and targeted initiatives for our customers.

## NEWWAVE'S SALESFORCE EXPERIENCE

### PROGRAM CAPABILITIES



Agile | DevSecOps | Security | Business Analysis, UX, HCD

Training, Outreach, HelpDesk | O&M | ATO | PMO | Help Desk | Transition

### SALESFORCE COMPETENCY



Salesforce COE | Omni Channel | Lighting | Architecture | Administration

Copado CI/CD | License Mgmt | Classic Support | Technical Debt | Security | CRM

Sales & Service Cloud | Einstein Analytics & Discovery | Marketing Cloud | Experience Cloud



## CASE STUDY

# Model Solicitation Life Cycle Management



### CLIENT

Innovation Center for  
Medicaid and Medicare  
(CMMI)



### INDUSTRY

Healthcare



### PRODUCTS

Experience Cloud  
Service Cloud  
Omni Channel  
Lightning Frameworks



### RESULTS

15,000 Providers, Partners  
& Employees Impacted

Reduced O&M Cost by  
50% YoY

Optimized Salesforce  
Licenses by 25% (\$1.2M  
YoY)\*

Consolidated 34 portals  
into one permission driven  
community.

## CHALLENGE

Remove Silos and Eliminate Redundant Business Processes

CMMI is CMS' Innovation Center and is responsible for developing and testing new payment models to transform how Medicare and Medicaid pay for healthcare. CMMI faces extreme time constraints as new payment models are approved to pilot initiatives to transform the largest US healthcare payment systems. CMMI uses Salesforce to help manage these dozens of models, which are national in scope. NewWave is the primary systems integrator responsible for supporting CMMI systems.

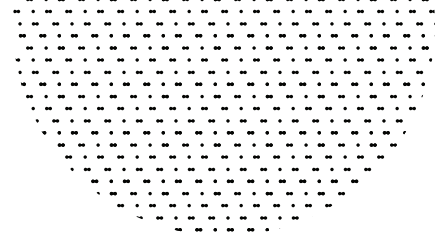


*NewWave provides an unparalleled level of professionalism and expertise in supporting CMMI with their Salesforce platform initiatives and strategic thinking. They have been a wonderful partner to work with adding value every step of the way. The level of communication and seasoned staff NewWave provides to CMMI is what every organization wishes they had. All in all, a Great Team!* – CMMI Salesforce Product Manager



When NewWave took over the CMMI systems work, they found that CMMI faced multiple challenges with their existing Salesforce setup that impacted their ability to stand up and manage new payment models effectively. NewWave identified the following primary problems: lack of modern identity management, lack of turn-key capabilities (*i.e. self-service, case management*), unintuitive customer experience, slow delivery, and redundant data entry.

\*NewWave team simplified customers license types to a consistent modern format which reduced the number of separate products and took advantage of bundled options, effectively reducing costs. Single Sign-On initiative reduced duplicate licenses, reducing overall costs. NewWave also eliminated the need for separate identity licenses providing significant lift in cost saving.



## SOLUTION

### OKTA IDM, Experience Cloud & Service Cloud Improves User Experience

NewWave addressed these problems (above) by rolling out Okta Identity Management paired with Remote Identify Proofing, providing a secure single sign-on experience for Community cloud and Service cloud users. Registration processes were revamped to enable known customers to engage with new communities and features. The model engagement was re-imagined as a life-cycle with CMMI, where registration information flows across the platform to support subsequent model stages. The turn-key features enable new models to ramp up in less than a month.

## RESULTS

### Model Solicitation Life-cycle Provides Enterprise Visibility

CMMI on-boards new and existing healthcare partners to test out transformational initiatives within weeks instead of months. Healthcare partners collaborate across models to improve overall lessons learned and accelerate change. Information flow reduces many manual tasks, eliminated external systems, and provides a 360 view of CMMI partners and interactions to inform strategic vision.



### For more information, please contact:

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