



Salesforce for the **NHS**

Could greater patient engagement help with more efficient management of the backlog?

Jane Tyacke, Director of Strategy, Public Sector Healthcare

Forward Looking Statement



Statement under the Private Securities Litigation Reform Act of 1995:

This presentation contains forward-looking statements about the company's financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, diluted earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, the one-time accounting non-cash charge that was incurred in connection with the Salesforce.org combination; stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth and sustainability goals. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company's results could differ materially from the results expressed or implied by the forward-looking statements we make.

The risks and uncertainties referred to above include -- but are not limited to -- risks associated with the effect of general economic and market conditions; the impact of geopolitical events; the impact of foreign currency exchange rate and interest rate fluctuations on our results; our business strategy and our plan to build our business, including our strategy to be the leading provider of enterprise cloud computing applications and platforms; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; the competitive nature of the market in which we participate; our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our service performance and security, including the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate potential security breaches; the expenses associated with new data centers and third-party infrastructure providers; additional data center capacity; real estate and office facilities space; our operating results and cash flows; new services and product features, including any efforts to expand our services beyond the CRM market; our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to realize the benefits from strategic partnerships, joint ventures and investments; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within the company's strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies, including delays related to the integration of Tableau due to regulatory review by the United Kingdom Competition and Markets Authority; our ability to continue to grow unearned revenue and remaining performance obligation; our ability to protect our intellectual property rights; our ability to develop our brands; our reliance on third-party hardware, software and platform providers; our dependency on the development and maintenance of the infrastructure of the Internet; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility, term loan and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change.

Further information on these and other factors that could affect the company's financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company's website at www.salesforce.com/investor.

Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

Everything has changed.



We thank you for continuing to look after us through our emergencies, while vaccinating, treating, and caring for the UK population.



Who is Salesforce?



Enterprise Cloud Computing

No Hardware/Software
Instant Scalability
Automatic Updates 3x/year
Fast Deployments



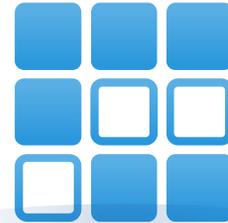
Legacy of Innovation

#1 CRM Company Worldwide
(Gartner)
Most Innovative Company of the
Decade (Forbes)
1:1 Philanthropy Model



Customer Success Platform

SaaS Business Applications
PaaS Enterprise Application Development
AppExchange (Public or Private)
Built-In Mobile, Social, Artificial Intelligence



Proven history in Government + Healthcare over two decades

We've helped leading organisations digitise operations across the entire care spectrum.



History in Public Sector + Healthcare

Our proven approach

serving Healthcare & Life Sciences customers:

Provider

Insurer

Pharma

MedTech

Public Sector Health

Trailblazing **Public Sector Health** orgs:

