



PERSISTENT

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December 3, 2015

The Manager,
Corporate Services,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai 400 051

The Manager,
Corporate Services,
BSE Limited
14th Floor, P J Towers, Dalal Street,
Mumbai 400 001

Ref: Symbol: PERSISTENT

Ref: Scrip Code: 533179

Dear Sir / Madam,

Sub: Press Release regarding "Persistent Systems announces Physician & Patient Relationship Management Salesforce Fullforce Solution, a suite of accelerators for Healthcare and Life Sciences"

We wish to inform you that the Company has made a Press Release dated December 3, 2015 titled **"Persistent Systems announces Physician & Patient Relationship Management Salesforce Fullforce Solution, a suite of accelerators for Healthcare and Life Sciences"**.

The copy of the Press Release is enclosed for your records.

Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For Persistent Systems Limited


Amit Atre
Company Secretary



Encl.: As above



Persistent Systems announces Physician & Patient Relationship Management Salesforce Fullforce Solution, a suite of accelerators for Healthcare and Life Sciences

Persistent Systems leverages Salesforce's social, mobile, cloud and data science technologies to transform the Physician-Provider Patient Relationship

Father Martin's Ashley implements accelerators to streamline patient care for the treatment of alcoholism and chemical dependence

Santa Clara, CA and San Francisco – December 3, 2015 - Persistent Systems today announced the release of the Persistent Systems Physician & Patient Relationship Management Salesforce Fullforce Solution. Developed to improve physician referral, care coordination and to enhance the overall patient experience, the suite of accelerators spans the broad patient experience spectrum, providing faster and more predictable deployments of Salesforce's suite of cloud-based solutions for the healthcare industry.

Developed by Persistent Systems, in collaboration with numerous providers since 2014, this mobile-enabled Fullforce Solution built on the Salesforce Service Cloud enables healthcare providers to fill critical gaps in patient acquisition, referral, engagement, care transition, coordination and discharge. By providing an agility layer around existing and siloed EMRs and related applications, disparate processes and traditionally siloed data, this suite of accelerators is a significant step in driving unified physician-provider-patient engagement and care transition.

The power of digital is transforming the relationship between patients and healthcare providers, as Father Martin's Ashley, a national leader in the treatment of alcoholism and chemical dependence, is demonstrating.

"Our mission at Father Martin's Ashley is to care for the whole person, and to that end we knew we needed a more holistic view into all the services we're providing our patients. Our goal was to tie in referrals, admissions, and wellness to provide better and more efficient treatment. Updating legacy systems wasn't the answer, going digital was clearly the way for us," says Peter Bilsky, CIO, Father Martin's Ashley. "Working with Persistent to deploy their healthcare accelerator suite on Salesforce across our teams we're now able to bring together campaign management, marketing KPI dashboards, referral management and CRM functionality in one place. This allows us to significantly improve our outreach to prospective patients and families, streamline onboarding and improve the effectiveness of our readmissions and wellness programs so that our patients can live productive, healthy and happy lives."

Salesforce [NYSE: CRM] recently named Persistent Systems to its ecosystem of partners supporting the development and deployment of Salesforce Health Cloud. The next release of Persistent Physician & Patient Relationship Management Fullforce Solution will be extended to leverage the new capabilities in Salesforce Health Cloud.





Features

For patients, Persistent's Salesforce Fullforce Solution will improve their experience before, during and after care. For physicians, the solution streamlines interactions with providers and improve visibility around referrals. For care providers, it will help boost revenues from physician outreach, generating a continuous flow of referrals and improve efficiency.

Persistent's Salesforce Fullforce Solution helps address several critical challenges today and provide a broad range of quantifiable benefits that include:

- Improved Physician outreach effectiveness and referrals
- Increased competitiveness and revenues of domestic and international concierge programs
- Seamless patient onboarding and patient qualification workflows
- Enhanced care team productivity, communication and collaboration
- Real-time alerts and remedial actions for rounds and grievance management
- Stronger patient adherence/lower readmits from proactive follows
- Higher HCAHPS by streamlining end to end patient experience

"Persistent Systems has been recognized as a Salesforce Fullforce Solution partner to transform how companies connect with their customers in healthcare," comments Kori O'Brien, vice president of global alliances and industry solutions, at Salesforce. "This is a great example of how we work closely with Salesforce Fullforce Solution partners to ensure our customers, who are doing such critical work for their patients, benefit from our partner's industry expertise with Salesforce's Customer Success Platform. We look forward to the upcoming release of the suite of accelerators to augment Salesforce Health Cloud."

Yesh Subramanian, SVP Digital Business Solutions added, "We're leveraging the breadth and depth of capabilities of the Salesforce platform with Persistent's health-care specific agile product development and configuration capabilities to provide an end-to-end patient engagement and mobile-enabled care coordination solution. Father Martin's Ashley is a great example of how the healthcare experience can be transformed and we're proud they placed their trust in us. The accelerator suite has been a direct result from our working closely with Salesforce's field to deploy solutions to providers and systems across the country."

Father Martin's Ashley is a nationally-recognized leader in the treatment of alcoholism and chemical dependence. Accredited by The Joint Commission and located on a 147-acre campus in Havre de Grace, Maryland, Father Martin's Ashley has helped chemically-dependent people, those in recovery, and their families, since its co-founding by Father Joseph C. Martin, S.S., and Mae Abraham in 1983. Father Martin's Ashley is a division of Ashley, Inc., a 501(c)(3) non-profit organization, and has treated nearly 40,000 patients, offering inpatient treatment as well as sobriety enrichment, community and family and children's educational programs. In 2012, Ashley opened The Pain Recovery Program, offering patients a realistic reason for hope through an integrated approach to reducing or eliminating chronic pain, restoring function and ending dependence on addictive prescription pain medications to significantly improve quality of life. Visit www.fathermartinsashley.org for more information.





Salesforce Fullforce Solutions

Salesforce Fullforce Solutions are systems integrator or consulting partner offerings recognized for their specialization in priority Salesforce industries and other key solution areas. Fullforce Solution partners have demonstrated expertise and receive Salesforce go-to-market support, executive sponsorship and guidance as part of the Salesforce Partner Program.

The Persistent Systems Physician & Patient Relationship Management Salesforce Fullforce Solution is available immediately. For more information visit our website
<http://salesforce.persistent.com/verticals/healthcare-providers>

Additional Resources

- Learn more about Salesforce Fullforce Solutions:
<https://partners.salesforce.com/s/education/consultants/Fullforce>
- Become a fan of Persistent on [Facebook](#)
- Follow Persistent on Twitter: [@persistentsys](#) and [@persistenthcare](#)

About Persistent Systems

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives the business of our customers; enterprises and software product companies with software at the core of their digital transformation.

Forward-looking and Cautionary Statements: For risks and uncertainties relating to forward-looking statements, please visit:

http://content.persistent.com/Pslweb/forward_looking_cautionary_statement.shtml -

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