

Powering the Future of Healthcare with Salesforce

CIMSS Innovative Solutions, led by visionary physician-executive **Dr. Paramjit “Romi” Chopra**, is rapidly emerging as one of the fastest-growing enablers of digital transformation in healthcare. Operating at the intersection of medicine, business, technology, and patient engagement, CIMSS is reshaping how providers, payers, and life sciences companies use Salesforce to drive better outcomes and sustainable growth

Introduction

Healthcare is at a critical juncture. Providers, payers, and life sciences organizations face mounting pressure to deliver smarter systems, deeper engagement, and more efficient care—all while keeping the patient at the center. CIMSS Innovative Solutions stands at the forefront of this transformation, leveraging Salesforce and advanced technologies to empower healthcare organizations worldwide

Global Impact: Patient-Centered, Results-Driven

CIMSS empowers healthcare leaders across the globe with solutions built around one unifying principle: put the patient at the center. From primary care clinics in Illinois to medtech firms in Australia and health systems in Dubai, CIMSS tailors Salesforce to unlock value across:

- **Providers:** Personalized care, chronic disease management, and referral growth
- **Payers/Payviders:** Care coordination, member services, and value-based contracts
- **MedTech & Pharma:** Patient support, engagement, and outcomes tracking

CIMSS’s reach spans multi-specialty clinics, ambulatory surgery centers, emerging health insurers, life sciences companies, and global digital health ventures



CIMSS Services and Solutions



Salesforce-Powered Innovation

CIMSS has developed a robust portfolio of intellectual property and accelerators, transforming Salesforce into a healthcare powerhouse:

- **Cancercheck™:** AI-driven early cancer screening workflows
- **Metabolic and UFE Care Pathways:** Personalized, lab-integrated chronic care journeys
- **Care Program Management App:** Available on AppExchange, supporting chronic care billing, Principal & Chronic Care Management (PCM & CCM), and remote patient monitoring
- **PhoenixAPM:** End-to-end, Salesforce-native practice management suite
- **Agentic AI Workflows:** Early adopter of Salesforce Agentforce for automated case handling



Comprehensive Technical and Back Office Services

- **Consulting:** Expert advisory on patient acquisition, retention, patient servicing, and revenue cycle management
- **Technical Services:** Full range of Salesforce, MuleSoft, and Slack implementation and support
- **Software:** Advanced Practice Management (APM) solutions for patient acquisition, servicing, and revenue cycle management
- **Back Office:** Coding, transcription, billing, and more, so clients can focus on patient care



Data Science & Intelligence

CIMSS leverages big data and advanced analytics to improve patient care, giving healthcare organizations the tools to serve patients at the highest level

Recurring Value and Real Results

CIMSS delivers ongoing value through high-retention, recurring services, with clients reporting:

- 459% ROI in under 3 months
- 30% increase in care team efficiency
- NPS scores far above healthcare benchmarks

Their solutions are deeply integrated across the Salesforce tech stack—Health Cloud, Data Cloud, MuleSoft, Agentforce, Marketing Cloud, Tableau, and more—making CIMSS a critical strategic partner

Strategic Partnerships and Global Scale

CIMSS maintains deep executive relationships and co-sell motions with Salesforce, serving as a trusted innovation ally. Dr. Chopra’s leadership has made CIMSS a fixture at global Salesforce events, where real-world healthcare impact stories are front and center

CIMSS’s rapid ARR growth and expanding client base reflect its global impact, backed by a modern tech stack including AWS, AccountingSeed, Box, predictive and generative AI, and Einstein Next Best Action—all seamlessly integrated into the Salesforce ecosystem.

Why CIMSS?

CIMSS does not just offer consultancy; it proposes a partnership and collaborative venture to reinforce your organization’s core values and vision. By understanding the unique intricacies of each organization, CIMSS designs personalized experiences with actionable solutions that drive efficiency and growth. Their fellowship of experts in healthcare management, compliance, digital transformation, and technology are dedicated to client success

"With Salesforce as the platform and a patient-first vision as the compass, CIMSS is building the future of healthcare—one intelligent workflow at a time."

Conclusion

Healthcare needs transformation. CIMSS delivers that transformation, enabling healthcare organizations to streamline processes, enhance patient experiences, and drive operational efficiency. By placing the patient at the center and leveraging the power of Salesforce and innovative technology, CIMSS is redefining what’s possible in healthcare.

Learn more: www.cimss.com

Follow Dr. Romi Chopra for insights on innovation, healthcare transformation, and AI.

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