CDC, HSE

NDIS

VA, NHS, CMS

FDA, NIH

Public Health

Social Services

Healthcare

Research

Scalable Results

Operational

29%

increase in remote employee productivity

94%

of healthcare customers have seen positive ROI from Salesforce

Invaluable

60M

pieces of PPE sourced in first month of COVID-19 pandemic

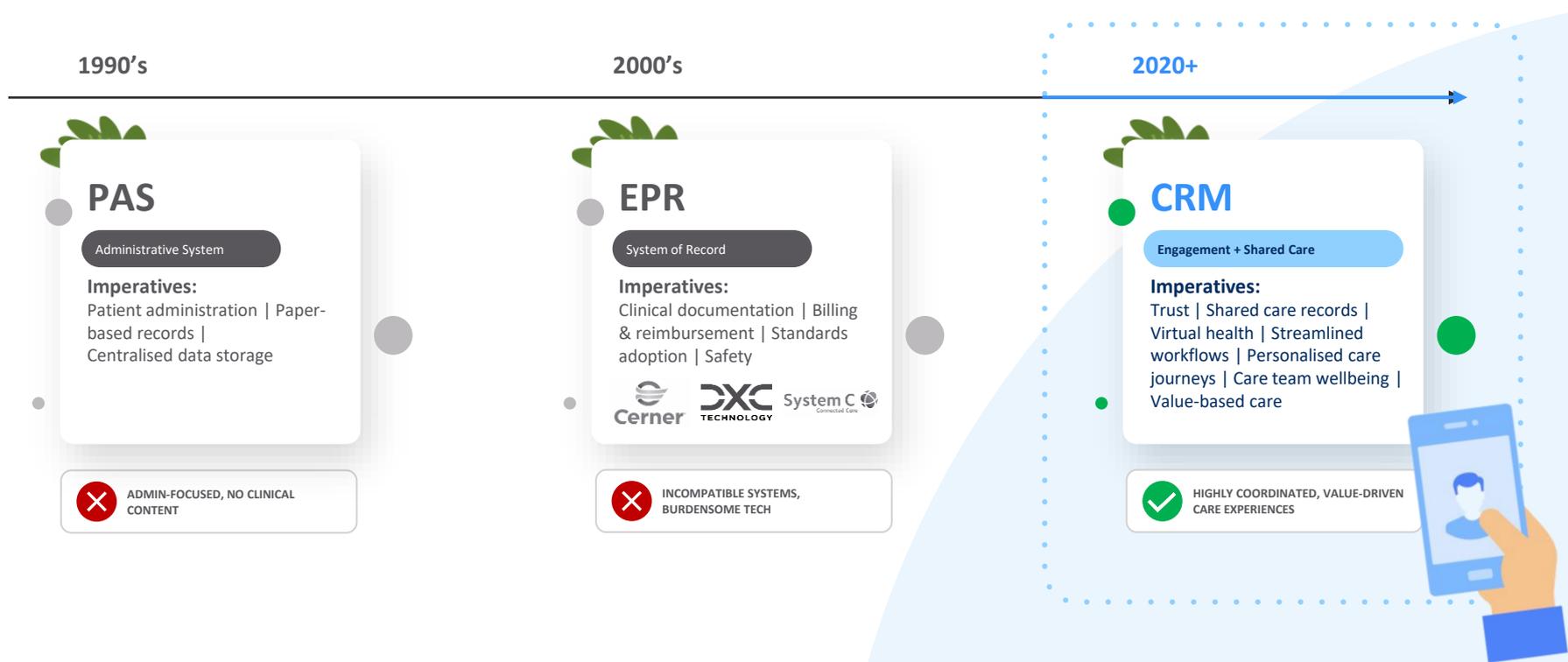
7M+

emergency use vaccinations facilitated in first 3 months on Salesforce

We're entering into a new era of engagement in health.



Provider organisations must evolve their technology to meet new digital demands.



Extend your Patient Engagement Capabilities

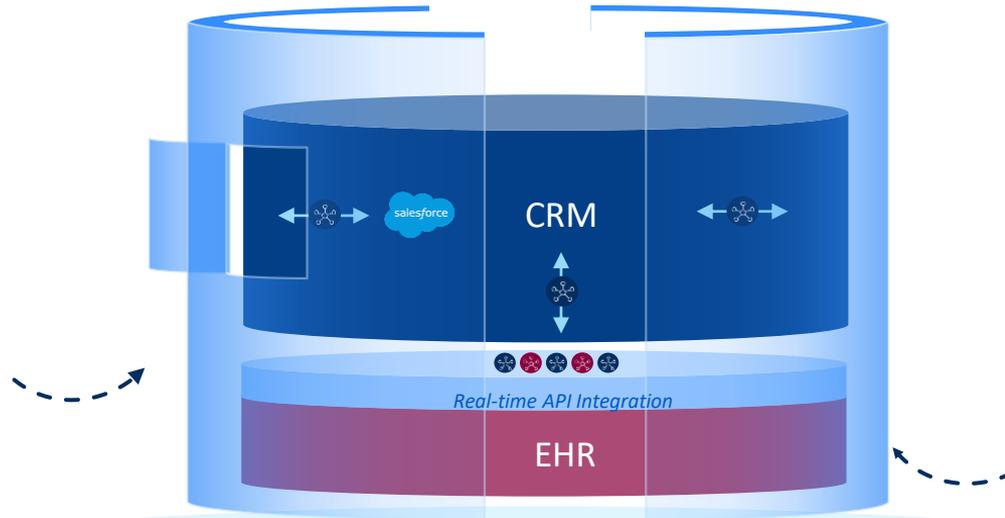
Salesforce wraps EHRs & Shared Care Records to deliver a unified engagement platform.



Next Generation EHR, Shared Care Records + CRM

- Digital Patient Engagement
- Self-, Smart-Scheduling
- Closed-loop Referrals
- Patient360
- Care Anywhere
- Collaborative Care Planning
- Population Health Engagement
- Patient Referral Management

- ### CRM
- Customer360
 - Intelligent service
 - Omni-channel Engagement
 - Journey Management
 - Preference Management
 - Dynamic Workflows
 - Mobile Ready



- ### EHR
- Health History
 - Encounter Documentation
 - Interaction Checks
 - Order Entry
 - ePrescribing
 - Decision Support
 - Coding

Transforming Digital Care

Salesforce provides a connected platform for digital care



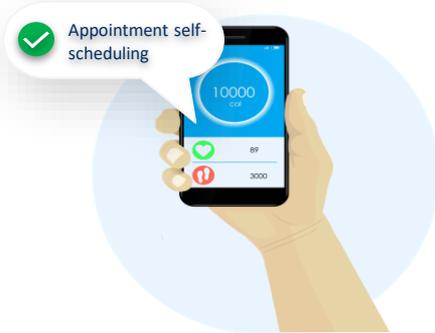
Transformation is difficult, but essential.



