



# OPTIMIZE COMPLIANCE, COLLABORATION, CARE, AND YOUR FUTURE

With the right technology and strategy, healthcare organizations can stay compliant and connected — with minimal headache



GAIL HOPKINS  
Presidio Director of  
Healthcare Technology  
ghopkins@presidio.com  
239-281-6919

## THE CHALLENGE

In all industries, technology is evolving at lightning speed, with pressing questions keeping CIOs up at night. How do you know you're investing in a system that will be used to its full potential? Will the solution integrate with current systems and processes and grow with your needs?

For healthcare organizations, these questions are just one piece of a puzzle that involves integration, collaboration, patient experience, security, and more.

Mergers, acquisitions, and geographic expansion challenge healthcare organizations to bring together multiple networks, IT infrastructures, and call centers — while maintaining quality and consistency in care. Concurrently, organizations are managing single patient records from multiple points of access. Nurses, physicians, pharmacists, insurance providers, and other healthcare professionals need real-time information at their fingertips, delivered from a system that's shared rather than segmented across silos.

Patients also expect more from healthcare technology. They want greater engagement through video consultations, app-based scheduling, and wellness education, plus perks that may not seem relevant to direct patient care. Online entertainment in a waiting room, for example, can go a long way in terms of customer satisfaction, a positive review about the visit, and a patient's willingness to continue affiliation with a specific healthcare institution.

Meeting these increased expectations can feel like a daunting task. Workflow optimization, mobility, and cost efficiency matter more than ever. Meanwhile, as ransomware, malware, and other hacks proliferate,

patient data is a major concern. Each stolen healthcare record incurs an average cost of \$380. A breach can have a profound negative impact on operations and institutional reputation, and the many (and increasing) regulatory requirements for healthcare organizations up the compliance ante even more.

---

**Data breaches in healthcare cost \$380 per stolen record in 2017, more than double the global average of \$141, according to 2017 research by the Ponemon Institute.**

---

With all of these pressing priorities, in a more risk-averse budgeting environment, where can you invest for the most bang for your buck, today and tomorrow? How do you know you're making the right decisions for enduring IT ROI?

Are you getting the best pricing and support from suppliers? Does your solution leverage the best innovations for your needs, or just the most well-known? You can't afford to waste valuable time and money on obsolete, inflexible technologies or a solution nobody uses.

The purchase itself is just the beginning. Any solution needs to be installed, adopted, managed, and upgraded as requirements evolve. With such large, complex projects, things can go wrong at any point in the lifecycle. It's critical to get the solution and design right the first time.



## OUR INSIGHTS

Digital transformation in healthcare typically starts with electronic health records, Meaningful Use requirements, and secure communications like direct messaging. Then it's supported by secure and high-performing infrastructure, call center operations, voice and video collaboration, and data centers.

*"What's next?"* is where many organizations get stuck. If Forrester Research cites collaboration, chat, and web self-service as popular investments, should these be your priorities? The emerging array of buzzwords can overwhelm: IoT, VR, AI, blockchain — the list goes on.

A proven, experienced partner can connect you to the best options for your organization.

---

**The emerging array of buzzwords can overwhelm: IoT, VR, AI, blockchain — the list goes on. A proven, experienced partner can connect you to the best options for your organization.**

---

For a single investment that reduces expenses, increases efficiency, and generates quick, impressive ROI, consider virtualization. Presidio conducts complimentary assessments that are vendor-agnostic and guide organizations through the many options for moving from physical to hosted infrastructure or using virtual desktop infrastructure to boost productivity and upgrade call center operations. These assessments have helped our healthcare customers of all sizes streamline operations and generate savings in both CAPEX and OPEX.

When a major health system virtualized 75% of its servers, this \$5 million investment paid for itself in 1.2

years — and saved over \$14 million. The ROI: 181%! What's more, from 2016 to 2018, the health system saved 6,370 hours of IT administrative labor and 6.5 million kWh of energy, plus substantial real estate space.

Another way to address several pain points with one solution is migrating to the cloud. In addition to offering cost-effective storage, cloud hosting can lower the infrastructure investment and management expense involved in video — a key component of remote monitoring and telemedicine. Among healthcare executives surveyed by the Center for Connected Medicine, over 80% not already using cloud solutions reported considering this route, and 46% expressed interest in hosting clinical applications and data.

The ability to make the best investment decisions depends on:

- Access to the full range of solutions, with strong vendor relationships that garner priority service and competitive pricing
- Knowledge of both healthcare and technology, including emerging innovations like genomics and predictive analytics
- In-depth understanding of evolving compliance requirements — such as HIPAA, HITECH, and HITRUST — plus other protocols and programs (e.g., Meaningful Use, MIPS, MACRA, ACOs) that can impact the bottom line

Organizations can build this expertise in-house or, as we recommend, work with a trusted partner. Whatever the case, with knowledge, vigilance, and commitment, you can make an overwhelming set of challenges work to your competitive advantage.