

GIGAOM

Best Practices in HealthCare
Digital Experience and
Document Productivity



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1 Overview

During 2017, US medical providers charted *1 billion patient visits* according to the Center for Disease Control and Prevention (CDC). Tracking patients' billing activities, insurance provider interactions, office follow up visits, medical test results and questions is a large scale, never ending process. HealthCare organizations demonstrating industry leadership are investing in digital transformation through digital experience initiatives. These initiatives drive increases in client satisfaction, modernizing their processes and increase accuracy.

Healthcare providers have a CDC and other regulatory body mandate to serve and accurately process several billion possible interactions where a secure digital experience provides an elegant patient and provider solution. Key to attaining digital transformation and the digital experience is an organization's modernization of its document productivity and management schemes. With the right solutions in place, Healthcare digital transformation promotes better client care and positive organizational impact is the attainable goal.

This GigaOM Best Practices research also delivers several helpful checklists noting the opportunities for organizational digital experience improvement. The well-architected experience supports a wide range of options best suited for the healthcare ecosystem of providers, insurance firms, billing offices and the patients themselves. Today's mix of disparate systems remain unable to communicate digitally, often reducing organization productivity and client satisfaction. Without affecting change, Healthcare organizations risk facing an insurmountable problem.



According to CDC estimates, disconnected system costs are unfailingly common in disparate system solutions. These costs will likely continue to soar further as US patients create *more than 300 annual office visits per 100 people*. Children lead the way; more than 90 percent of covered kids visit the doctor annually. Billions of resulting transactions are quickly overwhelming the existing mashup of analog and digitalization schemes of both healthcare providers and the end patient. Mobility has

certainly helped cut through certain processes to deliver always-on connectivity and provide context for many of these transactions. However, many medical offices offer an incomplete digital experience interrupted by out of sync paper-based documentation. Tightly integrating security and compliance with existing analog and digital processes is a sensitive operation. A successful digital experience migration needs to map every business process involving paper, portable document format (PDF) standards-based requests, e-signatures, mailing, faxes and overnight carriers.

2 Problems with Unifying Digital Experience and Document Productivity, Revolutionizing Clinician and Patient Workflow

The promise and benefits of both adopting and integrating mapping electronic healthcare processes looms large for patients and providers. Unfortunately, growing regulatory (e.g. HIPAA) and financial business pressures slow down unified business digital transformation. Electronic health record documents still create many silos of worker and patient information. For many healthcare organizations digital transformation is a brand-new initiative with near zero IT oversight, control, orchestration, workflow cycle and automation. This status leaves providers seeking a balance between self-service options and security to achieve the greatest opportunity for success.

Why Digital Experience Matters

- New demands of patient scale and expectations are driving the need for digital transformation.
- Disparate document solutions drive up costs and lower productivity.
- Integrated document productivity solutions create a competitive advantage.

The combination of disjointed digital transformation steps threatens a healthcare providers qualitative ability to serve. Often, digital engagement with workers and patients is incomplete. This painful and frustrating disconnect weakens the link between in-person experiences and digital interactions necessary to keep up with the ongoing and future requirements of accuracy and scale. Issues that compound many intelligent document productivity solutions include insecure confidential patient communications and a growing multi-layer (e.g. data, device and application) attack surface with poor communication tracking. This security abscess implies a lack of protection against data loss and cyber theft with insufficient security safeguards.

Driving Operational Excellence

- Align different departments with regular communication and collaboration for detailing digital experience initiatives including IT, Ops, Business Groups.
- Provide ongoing digital training for medical knowledge workers; many staffers lack knowledge to explain the benefits of the healthcare provider's digital transformation.
- Design the digital patient experiences similarly to popular B2C providers including Amazon and Netflix using simple, easy to engage customer experiences.