We've identified 4 front office areas for the NHS to succeed in this evolving landscape.

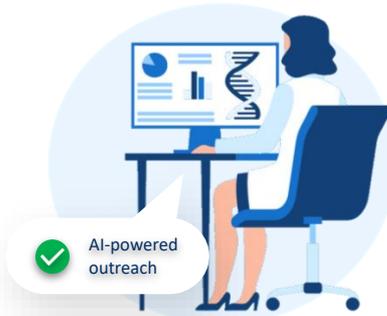
Digital Front Door

Expand growth opportunities by improving patient access to care whilst managing demand.



Patient Engagement

Empower and enable personalised patient journeys across the continuum of health & social care.



Joined-up Care

Enable joined up care with an omnichannel, digitally-empowered, integrated platform.



Population Health

Analyse health status at aggregate levels to improve the health of human population groups.



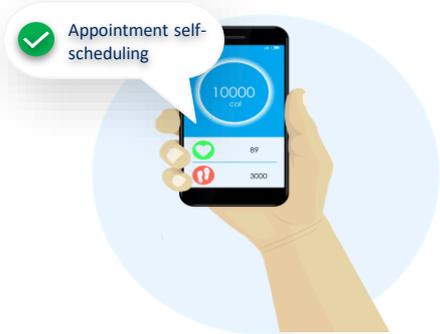
Patient Engagement to Alleviate Backlog Pressures



We've identified 4 key use cases where patient engagement brings positive change

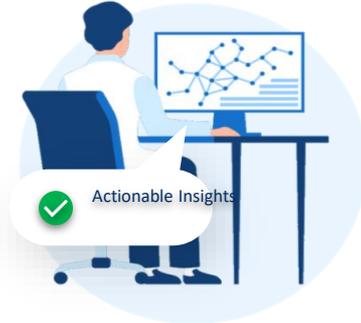
Outpatients

Improve patient experience & appointment success ratio through two-way engagement with the patient



Active Waiting Lists

Understand your patient's preferences and needs, offer additional services whilst waiting, keep lists up to date in real time



Virtual Wards

Monitoring patients at home to enable step-up and step-down care, enabling shared care

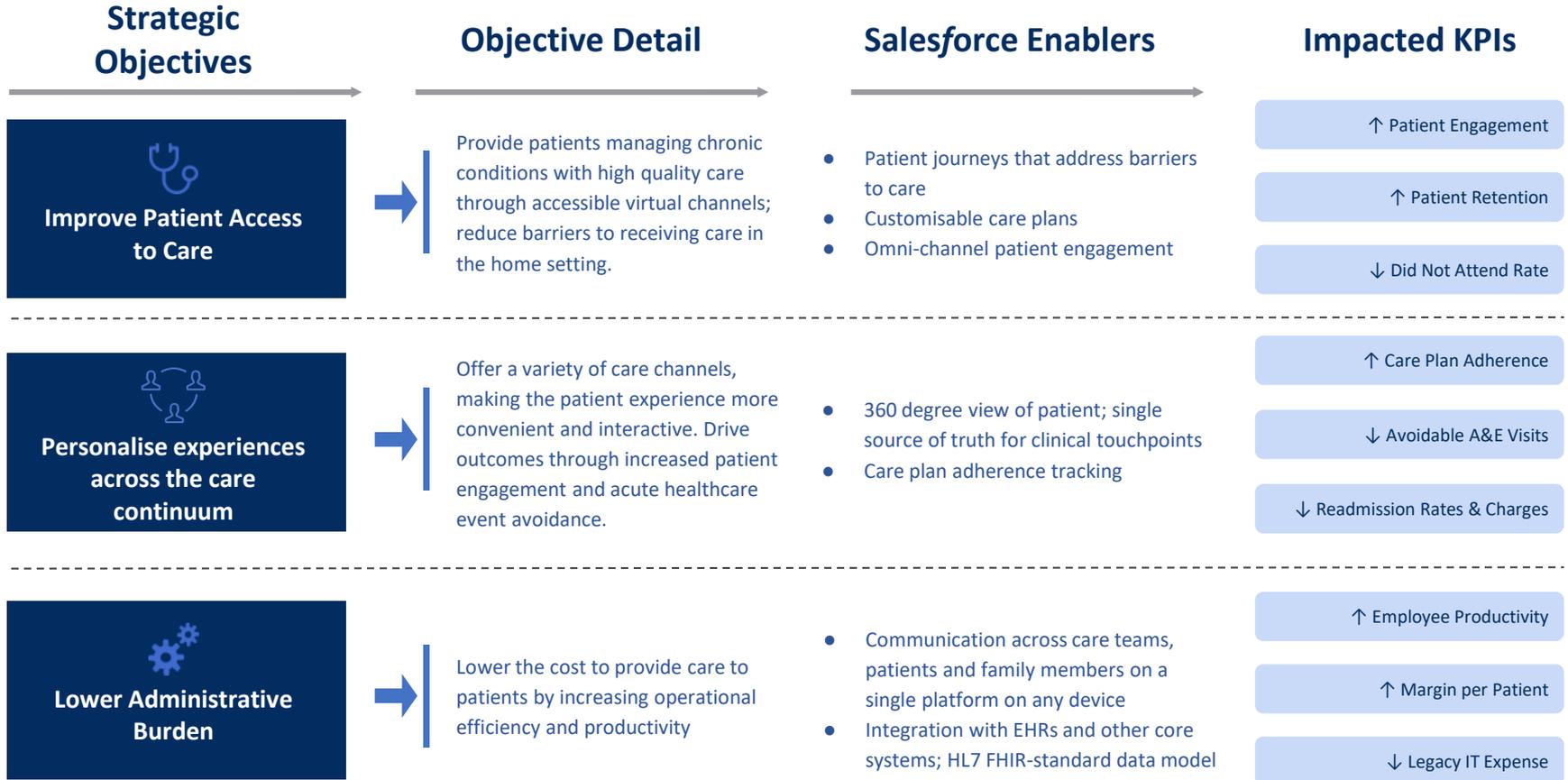


Complex Discharge Management

Enabling health & social care teams to collaborate, smooth management of multiple processes into a single timeline



Vision to Value



MuleSoft Integration Engine

Connect data, devices and applications



Unlock siloed clinical data

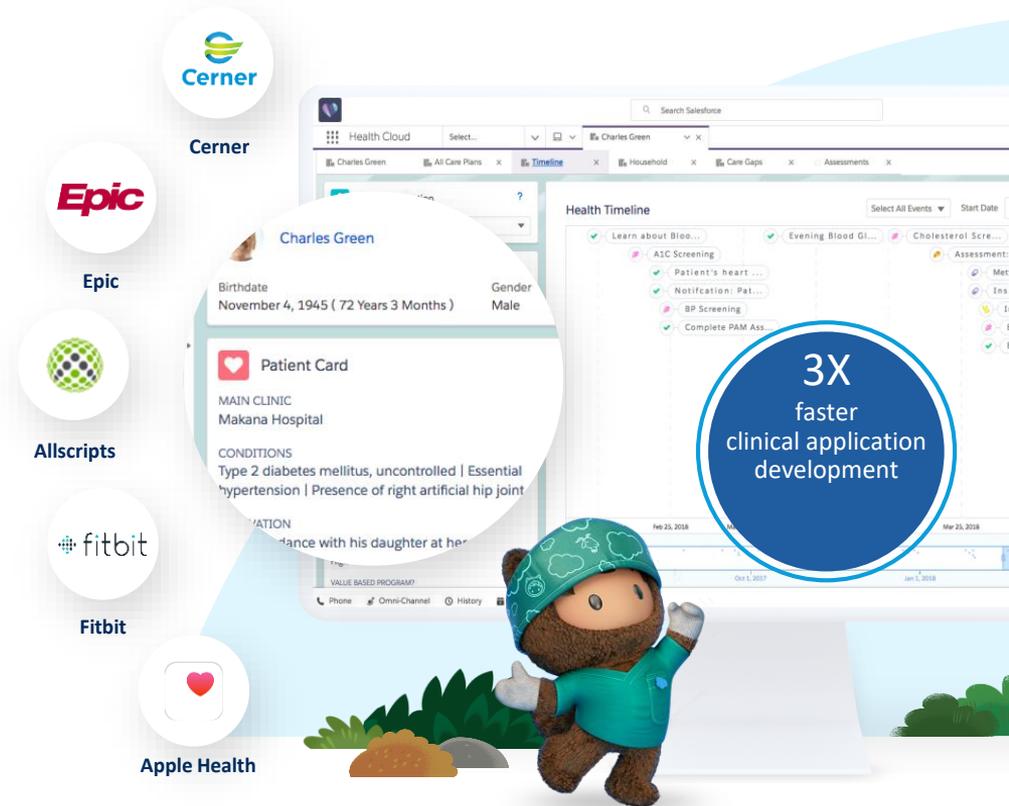
Expose patient data from any source by connecting to any EPR, across multiple sites of care, with out-of-the-box connectors and integration templates.

Personalise patient contact experiences

Seamlessly integrate EPRs and core systems of record to surface the right patient information at the right time, all from one screen.

Extend patient care, anywhere

Combine data from clinical and non-clinical systems into applications that can track a patient's care plan progress across in-person visits, telehealth or via an IoT device.



**Thank
You**