3 Digital Experience Opportunity to Connect *300 Million Patients* with *2.5 Million Healthcare Professionals*

Aligning departments, training and patient experience all help deliver the tremendous cost and time-savings opportunity with even an introductory digital transformation effort. Eliminating paper-based patient and clinician experiences alone will save both money and time. Transitioning PDF printing, manual signatures, scanning, emailing and snail mailing into a digital experience is the goal. Achieving this goal alone improves and expedites healthcare. It also delivers a large competitive business advantage.

From a cost-containment point of view, an integrated digital document engagement gives a business the opportunity to bundle site-wide subscription and maintenance costs. Prior document management sliced into provider profits through overspending on multiple, separate document productivity services and solutions. Don't ask the IT staff or users to become document management doctors. Instead, ensure the Healthcare business is saving IT training costs and simplifying training and support through eliminating multiple, separate document management solutions.

IT Considerations

- Consolidate multivendor PDF and eSignature document management access for an omnichannel patient and provider digital experience including mobile and desktop access.
- Insist on integration with SaaS file-sharing destinations including Google, OneDrive, DropBox, Box and SharePoint.
- Mandate the availability of easy to use cloud analytics and administration dashboard to expedite user management and deployment as well as boost adoption and total ROI.

The largest barrier surrounding broad digital experience deployment is the costly enterprise license and maintenance terms for disparate PDF document management, e-signature, cloud-based file sharing and Microsoft Office 365 document workflow. Most existing solutions also cause high staffing and customer success costs due to manual processes. All medical providers need to improve their digital engagement to realize the benefits of boosting staffing efficacy and bolstering patient satisfaction.

4 A Healthier Diagnosis, Scalable Digital Experience including Integrated Document Productivity

Integration, always-on availability and consolidation supports a productive balance between medical services and patients digital experience. Once your organization creates a digital engagement blueprint, you can securely store compliant data and applications consistently from cloud and on-premise to every user on every device. A 24 x 7 x 365 digital experience reduces unnecessary and often costly patient readmissions through consistent communication with always up to date data. Every person and medical supplier involved in medical digital transformation gains a valuable time-savings edge.



Medical service providers benefit by boosting patient and physician satisfaction levels. The easy information transfusion throughout caregiver workflows, service levels and patient experience benefits everyone. Medical information is shared securely ensuring a superior patient experience with strong healthcare reputation management. Synchronized and shared data shrinks the revenue loss and mis-managed confidential data sharing problem. *A related Accenture study* correlates a great patient experience to 50% higher hospital margins.

Simplified healthcare systemwide purchasing, use, customization, deployment and management produces highly-engaged patients and higher healthcare margins. Highly-engaged patients are 31 percent less costly to care for vs. less engaged according to a *Health Affairs study*. The inherent ability of unifying both PDF document management and e-Signature alone is useful. This combination

connects, customizes and engages Branch Office, Doctor's offices, Hospitals and Patient intelligent document management needs. Digitally solving these needs boosts organization agility and expedites reach goals tied to patient success and organizational accountability.

Managing medical professional and patient care productivity improves all medical information usability. Matching healthcare digital content usability with IT costs for corporate-sponsored applications is always front and center. Expediting the most common information workflows without blowing the budget is critical.

Any weaknesses in the initial rollout are easily realized and ultimately help improve organization digital experience. Following the steps outlined in this research empowers both the patient and clinician with customer-centric digital experiences. The result is the elimination of diagnosis and treatment plan confusion and a proven ability to deliver a real-time patient digital engagement solution.

5 Digital Experience Summary; Next Steps

- Deploy helpful digital experiences that allow doctors to spend more time talking with patients, not documenting patient visits
- Provide patients with tools and information to actively participate in their own care, and easy access to their health information
- Focus on usability of medical access, editing, charting and ordering to *any* patient interaction – e.g. appointments, test results and insurance plan questions



Nitro is a document productivity company. We make it simple for business teams to convert, share, sign, and analyze documents on any device. Founded in 2005 in Melbourne, Australia, Nitro is used by more than 650,000 businesses, including over half of the Fortune 500. Nitro headquarters are in San Francisco, with offices around the world. Accomplish more with documents and make work more productive at [GoNitro.com](https://www.gonitro.com).